

CONSERVATION *in* ACTION TOUR

America's Premier On-Farm Experience

26

Real Farms, Practical Innovation, Genuine Impact

Join national leaders for farmer-led demonstrations and insights to advance **conservation agriculture** at scale.



Conservation Technology
Information Center



RALEIGH, NORTH CAROLINA

JUNE 2026

DEAR FRIENDS AND COLLEAGUES,



I am excited to invite you to join us for the **Conservation in Action Tour**, the nation's leading on-farm conservation agriculture tour and industry showcase. This annual event brings together farmers, ag professionals, and conservation leaders to explore **real-world practices driving measurable impact** across the country's working farms.

From **hands-on farm demonstrations** to **behind-the-scenes industry stops**, attendees experience the full spectrum of conservation innovation where **farmers lead, experts learn, and solutions are tested in the field**. Each stop is designed to highlight **practical approaches to soil health, water quality, habitat development,**

and sustainable production, bridging the gap between farm-level practices and broader industry strategies and implementation support.

As an organization committed to advancing conservation agriculture, we invite you to **engage with the tour** with your attendance and sponsorship. Your involvement connects you with **leading farmers, decision-makers, and industry innovators**, providing a platform to showcase your work, share expertise, and support the continued adoption of practical and profitable conservation practices at scale.

I hope you will join us in celebrating and advancing the future of sustainable agriculture through **Conservation in Action**.

With appreciation,

A handwritten signature in black ink that reads "Ryan Heiniger".

Ryan Heiniger,

EXECUTIVE DIRECTOR, CONSERVATION TECHNOLOGY INFORMATION CENTER
HEINIGER@CTIC.ORG | 319•768•8348

ABOUT THE TOUR

The Conservation in Action Tour began in 2008, showcasing successful farmers in Indiana who prioritize soil and water quality. The flagship event of the Conservation Technology Information Center (CTIC) has grown into the gold standard of farm tours and has featured agricultural innovation in 14 states across 18 Tours. On a Conservation in Action Tour, you'll do more than hear from dynamic speakers and talk with conservation-minded producers: You'll experience farming up close. We've seen sugarcane harvesting in Florida, aerial seeding demonstrations in Illinois, wheat processing in Michigan, and livestock grazing in Idaho.

With a record attendance of 270 attendees from 20 states, the Tour has a track record of national attention from many different sectors of agriculture. Farmers, agribusiness representatives,

elected officials, policymakers, local conservation professionals, and more experience innovative farming that makes a difference in the community and to the country's production systems.

We've seen farms in watersheds as big as the Chesapeake Bay and the Mississippi Delta and as small, but no less important, as the Indian Creek (Illinois) Watershed. It's a chance to get your boots dirty and make real connections to soil health, water quality, habitat development, and industry leaders as we all continue to work toward our common mission of advancing the adoption of conservation practices at scale.

We are CTIC, and this is our Conservation in Action Tour, where you are part of the action in conservation agriculture.

NORTH CAROLINA:

THE BIRTHPLACE OF SOIL CONSERVATION

Anson County, North Carolina native Hugh Hammond Bennett was the foremost expert and advocate for soil conservation of the 20th Century. He drove the establishment of what is now the Natural Resources Conservation Service, which originated as the Soil Erosion Service in 1933 and was codified under USDA as the Soil Conservation Service (SCS) in 1935.

“The Father of Soil Conservation” served as the first chief for both organizations and famously testified to Congress in 1935 about the “national menace” of soil erosion following a spring dust storm that reached Washington, D.C. during the height of the Dust Bowl, leading to the Soil Conservation Act of 1935.

Following the establishment of SCS, North Carolina organized the first soil conservation district in 1937: The Brown Creek Soil and Water Conservation District, located in the Brown Creek watershed, covering parts of Anson and Union counties.

The initial district in North Carolina paved the way for more than 3,000 conservation districts that exist across the country today. Bennett’s legacy continues to grow with each generation of NRCS scientists, technical assistance specialists, and implementing partners who help farmers and ranchers preserve their most precious resources for the next generation of producers.

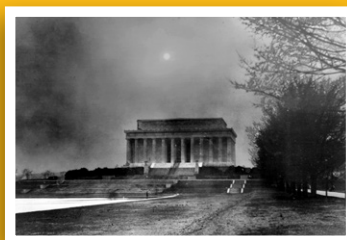
“Shall we not proceed immediately to help the present generation of farmers and to conserve the heritage of posterity? The writer, after 24 years spent in studying the soils of the United States, is of the opinion that soil erosion is the biggest problem confronting the farmers of the Nation over a tremendous part of its agricultural lands ... A little is being done here and there to check the loss—an infinitesimal part of what should be done.”

— Hugh Hammond Bennett —
1928, “Soil Erosion: A National Menace”

NRCS conservation specialist talks about pasture health with Jeff Dodson of Dodson Family Farms in Crossville, TN, 2024.



Dust storm in rural Nebraska, Circa 1930s.



A dust storm from the Midwest blew into Washington, D.C. in 1935, darkening the skies over the Lincoln Memorial.



Buried machinery in barn lot in Dallas, S.D., May 13, 1936.



Dr. Hugh Hammond Bennett (left) and Mr. Roach Stewart of Duke Power Company attend a picnic for tenant farmers of the Duke Power Company near Mooresville, N.C.



One of the first Conservation Districts is formed after the creation of the Soil Conservation Service.



SCS employee takes field measurements, June 1973.



THANK YOU TO OUR 2025 TOUR SPONSORS

BANQUET & KEYNOTE

POET

CLOSING RECEPTION



RUBY

syngenta

DIAMOND



Natural Resources Conservation Service
U.S. DEPARTMENT OF AGRICULTURE



Farm Credit Services
of America



PLATINUM



GOLD



FRIENDS OF CTIC

- AGRICULTURAL RETAILERS ASSOCIATION • ISG • PRECISION RISK MANAGEMENT
- SOUTH DAKOTA SOIL HEALTH COALITION • SPRING WATER FARM II
- REDLIN ART CENTER

2025 *TOUR BY THE NUMBERS*

35+ *Presenters:*

Engage with industry leaders from national organizations and local influencers.

8 *Tour Segments:*

Multiple farm stops, VIP industry tours, panel discussions, and ample networking opportunities programmed throughout your experience.

100% *Satisfaction:*

75% of attendees said their **overall experience was excellent**, and 25% said it was good.

87% *Want more:*

Nearly 9 in 10 attendees say they will consider attending again this year!



HERE'S WHAT 2025 ATTENDEES SAID:

"Very well organized and heard directly from **farm decision makers**."

"Loved the variety of speakers and the **commitment to common goals** across the industry."

"I really appreciated all the on-the-farm demonstrations and the clear work put into making the rotating stations **interactive**."

"Hearing [the host farmer's] real-life story about how he went from his start in farming to implementing conservation was **inspiring**."

"[I liked] hearing from a young operator that had tried the conventional approach and realized it wasn't working, hearing about **profit margins increasing** following that conversion, and hearing about **cost savings** from converting land poorly suited to production into conservation and grazing."

"Great to hear from a producer experienced in conservation farming methods to hear **what has worked**, how he is **still adapting**, and how he **stays current** with technical information to keep improving."

"I could do a whole other day!"

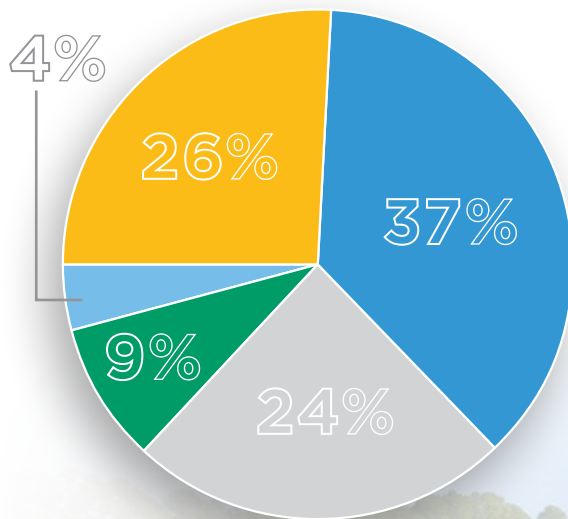
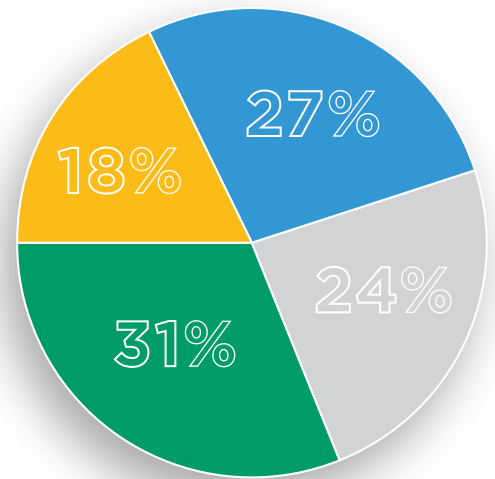


“The CTIC tour provides a diversified view of agriculture’s broad impact, from touring farm fields to what finished products look like to the consumer. They also take into account educating the many environmental, animal, and human impacts that the agriculture conservation community strives to improve on for a sustainable future.”

— **Kurt Steifvater**, Steifvater Farm, 2025 Tour host farmer

ATTENDEE BY TITLE

18%	Senior executive	
27%	Director/department lead/project lead	
24%	Senior manager/manager/specialist	
31%	Farmer/farm adviser/agronomist	



ATTENDEE BY SECTOR

26%	Crop input, equipment, and allied industry services	
37%	Associations, marketing/commodity groups, and NGOs	
24%	Farmers, retail channel, farm advisers/extension	
9%	Elected and appointed officials, and government agencies	
4%	Media	

2025 *PARTICIPATING COMPANIES*

- Alliance of Crop, Soil, and Environmental Science Societies
- Ag Drainage Management Coalition
- Agassiz Seed & Supply
- AgCountry Farm Credit Services
- Agri-Pulse Communications
- American Farm Bureau Federation
- American Soybean Association
- Agricultural Retailers Association
- Arva Intelligence
- BASF
- Bieber Farm
- Brandt Family Farm
- Bush Brothers & Co.
- Congressman Dusty Johnson
- Corteva Agriscience
- Cotton Incorporated
- Dakota Lakes Research Farm
- Ducks Unlimited
- East Dakota Water Development District
- Environmental Defense Fund
- Environmental Initiative
- Environmental Tillage Systems
- Farm Credit Services of America
- Farmers for Soil Health
- Foundation for Food & Agriculture Research
- Field To Market
- Gradable
- Healing Soils Foundation
- Houston Engineering
- Indigo Ag
- International Plant Nutrition Institute
- Iowa Farm Bureau Federation
- Iowa Nutrient Research & Education
- ISG
- Jungermann Farms
- Lessiter Media
- Mid-South Ag Partners
- Minnesota Soil Health Coalition
- Mississippi State University
- Missouri Corn Growers Association
- MN Agricultural Water Resource Center
- MN Soybean Research & Promotion Council
- Modern Ag Alliance
- The Mosaic Company
- National Association of Conservation Districts
- National Corn Growers Association
- North Carolina Soybean Producers Association
- North Dakota Natural Resources Trust
- Nebraska Dept. of Natural Resources
- Nebraska Corn Board
- National Fish and Wildlife Foundation
- Nutrien Ag Solutions
- Pasque Hill on Beaver Creek Farm
- Pheasants Forever
- POET
- Precision Risk Management
- Purdue University
- Regenerative Agriculture Foundation
- Regenerative Environmental Strategies
- Sand County Foundation
- South Dakota Association of Conservation Districts
- South Dakota Corn Growers Assn.
- South Dakota Grassland Coalition
- South Dakota No-Till Association
- South Dakota Soil Health Coalition
- South Dakota Soybean Growers Assn.
- South Dakota State University
- Spiegel Farms
- Steward Link
- Strategic Conservation Solutions
- Successful Farming
- Syngenta
- The Cattle Business Weekly
- The Fertilizer Institute
- The Nature Conservancy
- Theodore Roosevelt Conservation Partnership
- United Soybean Board
- US EPA
- US Geological Survey
- USDA-NRCS
- USFWS-HAPET

2025

SPONSOR FEEDBACK

(50% OF SPONSORS PROVIDED SURVEY FEEDBACK)

JOIN AN INFLUENTIAL GROUP OF “VERY SATISFIED” SPONSORS.

100% SATISFACTION

- **Very satisfied** with overall sponsorship experience
- **Very satisfied** with attendee numbers
- **Very satisfied** with deliverables provided
- **Very satisfied** or somewhat satisfied with the Tour’s programming
- **Very satisfied** or somewhat satisfied with attendee demographics



PROMOTER SCORE: 9.5

On a scale of 1-10, how likely are you to recommend the Conservation in Action Tour to a friend or colleague in the industry?

100% ARE VERY LIKELY OR SOMEWHAT LIKELY TO SPONSOR ANOTHER CONSERVATION IN ACTION TOUR!

“It was a great experience. Communication was clear and staff were very helpful when there were questions.”

“I felt the value for our level was appropriate and does not need to be improved.”

“We have received very nice comments from attendees.”

SHOW YOUR SUPPORT FOR CONSERVATION AGRICULTURE BY RESERVING YOUR SPONSORSHIP TODAY!



WORKING AGENDA



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Information Center

DAY 1

NOON - 4:30 P.M. OPTIONAL WORKSHOP/INDUSTRY TOUR 1

NOON - 4:30 P.M. OPTIONAL WORKSHOP/INDUSTRY TOUR 2

5:30 P.M. - 9:30 P.M. WELCOME | CELEBRATION OF CONSERVATION AGRICULTURE

• Opening ceremonies, cocktail hour, banquet, and keynote speaker

DAY 2

8 A.M. TO 5 P.M. CONSERVATION IN ACTION TOUR

• Multiple farm tours, farmer-led lunch program, behind-the-scenes industry stops

5:30 P.M. - 7:30 P.M. CLOSING COCKTAIL RECEPTION & HALL OF FAME INDUCTIONS

7:30 P.M. ADJOURN

7:30 P.M. - 9:30 P.M. AFTER HOURS NETWORKING SOCIAL



HERE'S WHAT 2025 ATTENDEES ARE LOOKING FORWARD TO IN NORTH CAROLINA IN 2026:



“Local foods, urban ag, specialty crops, and niche markets.”

“Retail channel, food processing, academia/research, and other stakeholder groups supporting farmers or creating demand for sustainable produce.”

“Livestock sustainability, animal ag, and the potential of habitat creation.”

“Tobacco, cotton, and specialty crops, and how different systems complement and support corn and soybean systems.”

“ROI for conservation practice adoption and maintenance through a variety of mechanisms, including incentives, markets, reduced inputs, and higher profitability.”

PLANNING COMMITTEE

- **MARK SCHMIDT**, Associate Vice Chancellor for Partnerships, NORTH CAROLINA STATE UNIVERSITY
- **MARY SUTTON CARRUTHERS**, Stewardship Manager, SYNGENTA • **PATRICIA RICE**, Technical Stewardship Manager, BASF
- **RYAN KURTZ**, Vice President of Agricultural and Environmental Research, COTTON INCORPORATED

SPONSORSHIP OPPORTUNITIES

EACH SPONSOR WILL RECEIVE:

- Acknowledgment during the 18th Annual Conservation in Action Tour
- Inclusion in all Conservation in Action Tour marketing materials, including pre-tour emails and social media
- Logo featured on the Tour web page and Tour event signage
- Opportunity to include branded items and information in Tour Bag that each attendee receives at registration

RUBY

(\$15,000) ABOVE RECEIVABLES PLUS:

- Logo featured on press releases, front cover of the Tour Notebook, and signage at Tour events
- Full-page ad in the Tour Notebook
- Five complimentary Tour registrations
- Opportunity to address attendees during a Tour event
- CTIC-hosted webinar to amplify your commitment to conservation agriculture (sponsorship commitment must be received by 2/15/26)
- Company logo branded reusable water bottles

DIAMOND

(\$10,000) ABOVE RECEIVABLES PLUS:

- Full-page ad in the Tour Notebook
- Four complimentary Tour registrations
- Opportunity to address attendees during a Tour event
- Bus decal with company logo

PLATINUM

(\$7,500) ABOVE RECEIVABLES PLUS:

- Half-page ad in the Tour Notebook
- Three complimentary registrations
- Attendee hotel keycard logo

GOLD

(\$5,000) ABOVE RECEIVABLES PLUS:

- Two complimentary registrations
- Quarter-page ad in Tour Notebook

EXCLUSIVE SPONSORSHIPS

Only one sponsorship is available for each of these opportunities, so don't miss your chance to be an exclusive sponsor of one of our Tour Events!

BANQUET AND KEYNOTE SPONSOR [\$20,000]

This dinner sponsorship will feature your organization at our Conservation in Action Tour Banquet, which will feature locally sourced South Dakota cuisine and a keynote speaker (TBD). This sponsorship will cover the keynote speaker fees and dinner.

- Logo featured on press releases, front cover of the Tour Notebook, and signage at Tour events
- Full-page ad in the Tour Notebook
- Five complimentary Tour registrations
- Opportunity to address attendees during the Dinner and introduce our Keynote speaker
- CTIC-hosted webinar to amplify your commitment to conservation agriculture (sponsorship commitment must be received by 2/15/26)

CLOSING COCKTAIL RECEPTION [\$17,500]

- Provide your company a lasting impression with the opportunity to address the delegation in the closing reception
- Logo featured on press releases, front cover of the Tour Notebook, and signage at Tour events and social
- Full-page ad in the Tour Notebook
- Five complimentary Tour registrations

AFTER HOURS NETWORKING SOCIAL [\$7,500]

- We're not tired yet. Relax and unwind with colleagues and new friends in a casual setting.
- Gold sponsor receivables
- Logo bar napkins
- Logo table tents

***THE DEADLINE FOR SPONSORSHIP IS APRIL 15.**

We will accept sponsors after this deadline but cannot guarantee recognition in all marketing materials, Tour Notebook, or signage at Tour events.

***BRANDED ITEMS AND INFORMATION FOR THE TOUR BAG MUST BE RECEIVED BY CTIC BY MAY 1.**

***ALL TOUR NOTEBOOK ADS MUST BE RECEIVED BY APRIL 21.**

QUESTIONS?

Contact **DAVID FRABOTTA**, frabotta@ctic.org, 216-410-5597

SPONSORSHIP OPPORTUNITIES



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Information Center

SPONSORSHIP LEVEL	AMOUNT	NUMBER OF REGISTRATIONS	SELECT SPONSORSHIP
Ruby	\$15,000	5	
Diamond	\$10,000	4	
Platinum	\$7,500	3	
Gold	\$5,000	2	
Banquet & Keynote	\$20,000	5	
Closing Reception	\$17,500	5	
After Hours	\$7,500	2	

INTENT TO SPONSOR

Company or Organization:

Primary Contact:

Title:

Phone Number:

Email:

*Please send this completed form and high-res logo in EPS, TIF, PNG, or JGP to **ELISE KONING** at koning@ctic.org.*