



2016 CTIC CONSERVATION IN ACTION TOUR

AUGUST 23 - 24, 2016

PIONEERING CONSERVATION IN IDAHO'S TREASURE VALLEY



PIONEERING CONSERVATION IN
IDAHO'S TREASURE VALLEY

2016 CTIC CONSERVATION IN ACTION TOUR



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CONSERVATION TECHNOLOGY INFORMATION CENTER

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IDAHO'S TREASURE VALLEY

The Treasure Valley in Idaho is an incredibly productive and highly diverse farming region. On the tour, we will pass by fields where farmers raise potatoes, sugarbeets, wheat, barley, mint, alfalfa, corn, beans, seed crops and dozens more crops. Many of those crops are destined for export—Idaho farmers are quite literally feeding the world.



A single acre here typically yields more than 40,000 pounds of potatoes and more than 72,000 pounds of sugarbeets. Average corn yields are over 200 bushels per acre. Beyond the farm gate, Idaho's agriculture industry also includes a wide range of businesses that add value to the state's bounty, from beef packing plants to french fry processing operations.

The Treasure Valley's remarkable productivity stems from the innovation and hard work of its farmers, rich volcanic soils, and irrigation systems that opened the region to agriculture more than a century ago. Conservation farming is evolving differently here than in many other regions of the country, in part because potatoes and sugarbeets need extremely well-prepared seedbeds and because of the challenges and opportunities provided by irrigated farming. On this tour, we will see how—with pioneer spirit and innovative technology—Idaho farmers optimize the use of precious irrigation water, protect air quality and manage nutrients wisely to produce more than 180 crops.

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"At Mosaic, we want to help farmers sustainably grow more nutritious food and help feed a growing world. The Conservation in Action Tour promotes innovative agriculture techniques that produce strong yields while supporting natural resource conservation. We're proud to continue our support of CTIC's important work."

Ben Pratt,

Vice President of Public Affairs at The Mosaic Company

GREETINGS FROM CTIC



On behalf of CTIC's Board of Directors, welcome to the Conservation in Action Tour. This year marks our 9th annual tour, this time focusing pioneering conservation in Idaho's Treasure Valley. We are delighted to have you with us. Together with local and state partners, we've planned this tour to highlight the pioneer spirit and innovative technology that Idaho producers use to protect the most precious treasures of the Treasure Valley – irrigation water, rich soils and clean air. Our goal is to increase knowledge, awareness and passion about conservation by introducing you to incredible individuals, farms and the technologies that are used. Thank you for being with us.

LARA MOODY

Chair of the CTIC Board of Directors and Senior Director, Stewardship and Sustainability for The Fertilizer Institute



Welcome to this year's Conservation in Action Tour in Idaho's Treasure Valley. The conservation systems at work in this region serve as compelling models as they drive agriculture toward greater profitability and increased protection of the environment. Idaho farmers produce more than 180 crops and anchor a food chain that extends around the globe. Few places offer the variety and productivity of Southwestern Idaho.

Enjoy the tour. We hope it inspires you!

CHAD WATTS

CTIC Executive Director



THANK YOU

CTIC extends sincere thanks to our partners in Idaho who shared their knowledge, experience and insight to help make this tour a special event. We appreciate the many hours contributed and recognize their leadership and commitment to maximizing both sustainability and profits in southwest Idaho. Our partners are listed below:

ALAN AYERS

DIRECTOR, STATE AFFAIRS/STEWARDSHIP
Bayer CropScience

JAMES ELLER

STATE RESOURCE CONSERVATIONIST
USDA Natural Resources Conservation Service

LANCE HOLLOWAY

SURFACE WATER MANAGER
Idaho Department of Environmental Quality

ERIC JOHNSON

MARKETING MANAGER, DIGITAL
J.R. Simplot Company

APRIL LEYTEM

RESEARCH SOIL SCIENTIST
USDA Agricultural Research Service

CINDY MILLER

SENIOR DIRECTOR, CONSUMER CONFIDENCE
United Dairymen of Idaho

LARA MOODY

SENIOR DIRECTOR, STEWARDSHIP & SUSTAINABILITY
The Fertilizer Institute

GALEN MOOSO

AGRONOMY MANAGER
J.R. Simplot Company

TERI MURRISON

ADMINISTRATOR

Idaho Soil and Water Conservation Commission

BOB NAEREBOUT

EXECUTIVE DIRECTOR

Idaho Dairymen's Association

BRIAN OAKEY

DEPUTY DIRECTOR

Idaho State Department of Agriculture

STEPHEN PAGET

RAW DEVELOPMENT MANAGER, IDAHO REGION

J.R. Simplot Company

NICK PEAK

REGION 10 AG ADVISOR

U.S. Environmental Protection Agency

PAUL POISTER

GOVERNMENT RELATIONS MANAGER

Agrium

WENDY STELLING

SENIOR MANAGEMENT ADMINISTRATOR

Bayer

BILL STEWART

ENVIRONMENTAL PROTECTION SPECIALIST

U.S. Environmental Protection Agency

MIKE THORNTON

PROFESSOR OF PLANT SCIENCE

University of Idaho

TERRY TINDALL

DIRECTOR OF AGRONOMY

J.R. Simplot Company

NORM WIDMAN

NATIONAL AGRONOMIST

USDA Natural Resources Conservation Service

TRAVIS YOUNGBERG

IDAHO STATE AGRONOMIST

USDA Natural Resources Conservation Service

ITINERARY & MAP

AUGUST 23, 2016

3:00 - 5:00 P.M. — Registration

The Grove Hotel - Downtown Boise

5:00 - 7:00 P.M. — Evening Social

Jack's Urban Meeting Place (JUMP)
1000 West Myrtle Street, Boise

JUMP is both a place and a vision—a brand-new community center and creativity incubator filled with gathering spaces, studios and workshops, and even a big collection of vintage tractors. It is a great place to start our intriguing and inspiring Conservation in Action Tour.



SPONSORED BY



JOHN DEERE



Speaker: CURTIS ELKE

IDAHO STATE CONSERVATIONIST

USDA Natural Resources Conservation Service

Idaho State Conservationist Curtis Elke's diverse background includes working in the private sector for 17 years in agriculture sales and management followed by another 17 years working for USDA's NRCS. He has had multi-state experience with NRCS starting as a soil conservation technician in North Dakota, followed by posts in Oklahoma, Massachusetts, South Dakota, Arizona and Washington, DC.

Mr. Elke has been associated with farming and ranching all his life. He and his family grew sugarbeets, hard red spring wheat, edible beans, and raised cattle on their family farm located in the Red River Valley near Cavalier, North Dakota. He has two children, both of whom work for NRCS.

Mr. Elke is a graduate of North Dakota State University with multiple degrees in horticulture and landscape design, and soil science with an emphasis in civil engineering. He has also enjoyed working as a part-time naturalist for the City of Brookings' Dakota Nature Park, where he provided education and recreational opportunities for the Brookings community.

AUGUST 24, 2016

6:45 A.M.

Registration and boxed breakfast at The Grove Hotel

7:15 A.M.

Load buses at The Grove Hotel

7:30 A.M.

Travel, welcome and breakfast on the bus

8:15 A.M.

Greenleaf Farms
Greenleaf, Idaho

10:00 A.M.

M/M Feedlot
Parma, Idaho

12:45 P.M.

Lunch at Bayer CropScience Vegetable Seed Facility
Parma, Idaho

2:30 P.M.

Arena Valley Farm
Wilder, Idaho

4:30 P.M.

McIntyre Farms
Caldwell, Idaho

6:30 P.M.

Dinner and Conservation Expo at Indian Creek Winery
Kuna, Idaho

8:30 P.M.

Return to Grove Hotel



IDAHO'S AGRICULTURE



- At 83,557 square miles, Idaho is the 13th largest state in the U.S. Of that land mass, 63% is public land.
- Called the Gem State, Idaho is the source of 72 types of precious and semi-precious stones.
- However, that figure pales in comparison to the number of crops produced by Idaho farmers, which number more than 180.

- Idaho is home to 25,700 farms across 11.5 million acres.
- Nearly half of the state is classified as rangeland.
- More than 2 million beef cattle are home on the range in Idaho.
- There are 3.2 million acres of irrigated land in Idaho. An extensive network of reservoirs, canals and drainage ditches allow water to be used many times in many different ways.
- Eighty percent of the state's irrigation water comes from rivers and reservoirs.
- The average size of an Idaho farm is 454 acres.
- Agriculture is Idaho's #2 industry, behind manufacturing and ahead of tourism.
- Pacific weather patterns moderate Idaho's temperatures.
- Southern Idaho typically receives 12 inches of annual rainfall, while northern Idaho receives an average of 25 inches. Winter snowfall measurements help officials predict the water supply for summer agricultural use.
- Idaho ranks 21st nationally for agricultural production.
- Idaho is ranked in the top 10 states in the nation for 26 crops and livestock production.

- The state is #1 in potatoes, with 29% of the nation's spud production.
- The word "potato" first appeared on Idaho license plates in 1928.
- The McDonalds frozen french fry was developed in Idaho by farmer and entrepreneur J.R. Simplot.
- Idaho is also tops in barley production.
- The Gem State is also #1 in food-sized trout, producing more than 72% of America's commercial trout. Geothermally warmed water helps Idaho aquaculturists produce not only rainbow trout but also white sturgeon, catfish, tilapia and alligators.
- Idaho ranks #3 for milk production nationwide. It holds the same rank for alfalfa hay, hops, sugarbeets, mint, and fresh prunes and plums.
- Dairy is Idaho's #1 commodity by dollar volume.
- Idaho is the hub of a global food network. For instance, Idaho farmers export more than 50% of their wheat crop.
- Canada is the leading export market for Idaho agricultural products.
- Idaho farmers—mostly in the southern part of the state—produce enough green beans to fill 4 billion cans.
- 90% of all the phosphate fertilizer produced in the U.S. comes from Idaho.
- There are more than 20 native tree species in Idaho. Forty percent of the state is covered in trees.
- If Idahoans had to consume all the agricultural products produced within the state in 2013, every resident would have to consume 219 slices of bread, 49 potatoes, 2 pounds of cheese or 42 glasses of milk, 1.5 pounds of beef, 3 onions, 3 cups of beans and more...**EVERY DAY.**



BREAKFAST AND BUS SPONSORS

CTIC is grateful to the sponsors who generously funded our tour transportation and the first meal of the day:

BREAKFAST



BUSES



TOUR STOP #1

Greenleaf Farms

Greenleaf, Idaho

Dave Dixon and his father Dan farm peppermint, onions, sugarbeets, dry beans for seed, wheat and corn on 1,100 acres near Greenleaf, Idaho, where Dan began farming in 1974. Dave, a supervisor with the Canyon County Soil and Water Conservation District, has been a leader in innovative irrigation techniques, including the subsurface drip system we'll see on 38 acres of his farm today.



A single drop of mint oil can flavor more than 7 packs of chewing gum.

Mint is a complicated crop to grow, particularly the twice-harvested variety the Dixons produce. The crop can last three to five years, but requires a long rotation out—10 to 12 years—to reduce damage from nematodes and prevent other challenges.



Irrigating mint from below can offer significant advantages in quality, as sprinklers can wash off 15 to 20% of the precious oil from the crop's leaves. Subsurface drip also helps improve crop uniformity and water use efficiency, facilitate nutrient management through fertigation, reduce foliar disease and weed pressure, and improve water quality in local streams by minimizing sediment and nutrient runoff from the field.

However, subsurface drip systems also demand careful attention to irrigation scheduling, rodent and insect control, and water quality to keep them running. In fact, ensuring good water quality is vital to making drip irrigation work in the Treasure Valley, says Dave Dixon—water has to be sediment-free enough to keep tiny emitters clear.

The Dixons practice other conservation practices, including cover crops, soil-building rotations and reduced tillage.



TOUR STOP #1: SPEAKERS

Semi-Permanent Drip Irrigation



DAVE DIXON
GREENLEAF FARMS
Greenleaf, Idaho

Dave Dixon has been farming since 1997 with his father Dan. The Dixons have used conservation practices like strip-tilling, cover cropping and drip irrigation to help promote soil health and conserve water. Currently they have peppermint growing on a semi-permanent drip irrigation system and they raise onions on shallow annual drip. Dave will be talking about the factors that played into his decision to put in semi-permanent drip tape on his mint crop. Drip irrigation offers some real benefits to mint production but has also presented some real challenges that Dave and other farmers are having to figure out as they go. Dave and his wife Betsy have four children, ages 14, 12, 9 and 6.



ROBERT MCKELLIP
RMF FARMS
Nampa, Idaho

Bob McKellip and his wife Susan have been farming in southwest Idaho for the past 38 years. In the region's arid climate—less than 12 inches of annual precipitation—they raise mint under both furrow and semi-permanent drip irrigation as well as corn, wheat, sugarbeets and sod. For the past five years, they have been using semi-permanent drip irrigation on part of their mint. Bob currently serves as a board member with the Idaho Mint Growers Association and the Canyon County Soil Conservation District. He is also the Idaho representative for the Mint Industry Research Council.



JIM KLAUZER
CLEARWATER SUPPLY
Ontario, Oregon

Jim Klauzer came to the Treasure Valley in 1982 after he completed his Master of Science degree in agronomy and conducted research trials for pesticide manufacturers. In 2000 he made a career shift to drip irrigation by joining Clearwater Supply. Since then, Jim has designed and serviced well over 1,000 drip irrigation projects and identified several critical moisture management levels in drip irrigating various crops, improving yields and quality for local growers. He has co-authored drip irrigation publications with the University of Idaho and Oregon State University.

Measuring Snow and Use of Water Supply Forecasts



RON ABRAMOVICH

Water Supply Specialist
USDA NATURAL RESOURCES
CONSERVATION SERVICE
Star, Idaho

Ron Abramovich is the water supply specialist for USDA's Natural Resources Conservation Service Snow Survey Program. He has lived in Boise since 1991, providing snow survey and water supply information to the many users that rely on Idaho's annual snowfall and water supply forecasts. Ron's work with the end users has provided him with a better understanding of Idaho's complex hydrology and more importantly, a better understanding of the tools and information they need to wisely manage and use water as a natural resource.

Importance of Water and Irrigation to Idaho and the Treasure Valley



BRIAN PATTON

Chief, Planning Bureau
IDAHO WATER RESOURCE BOARD
Boise, Idaho

Brian is a Licensed Professional Engineer and joined the Idaho Department of Water Resources in 1995, acting as the project manager for the Dworshak Hydropower Project and managing recharge of the Eastern Snake Plain Aquifer. Today, he oversees efforts to resolve the water supply and demand imbalance from the Eastern Snake Plain Aquifer, increase Idaho's water storage capacity, and revise the State Water Plan. Brian graduated from the University of Idaho with a degree in civil engineering.

Water Allocation, Delivery, Use and Reuse



REX BARRIE

Watermaster
WATER DISTRICT #63
Star, Idaho

Rex Barrie has served as watermaster for Water District #63 in the Boise River Basin since 2008. Rex has been involved in water distribution for 30 years. As the watermaster, he administers the natural flow and storage water on the Boise River, which serves 320,000 acres of land with 1 million acre-feet of storage capacity in four reservoirs. Rex also operates the district's rental pool. Rex is an active member in the Idaho Water Users Association and currently serves on the Association's Legislative Committee.



TOUR STOP #2

M/M Feedlot

Parma, Idaho

Welcome to one of the most unique—and beautiful—feedlots you'll ever see. Darin Mann and his father Kent have made M/M Feedlot home to 20,000 dairy cattle and a showplace for neighbors, clients and regulators.

Darin and Kent will guide us through the operation, from calf intake at one day old to the return of 22-month-old heifers to one of a dozen nearby dairies, where they will enter production. Male calves are raised for beef. It's a specialized business, and the Manns have focused not just on healthy cows, but on a healthy environment.



Dairy is Idaho's top-grossing agricultural commodity.

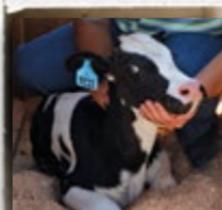


From fly and dust control to a pen and alley cleaning system that dramatically reduces odor and dust, the Manns will change your impressions of feedlot conditions. Manure is composted, dramatically reducing its volume and concentrating its nutrients into a friable product that can be economically transported to fields as far as 50 miles away.

Their water management system starts with landforming that directs floodwater away from manure and compost piles, as well as concrete pads to protect groundwater from manure. The Manns, in cooperation with their neighbors and NRCS, also constructed wetlands on more than 20 acres to filter drainage water from the farm before it enters the Snake River.

“Some things you just do because they’re the right thing to do,” says Darin.

At M/M Feedlot we’ll see the Manns’ remarkable conservation systems and learn about Idaho’s vibrant dairy industry.



TOUR STOP #2: SPEAKERS



DARIN MANN

M/M FEEDLOT

Parma, Idaho

Raised on the family farm and told he needed to get a college education and an off-farm job before he could come back, Darin graduated Brigham Young University with a degree in Chinese. He and his wife Alison then taught English in Taiwan, fulfilling his father's requirements and earning the chance to join the operation and help build it further. In addition to raising four children on the farm, Darin is active in church, Scouts, and civic activities, and served six years on the Parma City Council.



KENT MANN

M/M FEEDLOT

Parma, Idaho

Born and raised on the family farm, Kent Mann built a successful career in sales, marketing and political research before returning to Idaho in 1973 to get back into agriculture. He shifted the operation's focus from commodity crops to raising heifers and became respected for his business savvy and environmental commitment. He has served as president of the Idaho Cattlemen's Association and been recognized for environmental achievements by the National Cattlemen's Beef Association. In 2015, Kent was awarded the Governor's Award for Excellence in Agriculture.



Created Wetlands and Improving Water Quality



TRISHA CRACROFT

State Biologist
USDA NATURAL RESOURCES
CONSERVATION SERVICE
Boise, Idaho

Trisha has been involved in wetland restoration, enhancement and creation for the past decade in Montana, Utah and Idaho while working with the Natural Resources Conservation Service. During this time, she has held positions as a soil conservation technician, soil conservationist, district conservationist and state biologist. Trisha enjoys living in Boise, Idaho, with her husband, Warren, and their dog, Molly Brown.

Ammonia Emissions from Dairy Production and Ammonia Rules in Idaho



APRIL LEYTEM

Research Soil Scientist
USDA-AGRICULTURAL RESEARCH SERVICE
Kimberly, Idaho

Dr. April Leytem's research addresses problems in nutrient cycling in animal agriculture systems and helps ensure sustainable animal production while better protecting water and air quality. Her research projects have focused on understanding feed management, housing, manure handling and storage, manure application methods and timing, and soil processes that affect nitrogen and phosphorus cycling and off-site transport (via both air and water) from livestock-crop production systems.



LUNCH



The Parma campus where we're having lunch is one of five global seed sites for the Vegetable Seed Division of Bayer CropScience. Bayer's Parma team processes and packs seeds for onion, carrot, watermelon, melon, tomato, lettuce and spinach farmers around the world.

Our host, Stacy Woodruff, U.S. Vegetable Seeds Country Head and Vegetable Seeds Global Head of Processing for Bayer, says Idaho is known globally for its stringent phytosanitary rules. That allows the company to move seed smoothly from Parma around the world. The high desert climate in Idaho allows local seed producers to manage irrigation water very precisely, creating optimum conditions for seed crops. Additional seed is shipped in for processing from farms around the West and around the world.

Ever had a “blooming onion” appetizer at a steakhouse? Chances are the seed that yielded that single-center onion came through Bayer's Parma facility. Consumer-friendly traits like a single center in onions, and grower-oriented benefits such as consistent plantability and faster germination, make Bayer seeds highly sought by farmers across the globe, and reflect the hard work of the breeders and processors in the company's network. Trusted growers can spend years learning to produce certain varieties, says Woodruff.

In addition to its sophisticated seed processing and coating technology, Bayer's Parma facility is also home to an extensive seed storage facility and a unique bulb storage unit.

SPONSORED BY

In addition to hosting our tour lunch, the Bayer CropScience team has created a display to illustrate the steps and rich technology behind seed production and processing.



Bayer CropScience

Lunch Sponsor Comments



ALAN AYERS

Director, State Affairs/Stewardship

BAYER CROPSCIENCE

Research Triangle Park, NC

Alan Ayers, who holds a doctorate in plant pathology from North Carolina State University, has more than 30 years in the agricultural crop protection industry, all of which have been with Bayer CropScience and its predecessor companies. Alan began his career in 1985 in the area of product development and later moved into the environmental affairs department. In 1994, he joined the global regulatory team and later transferred to Lyon, France in 1997, accepting the position of global regulatory team lead for the herbicide and fungicide team. Alan became the global regulatory manager and team lead for insecticides in 2000. In 2001, he returned to the United States accepting the position of director of environmental affairs before moving into his current role.



STACY WOODRUFF

Vegetable Seeds Global Head
of Processing

BAYER CROPSCIENCE

Parma, Idaho

Stacy Woodruff has 23 years of experience in the vegetable seed business. He started with Bayer

CropScience Vegetable Seeds in 2005 as a seed technology specialist. After roles in production and processing, he advanced to the regional head of processing for the U.S. Stacy has been in his current role of global head of processing for the past five years.



**A single seed
for certain
commercial
tomato
varieties can
cost more
than a dollar.**

Lunch Keynote Speaker



DAVE DUFAULT

Vice President
and General Manager

J.R. SIMPLOT

AGRIBUSINESS RETAIL

Boise, Idaho

Born and raised on a small grain and soybean farm in northwest Minnesota, Dave earned a BS in agronomy from North Dakota State University. He worked as a crop consultant before joining Simplot Grower Solutions more than 20 years ago. At Simplot, he has held a wide variety of roles, including crop advisor, unit manager and area manager for the Red River Valley. He has served on the Agricultural Retailers Association board of directors since 2010 and is currently ARA's immediate past chairman.

TOUR STOP #3

Arena Valley Farm

Wilder, Idaho

We're going to take a peek into the future at J.R. Simplot Company's 20-acre test plot complex at the company's Arena Valley Farm. Potatoes are a key crop for many Idaho growers, so fine-tuning management and varieties is vital. So is managing rotation crops, which provide opportunities for soil building, erosion control, water conservation and management of weeds, insects, diseases and nematodes.

Top members of Simplot's agronomy team will share insight into the research plots and the company's exploration of cover crops and alternative cropping systems. They will be joined by University of Idaho experts for a look into the institution's research.

Micromanagement of nutrients, improved irrigation techniques and optimizing crop rotations are key research subjects on the farm; the team is also investigating links between nutrient status and disease susceptibility in potatoes. Disease and nematode management with reduced-input systems, biopesticide trials, and new variety tests are underway, and reduced tillage systems are constantly being fine-tuned.

Simplot puts sustainability at the forefront of its business, from its focus on the 4Rs of Nutrient Stewardship to how it manages its grazing lands and mine sites. The Simplot SmartFarm system carries the 4R concept of right source at the right rate at the right time in the right place to all agricultural inputs—not just to the 82,000 acres farmed by the company, but to the thousands of farmers served by Simplot crop advisors and retail staff in the U.S. and Canada.

In addition to the test plots, we'll be able to watch potato harvest in action—a dramatic ballet of digging, lifting, windrowing and pickup of ton after ton of potatoes bound for markets around the world.



SPEAKERS

The 4Rs and Minimum Tillage in a Diverse Rotation



MATTHEW CLEMENTS

Farmer
J.R. SIMPLOT COMPANY
Grand View, Idaho

Matthew Clements was raised on an irrigated farm in southwest Idaho. He has worked the last eight years with the Idaho Farm Team of the Simplot Land & Livestock Group.

The Idaho Team focuses on potatoes, hay, field corn, wheat, permanent pasture and optimizing opportunities within the greater Simplot Company.

Applying the 4Rs to High-Production Irrigated Agriculture



TOM JENSEN

Director in North America Program
INTERNATIONAL PLANT NUTRITION INSTITUTE (IPNI)
Calgary, AB, Canada

Dr. Tom Jensen joined the International Plant Nutrition Institute in 2007. He works in the North America Program, primarily in nutrient management systems for small grains and oilseed crops in Northwest North America. He grew up on a mixed irrigated farm in southern Alberta, and has worked in research, extension, and has on-farm agriculture retail experience. He received his agronomic training at the University of Alberta. Tom is a Certified Crop Adviser, and has served on both the Prairie Provinces and International Certified Crop Adviser (CCA) exam committees.



Potato yields in southwest Idaho average 40,000 pounds or more per acre.

TOUR STOP #3: SPEAKERS

Potato Variety Development for Water Use Efficiency and Production Goals



STEPHEN PAGET

Raw Development Manager, Idaho Region
J.R. SIMPLOT COMPANY

Boise, Idaho

Stephen Paget has been involved within the North American potato industry for more than fifteen years. He began his career in New Brunswick, Canada, where he managed the field operations of a seed farm. He spent a brief period within the fertilizer industry before managing a farm in North Dakota growing potatoes for the processing industry. With J.R. Simplot, Stephen spent seven years in the upper Midwest region—as a farm manager for four years and a raw development manager for three years—until relocating to Idaho in the fall of 2015 as a Raw Development Manager.

The Value of Improving Soil Health and Soil Preparation During the Cycle Before Potatoes Are Planted



MIKE THORNTON

Professor of Plant Science
UNIVERSITY OF IDAHO

Parma, Idaho

Dr. Thornton is a professor of plant science working on potatoes and onions for the University of Idaho at the Parma Research and Extension Center. Dr. Thornton's research program focuses on the sustainable production of new varieties, management of in-season pest problems and reduction of losses during storage. He has worked closely with key influencers in the potato industry (growers, commodity commissions, and processors) to document and address the most important issues they face. Dr. Thornton has over 35 years experience in the potato industry in North America, and has worked both in academia and industry, allowing him to see problems from several perspectives and develop effective research and extension programs. He received his PhD in plant science from the University of Idaho in 1990, and joined the Plant, Soil and Entomological Sciences Department as a faculty member that same year.

Smart Agriculture for a Sustainable Future



Together, we can find science-based solutions to produce more food while conserving our lands and waters.

Join us at [nature.org/workinglands](https://www.nature.org/workinglands)

The Nature Conservancy 
Protecting nature. Preserving life.

TOUR STOP #4

McIntyre Farms

Caldwell, Idaho

We're on our way to Peaceful Valley, where the McIntyre family is building soils on their 1,600-acre farm, which the family has managed since buying the place from an uncle in 1910. Long-time producers of alfalfa and forage crops, turnip seed, triticale seed, corn, wheat and peas, the McIntyres are pioneering no-till in the region on their picturesque operation.

Inspired by articles he read in farm magazines about no-till in the Midwest and Northeast, Brad McIntyre quit looking for a rock picker and bought a no-till drill instead. Talks at the National No-Till Conference by Gabe Brown and NRCS's Ray Archuleta inspired him to add pigs, cattle, and chickens to the operation as part of the soil-building equation.



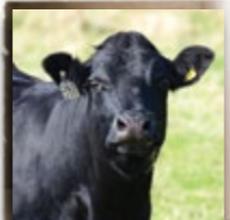
More than 2 million beef cattle call Idaho home.



Brad, his brothers Spencer and Ben, and their father Loren have added a wide range of cover crops—from grazing corn to forage quackgrass to teff—in a constant search for new opportunities to build organic matter and efficiently feed their livestock. Their operation now includes direct sales of pastured pork and grass-fed beef as well as hay, seed and other commodities.

At the farm, we'll dig deep into Brad's fascination with soil health—literally—with a soil pit that will help us explore the results of seven years of no-till. So far, the McIntyres have seen their soil organic matter rise from as low as 0.9 on sandy soils to as much as 1.5, and from 1.6 on heavier ground to levels approaching 3.0 percent. We'll also see a rainfall simulator in action and discuss water issues in the region.

No-till isn't common in Peaceful Valley yet, and Brad McIntyre says his no-till practices "keep the coffee shop in business," but he's confident that his family is enjoying the benefits of conservation.



TOUR STOP #4: SPEAKERS



BRAD McINTYRE

McINTYRE FARMS

Caldwell, Idaho

Brad has been on the farm since 2006 after graduating from college. His main responsibility is looking after the farm. Along with help from his dad and brothers, the McIntyres keep the 1,600 acres cared for and looked after. Brad has five kids and a very supportive wife.



SPENCER McINTYRE

McINTYRE FARMS

Caldwell, Idaho

Back on the farm for a little over a year after brokering hay, Spencer is primarily responsible for the family's cattle herd. Spencer is an avid outdoorsman with two children and another on the way.



BEN McINTYRE

McINTYRE FARMS

Caldwell, Idaho

Ben has been on the farm since coming home from college in 2004. He handles the family's custom haying business, handling 3,500 acres of hay harvest for McIntyre Farms and neighboring operations. When he's not handling hay, he's home with his four children.



LOREN McINTYRE

McINTYRE FARMS

Caldwell, Idaho

Loren took over the family farm when he was 17 due to the sudden death of his father. He oversees all aspects of the farm and custom business and is a big champion of his sons and their ideas to better the soil and the business. He raised nine children on the farm and now has 24 grandchildren that keep him busy.

How Soil Functions



MARLON WINGER

**State Agronomist
USDA NATURAL RESOURCES CONSERVATION SERVICE**
Marsing, Idaho

Marlon Winger grew up on a dairy farm in Dayton, Idaho, and earned MS and BS degrees at Utah State University in plant science. After nine years as a county agricultural agent for Utah State University Extension Service, he joined USDA's Natural Resources Conservation Service (NRCS) as area agronomist. Now state agronomist in Idaho, Marlon currently works for NRCS's newly created National Soil Health Division as the regional soil health specialist for Montana, Wyoming and Idaho. Marlon and his family live on a ranchette in Casper, WY, where the family raises pasture sheep, hogs, a few calves and a large garden.

Economics of Grazing Cover Crops as Part of the Soil Health System



JASON MILLER

**Water Quality Resource Conservationist
IDAHO SOIL AND WATER CONSERVATION COMMISSION**
Marsing, Idaho

Jason Miller is a farmer/rancher in Owyhee County and an employee of the Idaho Soil and Water Conservation Commission. As a water quality resource conservationist, Jason provides technical assistance to conservation districts throughout southwest Idaho.

When not working for the state, Jason works on the family operation in the Marsing area running commercial cow/calf pairs and growing crops such as corn, wheat, and hay. Jason has added no-till planting into his rotation and has been using cover crops following grain to benefit soil health and to provide additional feed for his cattle.

Soil Pit: Soil Property Challenges and Opportunities



SHAWN NIELD

**State Soil Scientist/Snow Survey Program Manager
USDA NATURAL RESOURCES CONSERVATION SERVICE**
Boise, Idaho

After returning to school in his thirties to get his master's degree in Soil Science at Utah State University, Shawn started his career with NRCS in 2002, working as a soil survey mapper in Price, Utah. After GIS, soil science and snow survey roles with NRCS in Wyoming and Alaska, Shawn had the opportunity to relocate to his hometown of Boise, Idaho, in 2015 as the state soil scientist for NRCS Idaho. There he is in charge of all soil survey information for the Idaho soil surveys, provides technical soil services for conservation planning, and serves as program manager for the snow survey operation.

NETWORKING, CONSERVATION EXPO AND DINNER

SPONSORED BY

MONSANTO



Dinner and a Conservation Expo will be held this evening at Indian Creek Winery in Kuna, Idaho. Founded in 1982 by self-proclaimed “Idaho farm boy” Bill Stowe, who spent his free time assisting a winemaker while stationed in Germany with the U.S. Air Force, and his wife Mui.

The Stowes have been joined in the business by Tammy Stowe-McClure and her husband Mike. Indian Creek has won gold medals at several wine competitions and was named Idaho Winery of the Year by Wine Press Northwest in 2008.

A popular wedding site, Indian Creek is renowned for its range of wines, including Pinot Noir, Mountain Syringa, White Riesling and White Pinot.

In addition to a great meal, we’ll be able to explore the latest conservation technology at our Expo, get a wrap-up of the day’s key points and hear a word from our Tour Sponsor, The Mosaic Company.

Remarks from the Dinner Sponsor



NICK GOESER

Director

SOIL HEALTH PARTNERSHIP

St. Louis, Missouri

Nicholas Goeser is director of the Soil Health Partnership and director of soil health and sustainability for the National Corn Growers Association (NCGA). Nick is building a demonstration farm network to connect soil health with on-farm management, crop productivity, profitability and environmental responses.

Nick has over a decade of research experience in the areas of crop production, nutrient cycling and management and environmental quality. Nick completed a MS in agronomy and PhD in horticulture from the University of Wisconsin.



The first grapes
grown in Idaho
were planted
in 1864.

TOUR-DAY PERSPECTIVE AND KEY POINTS



KATIE FLAHIVE

Agricultural Engineer
U.S. ENVIRONMENTAL PROTECTION AGENCY
Washington, DC

Katie Flahive is an agricultural engineer with the Nonpoint Source Pollution Control Program at EPA Headquarters. She works with federal, state, nonprofit and industry partners that research, develop, implement, track and measure the results of voluntary and/or incentive-based controls to improve water quality in agricultural and rural areas.

FINAL WORDS AND MANY THANKS



ADAM HERGES

Sustainability Agronomist
THE MOSAIC COMPANY
Minneapolis, Minnesota

Passionate about growing the food the world needs, Adam Herges has applied his University of Minnesota degrees in applied plant sciences and agronomy as sustainability agronomist for The Mosaic Company, this year's Tour Host. Prior to joining Mosaic, Adam was director of research and market development for South Dakota Soybean Association and the South Dakota Soybean Research and Promotion Council. He has also been a professional student worker with the Minnesota Department of Agriculture and a graduate research assistant focusing on the effects of cover crops on water quality.

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CTIC MISSION

CTIC champions, promotes and provides information on technologies and sustainable, productive and profitable agricultural systems that conserve and enhance soil, water, air and wildlife.

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Missouri Agribusiness Association

National Association of Conservation Districts

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USA Rice Federation

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Karen Bernick

Dr. E. J. Dunphy

Larry Heatherly

Jim Lake

Tim Palmer

Richard Robinson

Maurice Russell

John Vendeland

CTIC STAFF



CHAD WATTS
EXECUTIVE DIRECTOR
watts@ctic.org

A native of Indiana, Chad started his career in conservation with the Indiana Department of Natural Resources after graduating from Purdue, then worked for The Nature Conservancy. He joined CTIC in 2012 as project director, implementing watershed projects in the Mississippi River and Great Lakes basins, managing the crop residue management survey, spearheading the national cover crop survey, and overseeing a wide range of other CTIC programs and initiatives. He was named executive director in July 2016.



SUE TULL
PROJECT COORDINATOR
tull@ctic.org

Sue assists CTIC staff with projects, events, communications and administration. Her main focus is on the Indian Creek Watershed Project in Livingston County, IL. She spent most of her career in plant breeding research, primarily in soybeans. She has also worked with two Soil and Water Conservation Districts in Indiana as a district technician and urban conservationist, and spent two years in inventory at the local food bank.



CRYSTAL HATFIELD
ASSISTANT DIRECTOR OF OPERATIONS
hatfield@ctic.org

Crystal has an Associate of Applied Science in Accounting from Ivy Tech Community College in Lafayette, IN. She is responsible for the overall administration, accounting and payroll for all CTIC operations. Crystal handles memberships, sponsorships and all payables and receivables for CTIC. Prior to coming to CTIC, Crystal was a licensed tax preparer.



TAMMY TAYLOR
DIRECTOR OF OPERATIONS
taylor@ctic.org

Tammy assists the executive director with financial and human resource functions and membership development. She oversees accounts receivable and payable and maintains the website. Tammy also leads event planning and national conference projects.



MIKE SMITH
PROJECT DIRECTOR
smith@ctic.org

Mike leads the Economic, Agronomic and Environmental Benefits of Cover Crops project—often called Let’s Do the Math on Cover Crops—which spans seven states from South Dakota to Ohio. Mike’s experience in development and grant-writing boosts our efforts as we grow.



PATRICK SLACK
PROJECT COORDINATOR
slack@ctic.org

Patrick, a Virginia native, supports several projects through grant reporting, communication, and project coordination. Patrick received his bachelor’s degree in Natural Resources and Environmental Sciences from Purdue University and worked at the Purdue Center for Global Food Security before coming to CTIC in 2015.

CURRENT CTIC PROJECTS

COVER CROP SURVEY

PARTNERS

U.S. Department of Agriculture's Sustainable Agriculture Research and Education (SARE) program, American Seed Trade Association and Penton.

THE PROJECT

Since 2012, CTIC has collaborated with SARE on a farmer survey exploring the adoption of cover crops, including growers' attitudes on the benefits and challenges of the practice. In 2015, the American Seed Trade Association joined the effort.



More than 2,000 farmers completed the fourth cover crop survey in the spring of 2016, sharing important insights. Average cover cropped acreage has steadily increased among respondents, suggesting that cover crop users are planting them on a greater percentage of their total acreage. While respondents report an overall positive influence on yield, other long-term benefits such as improved soil health, increased soil organic matter, reduced soil erosion and improved weed control far higher than they did yield increases.

The 2016 survey—available online at www.ctic.org/Cover Crops—provides important guidance on communicating to both cover crop users and non-users.

In all, news from the field about cover crop adoption is very positive, and insight into how and what to communicate to the next wave of adopters will benefit cover crop promotion efforts.

FOR MORE INFORMATION

Visit www.ctic.org/Cover Crops or contact Chad Watts, CTIC executive director, at 574-242-0147 or watts@ctic.org.

BIG PINE CREEK WATERSHED PROJECT

PARTNERS

The Nature Conservancy, Wabash River Enhancement Corporation, Northern Indiana Citizens Helping Ecosystems Survive, Soil and Water Conservation Districts of Benton, Warren, and White Counties (Indiana), USDA Natural Resources Conservation Service and local watershed steering committee members and volunteers.

SPONSORS

Funded by the United Soybean Board, the project also receives support from Agrium, AgSolver, Field to Market: The Alliance for Sustainable Agriculture, Indiana Corn Marketing Board, Indiana Farm Bureau, Indiana Pork Producers, Indiana Soybean Alliance, Indiana State Department of Agriculture, International Plant Nutrition Institute, Purdue University, Tate & Lyle and The Fertilizer Institute.

THE PROJECT

The Big Pine Watershed is a significant nutrient and sediment source to the Wabash River. This project seeks to encourage the use of conservation best management practices and conservation systems to improve soil and water quality in the watershed.

Goals include:

- Reducing nutrient and sediment loading in the watershed by 12 to 16 percent before 2020.
- Engaging local farmers, community members and supply chain companies in a collaborative effort to understand the value of protecting Big Pine, as well as addressing current water quality and habitat concerns.
- Build and enhance the technical and operational capacity of the local conservation district to be the leader in addressing water quality concerns in Big Pine Creek watershed by working with partners to provide them the relationships, tools and technologies they need to manage a watershed project.

Success is already happening at Big Pine. 2014 saw 1,500 acres of cover crops planted on farms within the watershed. Noticeable reductions were observed in nitrogen, phosphorus and sediment loading. A leadership committee comprised of farmers and local leaders has been established. Baseline monitoring of Big Pine Creek has begun. Additionally, a watershed tour was held to highlight key conservation priorities and educate local citizens.

FOR MORE INFORMATION

Contact Chad Watts, CTIC executive director, at 574-242-0147 or watts@ctic.org.





INDIAN CREEK WATERSHED PROJECT

PARTNERS

Livingston County Soil and Water Conservation District, Illinois Environmental Protection Agency, USDA Natural Resources Conservation Service and the United States Geological Survey.

SPONSORS

AgriDrain, Agrium, A.J. Sackett and Sons Co., BASF, Brandt Consolidated, Case IH, CropSmith, Dow AgroSciences, Fishers and Farmers Partnership, GROWMARK, Illinois American Water Company, Illinois Corn Marketing Board, Illinois Council on Best Management Practices, Illinois Soybean Association, Illinois Nutrient Research and Education Council, John Deere, Koch Agronomic Services LLC, Monsanto, The Mosaic Company, National Wildlife Federation, New Leader, Syngenta and The Fertilizer Institute.

THE PROJECT

CTIC facilitates the Indian Creek Watershed Project, a multi-year effort led by local farmers who demonstrate and test best management conservation practices on their land. The project also brings together other local stakeholders to help boost water quality, agricultural sustainability and community success within the watershed.

On-farm research demonstrates and measures the success of practices in the watershed, where local farmers can see their neighbors making the systems work—keeping farmers economically sustainable while protecting water quality and making more efficient use of applied crop nutrients.

A variety of water quality monitoring technologies measure improvements in water quality that may be accomplished with these systems and practices. CTIC is also working with Purdue University to evaluate the social elements of the project that engage participants and contribute to the program's success.

Already, more than 50 percent of the watershed's farmers have adopted conservation systems and practices that encourage nutrient use efficiency on at least half of the farmed acreage in the project area. A booklet on leadership lessons from the project, as well as technical sheets based on demonstration project results are available on the CTIC website.

FOR MORE INFORMATION

Visit www.ctic.org/IndianCreek or contact Chad Watts, CTIC executive director, at 574-242-0147 or watts@ctic.org.

LET'S DO THE MATH: ECONOMIC, AGRONOMIC AND ENVIRONMENTAL BENEFITS OF COVER CROPS

PARTNERS

Corn & Soybean Digest magazine, National Corn Growers Association, Monsanto, Bayer CropScience, Syngenta, The Nature Conservancy, Purdue University, DuPont Pioneer and CropLife America.

THE PROJECT

Examining a wide range of contributions cover crops make to farms, including:

- The economic payoff of cover crops
- Nutrient cycling
- Pollinator habitat
- Improvements in soil health
- Forage opportunities
- and many others



CTIC and partners are quantifying the impacts of cover crops so farmers, advisors and policymakers can do the math on their benefits. This project extends to farms across Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio and South Dakota. We'll be documenting costs, economic returns, decision-making processes, and the differences among economic and environmental factors in fields newly planted to cover crops and those that have been host to cover crops in the past. In fact, the program will result in at least 1,000 new acres of cover crops—a great opportunity to study the economics, challenges and best management practices surrounding their establishment.

This project will also examine methods for providing cost-effective pollinator habitat on the farm, both through adjusting cover crop management and by planting marginal cropland to perennial habitat. Partner beekeepers with honey bee colonies on five farm sites will help determine how to practically support pollinators on the farm without sacrificing profitability.

FOR MORE INFORMATION

Visit www.ctic.org/CoverCropMath or contact Mike Smith, CTIC project director, at 765-494-9555 or smith@ctic.org.

CONSERVATION CROPPING SYSTEMS INITIATIVE (CCSI) COMMUNICATIONS

PARTNERS

Indiana Association of Soil and Water Conservation Districts, with grants from the National Fish and Wildlife Foundation and a USDA Natural Resources Conservation Service Conservation Innovation Grant.

THE PROJECT

Seventeen demonstration sites in four soil health hub regions around Indiana—representing the state's varied soil types and climates—focus CCSI's deep research into the impacts of soil conservation systems on economics and soil health. Over the past three years, 12 farmers, four university research stations and a county farm have hosted replicated strip plots to quantify the impact of conservation systems that range from long-term continuous no-till to cover crops, nutrient programs, precision farming technology and conservation buffers.

Those strip plots provide researchers with the opportunity to conduct detailed biological assessments of the soils; measure biomass; quantify fertility levels in the soil and crops; and track soil moisture and temperature. Using the farmers' financial records, economists also study the real-world economics of conservation systems.

CTIC has helped CCSI share results of the hub farmers' experiences through a series of case studies available online at www.ccsin.org.

FOR MORE INFORMATION

Visit www.ccsin.org or contact Chad Watts, CTIC executive director, at 574-242-0147 or watts@ctic.org.





AG CONSULTANT TRAINING IN SYSTEMS THAT PROTECT WATER QUALITY

PARTNERS

Agri Drain Corporation, Agricultural Drainage Management Coalition (ADMC), Agricultural Retailers Association (ARA), The American Society of Agronomy and Soil Science Society of America.

THE PROJECT

Through a collaborative agreement with US EPA, CTIC will provide leadership and technical support to successfully plan, organize, coordinate, evaluate and share information from five workshops held between 2015 and 2020.

These workshops will provide attendees the foundation to target, design and implement conservation practices for their clients. Practices covered will include in-field nutrient management, drainage water management systems, bioreactors, saturated buffers and more. CTIC will host specific practice summaries and other materials that will help this project's target audience.

TARGET AUDIENCE

In addition to the memberships of project partners, CTIC will design the workshops with the following groups in mind: agricultural retailers, Certified Crop Advisers, Land Improvement Contractors of America, members of Agricultural Drainage Management Coalition, National Alliance of Independent Crop Consultants (NAICC), NRCS technical service providers and Soil and Water Conservation District staff and engineers.

FOR MORE INFORMATION

Visit www.ctic.org/AgConsultantTraining or contact Mike Smith, CTIC project director, at 765-494-9555 or smith@ctic.org.

JOIN CTIC

As a CTIC member, you can:

- Provide input and resources for projects where real conservation is being done on the ground and proven strategies are being marketed to improve soil and water quality.
- Participate in committees to chart the future for CTIC and conservation agriculture.
- Collaborate with fellow agriculturists, conservation advocates and public sector leaders to address information needs and advocate for conservation technology.
- Disseminate CTIC information on successful conservation systems to farmers and farm advisors.
- Help move agricultural conservation forward and engage others in accomplishing the same goal.

All CTIC members benefit from:

- Access to research and information related to conservation agriculture.
- National recognition for support of agricultural conservation.
- Networking opportunities with agricultural and conservation advocates.
- Customized projects and materials promoting conservation agriculture.
- Interaction with technical professionals and policy makers at state and national levels.

Options

Join our national public/private partnership at the basic membership level that fits you best—Individual, Institutional or Corporate. For additional benefits and recognition, increase your contribution. Each level includes additional benefits through Gold, Silver and Bronze memberships.



BE A MEMBER. MAKE A DIFFERENCE.

MEMBERSHIP LEVELS & BENEFITS

CORPORATE MEMBERSHIP

GOLD – \$8,500 + Basic Corporate Membership

You receive the Basic benefits, plus:

- Recognition on web page and in social media outlets and feature stories in *Conservation in Action Partners*
- Special recognition at a CTIC Board of Directors meeting
- Two gift memberships at the Individual Silver level
- Recognition at two CTIC events
- Three complimentary registrations to CTIC's Conservation in Action Tour

SILVER – \$3,500 + Basic Corporate Membership

You receive the Basic benefits, plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- Special recognition at a CTIC Board of Directors meeting
- Two gift memberships at the Individual Silver level
- Recognition at two CTIC events
- Two complimentary registrations to CTIC's Conservation in Action Tour

BRONZE – \$1,000 + Basic Corporate Membership

You receive the Basic benefits, plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- Special recognition at a CTIC Board of Directors meeting
- Two gift memberships at the Individual Silver level
- Two complimentary registrations to CTIC's Conservation in Action Tour

BASIC-1: \$6,500 - Gross revenue greater than \$500 million

BASIC-2: \$2,000 - Gross revenue greater than \$100 million and less than \$500 million

BASIC-3: \$1,000 - Gross revenue greater than \$50 million and less than \$100 million

BASIC-4: \$500 - Gross revenue less than \$50 million

BASIC CORPORATE BENEFITS

- One-year subscription to *Conservation in Action Partners* and *Member Mail* e-newsletter
- Access to Crop Residue Management Survey data from 1989 to 2004 through CTIC's website
- Recognition on CTIC's web page

MEMBERSHIP LEVELS & BENEFITS

INSTITUTIONAL MEMBERSHIP

GOLD – \$1,000 + Basic Institutional Membership

You receive the Basic benefits below plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- Special recognition at a CTIC board of directors meeting
- 25% discount on registration for CTIC's Conservation in Action Tour

SILVER – \$750 + Basic Institutional Membership

You receive the Basic benefits below plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- 15% discount on registration for CTIC's Conservation in Action Tour

BRONZE – \$500 + Basic Institutional Membership

You receive the Basic benefits below plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- 10% discount on registration for CTIC's Conservation in Action Tour

BASIC-1: \$1,000 - Organizations with a national focus

BASIC-2: \$250 - Regional, state or local organizations

- Recognition on CTIC's website
 - One-year subscription to *Conservation in Action Partners* and *Member Mail* e-newsletters
 - Access to Crop Residue Management Survey data from 1989 to 2004
-

INDIVIDUAL MEMBERSHIP

GOLD INDIVIDUAL MEMBERS – \$500

You receive the Basic benefits below plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- Access to Crop Residue Management Survey data from 1989 to 2004
- 25% discount on registration for CTIC's Conservation in Action Tour

SILVER INDIVIDUAL MEMBERS – \$250

You receive the Basic benefits below plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- 15% discount on registration for CTIC's Conservation in Action Tour

BRONZE INDIVIDUAL MEMBERS – \$100

You receive the Basic benefits below plus:

- Recognition in *Conservation in Action Partners*, web page and social media outlets
- 10% discount on registration for CTIC's Conservation in Action Tour

BASIC INDIVIDUAL MEMBERS – \$50

- Recognition on CTIC's web page
- One-year subscription to *Conservation in Action Partners* and *Member Mail* e-newsletters

Please mail or fax
(if paying by credit card) to:

**Conservation Technology
Information Center**

3495 Kent Avenue, Suite L100
West Lafayette, Ind. 47906

Fax: (765) 463-4106

For questions about
membership, contact Crystal
Hatfield at 765-494-9555 or
hatfield@ctic.org

MEMBERSHIP APPLICATION FORM

Name: _____

Company/Organization: _____

Address: _____

Address: _____

City: _____

State: _____ Zip: _____

CORPORATE MEMBERSHIP

- Gold Corporate Member Basic* plus \$8,500+
- Silver Corporate Member Basic* plus \$3,500
- Bronze Corporate Member Basic* plus \$1,000
- Basic-1: \$6,500 - Gross revenue greater than \$500 million
- Basic-2: \$2,000 - Gross revenue greater than \$100 million and less than \$500 million
- Basic-3: \$1,000 - Gross revenue greater than \$50 million and less than \$100 million
- Basic-4: \$500 - Gross revenue less than \$50 million

*The Gold, Silver or Bronze Corporate Membership rate includes the Basic membership rate of \$500, \$1,000, \$2,000 or \$6,500 plus the additional amount for the desired medal membership level.

INSTITUTIONAL MEMBERSHIP

- Gold Institutional Member Basic* plus \$1,000 +
- Silver Institutional Member Basic* plus \$750
- Bronze Institutional Member Basic* plus \$500
- Basic-1: \$1,000 – Organizations with a national focus
- Basic-2: \$250 – Regional, state or local organizations

*The Gold, Silver or Bronze Institutional Membership rate includes the Basic membership rate of \$250 or \$1,000 plus the additional amount for the desired medal membership level.

INDIVIDUAL MEMBERSHIP

- Gold Individual Member \$500+
- Silver Individual Member \$250
- Bronze Individual Member \$100
- Basic Individual Member \$50

METHOD OF PAYMENT

Please check one of the following:

- A check is enclosed, payable to CTIC
- Credit Card Visa MC American Express

Card # _____ Exp. date _____

3-Digit Code _____ Signature _____



THANK YOU

CTIC thanks all of the sponsors of the 2016 Conservation in Action Tour. We appreciate your support and value your contributions to make this event a valuable and enjoyable experience.

TOUR LEADER

- **The Mosaic Company**

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- **CropLife America**
- **Agri Drain Corporation**
- **Agricultural Retailers Association**
- **DuPont Pioneer**

WATER BOTTLES

- **J.R. Simplot Company**

GENERAL PROMOTION

- **National Association of Conservation Districts**

CCA MAILING

- **International Certified Crop Advisers Program**



Bayer CropScience





EVALUATION FORM

2016 CTIC CONSERVATION IN ACTION TOUR CONSERVATION TECHNOLOGY INFORMATION CENTER

Name: _____ Email: _____

(Please note, including your name and e-mail implies permission to use comments on CTIC website and materials.)

How did hear about the tour? _____

Which state are you representing? _____

How many CTIC Conservation in Action Tours have you attended? _____

How do you describe yourself? Please circle all that apply:

CTIC Member

Farmer

Government Agency Employee

Media

Agribusiness

Conservation Organization Employee

Agriculture Association

CCA

Other

PLEASE RATE THE FOLLOWING:	1 (Definitely YES)	2	3	4	5 (Definitely NO)
Was the tour worth your time?					
How likely are you to attend a future CTIC Conservation in Action Tour?					

What did you enjoy the most about the tour?

RANKING: Please <u>rank</u> each of the following in order from 1 (<i>most favorite</i>) to 4 (<i>least favorite</i>). Use each number ONLY ONCE for each question.	Greenleaf Farms	M/M Feedlot	Arena Valley Farm	McIntyre Farms
1. How interesting was each tour stop? 1 (most favorite) 4 (least favorite)				
Why did you rank them in this order?				
2. How likely are you to use the information presented? 1 (very likely) 4 (not likely)				
Why did you rank them in this order?				
3. Rank the tour sites by organization (distance to sessions, sound, seating, shade, etc.). 1 (best organized) 4 (least organized)				
Why did you rank them in this order?				

PLEASE RATE THE FOLLOWING ASPECTS OF THE TOUR ON A SCALE OF POOR TO EXCELLENT.

		Poor*	Fair*	Good	Very Good	Excellent
Overall	Tour Content					
	Organization					
	Tour Length					
Materials	Website/emails					
	Notebook					
	Registration packet materials					
Social	Location: JUMP					
Conservation Expo	Exhibits					
Lunch	Location: Bayer CropScience					
Dinner	Location: Indian Creek Winery					
Bus	Content					
	Travel time					

Which tour stop had the greatest impact on you? Please tell us why.

What suggestions do you have to improve the tour?

What would you like to see on a future CTIC Conservation in Action Tour?

*If you rated an area "POOR" or "FAIR," please let us know how we can improve.

Thank you for your feedback! We look forward to seeing you at the 2017 Conservation in Action Tour!

PAST TOUR HOST SPONSORSHIP

Each year, CTIC invites the farm hosts from the past two Conservation in Action Tours to join us on the tour with travel expenses paid. This year, Syngenta supported the following individuals, listed with the year of the tour they hosted:

Dave and Ruth Legvold, August 2015

Phil Maring, August 2015

We thank Syngenta for sponsoring these conservation-minded individuals in their travels to Idaho.



PHOTO CREDITS:

Conservation Technology Information Center

Steve Werblow Communications

Sling Shot Design & Illustration



CONSERVATION TECHNOLOGY INFORMATION CENTER

3495 Kent Avenue, Suite L100, West Lafayette, Ind. 47906

Telephone: 765-494-9555 • ctic@ctic.org • www.ctic.org



Principles of 4R Nutrient Stewardship

www.nutrientstewardship.com @4Rnutrients



Meet the 4R Advocates

Grower: Matthew Clements

Agronomist: Terry Tindall, Simplot



4R Measure of Success:

Applying in-season, low-salt liquid fertilizers via irrigation pivots to 8,000 acres of alfalfa is saving Clements about \$192,000 annually compared to aerial application.



WHAT MATTHEW SAYS ON THE 4RS:

"Our business is so competitive now that saving pennies, even on a microscopic scale, adds up to big savings. We're seeing benefits in fuel savings, reduced wear and fewer hours on equipment. Advocating for the 4Rs and understanding the balance that it provides makes us better farmers and better members of our community."

WHAT TERRY SAYS ON THE 4RS:

"Thousands of acres of corn and other crops have been moved into systems with minimum tillage. We've taken advantage of starter fertilizers, a direct value of the 4Rs. With this and other incorporations, we've created a 9 to 1 cost benefit ratio on 1,200 to 1,500 acres of triticale planted after a corn harvest that includes 4R practices".