



- EVENT PARTNERSHIP TOOLKIT -

Delmarva and the Ground for Change

Farmers around the Chesapeake and Delaware Bays are leaders in environmental stewardship. Many of the practices used protect and promote healthy soils while also safeguarding working lands against extremes posed by climate change. This film follows three family-owned farming operations on the Delmarva Peninsula who all care about and depend on soil.

[WEBSITE](#)

[MATERIALS](#)

[TRAILER](#)

CONTACT



Jennifer Volk :: jennvolk@udel.edu
Film Promotion Coordinator + Environmental Specialist
University of Delaware Cooperative Extension



Karah Kwasnik :: karrah.kwasnik@unh.edu
Filmmaker + Digital Content Manager
USDA Northeast Climate Hub



A FILM ON
**SOIL HEALTH AND
CLIMATE CHANGE**

How to Partner

Help us elevate farmer knowledge, and facilitate deeper conversations around soil health and climate smart farming.

Together, through the power of film, let's ignite greater confidence in the ability of more farmers to cultivate resilient soils and increase public awareness around what some of our nation's farmers are already doing to adapt to and even mitigate climate change.

When you partner with the University of Delaware Cooperative Extension to host a film screening of the USDA Northeast Climate Hub's documentary film, *Delmarva and the Ground for Change*, you shine a light on how our nation's farmers can be part of the solution in fighting climate change from the ground up.

The University of Delaware Cooperative Extension and USDA Northeast Climate Hub seek film screening partners who are actively involved with their agricultural communities.

Delmarva and the Ground for Change is a feature-length documentary film intended for farmer, extension, agricultural service provider, conservation, and student audiences. It follows three family-owned farming operations located on the Delmarva Peninsula: Harborview Farms in Rock Hall, Maryland, Fair Hill Farms in Chestertown, Maryland, and Deerfield Farm in Lewes, Delaware. The film run time is 89 minutes (including credits).

Through USDA funding, University of Delaware Cooperative Extension is working alongside the USDA Northeast Climate Hub to help facilitate film screening events throughout the Northeast region from October 2022 through September 2023. The funding can cover film screening venue and/or rental costs, and may also be used to help cover event advertising costs.



Here's how to host a successful film screening and engage audience members in meaningful conversation after the film ends and the lights come on.

1 LET'S TALK

Let's find a time to (virtually) meet! The time will be spent getting to know you and/or your organization, reviewing the details and logistics involved in hosting a film screening event, and outlining a plan with actionable next steps.

2 TEAM MEMBERS

While we are here to support your event and help cover event costs, having a dedicated team who will be at your event is key. We suggest assigning the following roles to your event: 1) organizer, 2) moderator, and 3) greeter.

3 SCREENING VENUE

Whether on a farm or in a local movie theater, it's important to secure your event location, date, and time. University of Delaware Cooperative Extension can help cover venue/rental costs.

4 SCREENING FORMAT

Delmarva and the Ground for Change is available in the following file formats (upon request): Blu-ray disc, high resolution digital file (.mov or .mp4), and Digital Cinema Package (DCP). Please check with your venue and/or screening equipment to determine which screening format is appropriate.

5 CONCESSIONS SPONSOR

Our funding cannot cover food as an event cost. Finding a local business to sponsor a concessions stand for attendees is recommended.



6

EXPERTS PANEL

A goal of *Delmarva and the Ground for Change* is to facilitate deeper conversation within communities around soil health practices and climate smart farming. We can work with you to build an experts panel, which could include the following: USDA NRCS State Conservationist, soil health researcher or extension specialist, local conservation district staff, and/or farmer who uses soil health practices (i.e. cover cropping, no-till farming, rotational grazing).

7

REGISTRATION PAGE

By default, University of Delaware Cooperative Extension will create an event registration page for you to use once events details are established (i.e. venue, date/time, experts panel).

8

PROMOTION + SOCIAL MEDIA

Please consider who and how you will invite guests to your event. Depending upon event costs, University of Delaware Cooperative Extension may also be able to support online promotional costs for your screening event. It is highly encouraged that the following hashtag be used in all online posts: **#GroundforChangeFilm**

9

POST-SCREENING SURVEY

It is important that film impact be measured among viewers. University of Delaware Cooperative Extension will be assisting the USDA Northeast Climate Hub accomplish this through a short online questionnaire that will gauge viewer feelings and knowledge on the practices and topics discussed in the film. This will be done through a follow-up email from University of Delaware Cooperative Extension to event registrants. Access to the survey can also be made available at screening events through QR code.



Discussion Questions

EXPERTS PANEL

- + Tell us about your involvement with soil health and/or climate change research.
- + What soil health and/or conservation practice featured in the film stood out to you? and why?
- + How are you working to inform farmers about soil health and other climate adaptation and mitigation practices?
- + What resources are available to help farmers interested in learning more about the soil health and conservation practices?
- + What can a community or an individual consumer do to support the implementation of soil health practices across more land/farms?

AUDIENCE/CLASSROOM

- + What scene or practice featured in the film stood out to you? and why?
- + In Maryland and Delaware, farmers are incentivized to plant cover crops. Should farmers in every state have access to the same soil health incentives?
- + As we learned in the film, markets for carbon are developing. Do you think farmers should be paid for their efforts to sequester carbon? How might this potential new market/revenue for farmers support local economies?
- + In regards to rented farmland, how can (agricultural) land preservation become a more attractive financial option to land owners who are not involved in farming? Should carbon sequestration and/or ecosystem benefits of land be part of land equity value?
- + How can a community balance land/housing development with agricultural land preservation?



Film Factoids

00:06:30: Extreme rain events in the Northeast have increased by about 72% since 1950 making farms more vulnerable to soil compaction, erosion, and planting delays. **Source:** NCA4 + NRCC Interpolated Gridded Dataset

00:18:42: In 2019, historic flooding from extreme weather impacted over 15 states. The combined cost of the Missouri, Arkansas and Mississippi river basin flooding was \$20 billion. **Source:** NOAA

00:19:55: 2018 was the wettest year ever in Maryland since records began in 1895. **Source:** Northeast Regional Climate Center

00:21:20: Both too much and too little water can damage crops and pasture, but soils protected with a living cover, crop residue, or mulch lessen these impacts.

00:33:34: The highest reported use of no-till on cropland acres in the country occurs in Maryland (58%) and Delaware (54%). **Source:** USDA Ag Census, 2017

00:39:10: 39% of farmland in the contiguous 48 states is rented. **Source:** USDA ERS and USDA National Ag Statistics service, 2014

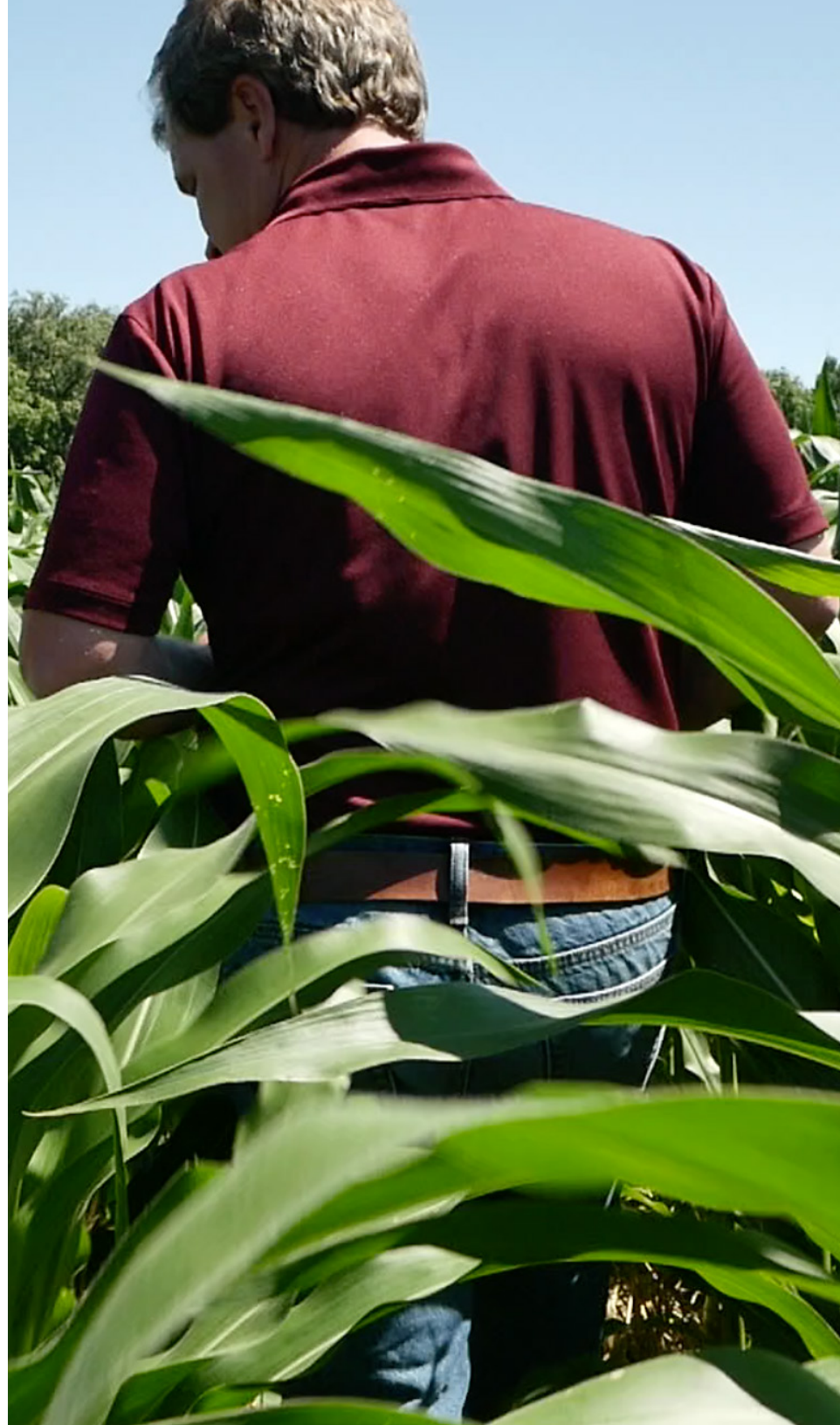
00:43:50: Winter temperatures are warming faster than in any other season in the Northeast. **Source:** Fourth National Climate Assessment

00:52:16: As of 2017, only 3.9% of cropland in the U.S. was planted in cover crops. This was a 50% increase from 2012. However, Maryland and Delaware farmers have long been leaders in cover cropping. As of 2017, 29% and 19% of cropland acres were reported under cover in these states. **Source:** USDA Ag Census, 2017

00:56:06: Moving land out of an annual cropping system and into perennial pasture or hay land increases soil carbon thanks to greater root carbon inputs and minimal soil disturbance.

00:58:27: Preserving existing, healthy agricultural soils helps mitigate climate change and ensure food security as both population and demand for development expand.

01:01:37: The world's ten warmest years on record have all occurred since 2005. **Source:** NOAA



Film Factoids

01:10:35: In the Northeast, over 1 million acres of agricultural land were paved over, fragmented, or converted to uses that jeopardize agriculture between 2001 and 2016. **Source:** American Farmland Trust

01:20:30: On a global basis, pastures provide up to 100 times greater biodiversity than croplands. **Source:** Beyer, R. and Manica, A. (2021). Global and country-level data on the biodiversity of 175 crops and pasture. Data in Brief, 36. <https://doi.org/10.1016/j.dib.2021.106982>

