



Conservation Technology Information Center

# Strategic Plan



September 2025 — August 2028



Conservation Technology  
Information Center

**The Conservation Technology Information Center (CTIC)** was formed in 1982 to support the widespread use of economically and environmentally beneficial agricultural systems.

Members of CTIC, a non-profit 501(c)(3) organization, include farmers, policy makers, regulators, academic researchers, agribusiness leaders, conservation group personnel, farm media, and others. The organization is also supported by the U.S. Environmental Protection Agency, USDA Natural Resources Conservation Service, and other entities at the federal, state, and local levels.



### **Mission** < WHO WE ARE, WHAT WE DO >

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

### **Core Purpose**

CTIC advances agricultural sector knowledge, technologies, and implementation through partnerships in conservation to enhance resiliency of production agriculture and environmental protection.

## **Core Organizational Guiding Principles**

- **Collaborative, consensus-based engagement** and decision-making guided by data and science to balance reducing environmental impacts while optimizing production outputs and farmer profitability.
- **Committed to positively impacting** soil, water, air, and habitat resources through conservation and resource stewardship.
- **Innovative thinking** on tools and information as well as incubator for conservation research and development to support an increase in conservation adoption.

## **Vision** < WHAT WE ASPIRE TO BE >

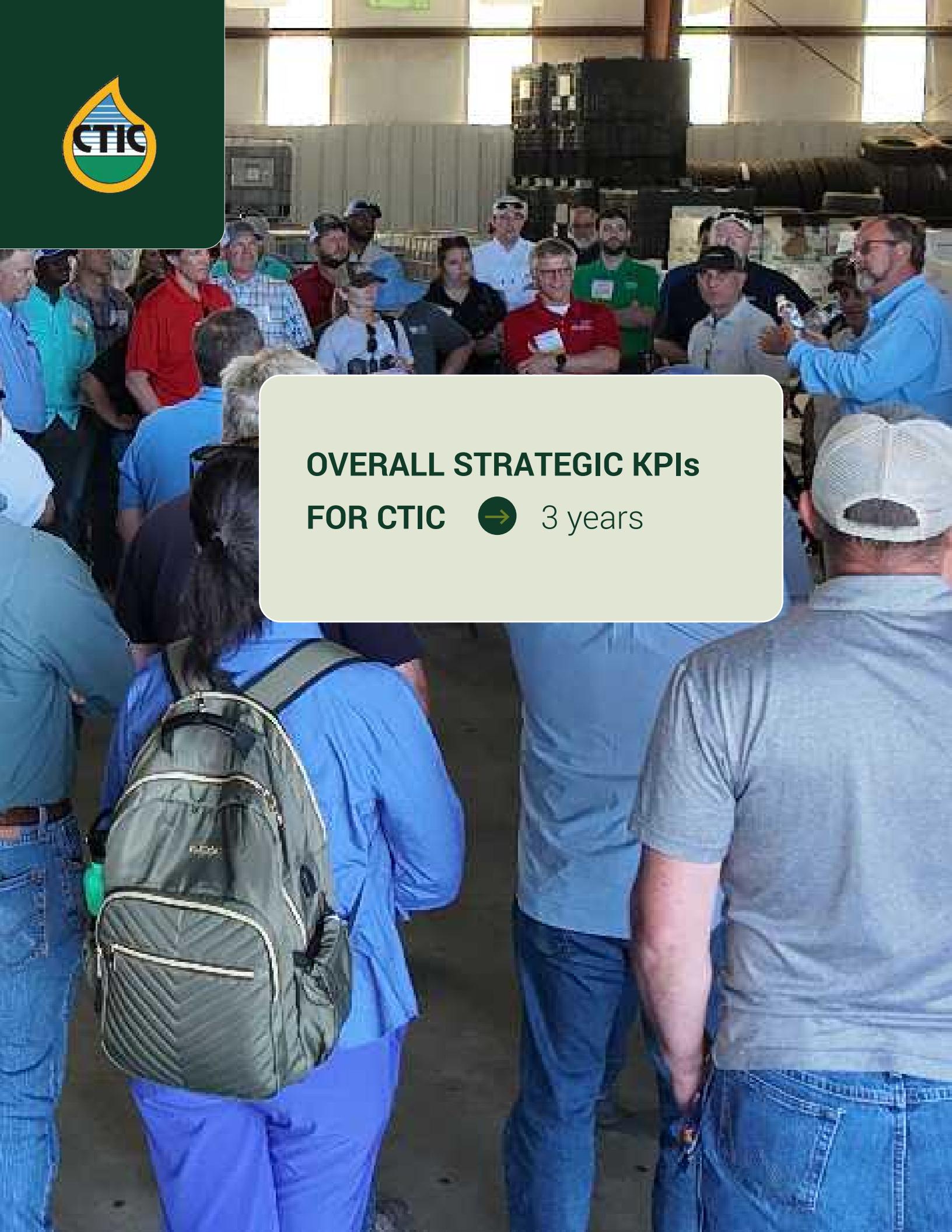
CTIC acts as a trusted catalyst, delivering partnerships, data, science, and technologies that achieve greater adoption of innovative conservation practices in production agriculture while also stewarding natural resources.

### **Longer-Term Envisioned Future** ➔ 10+ years

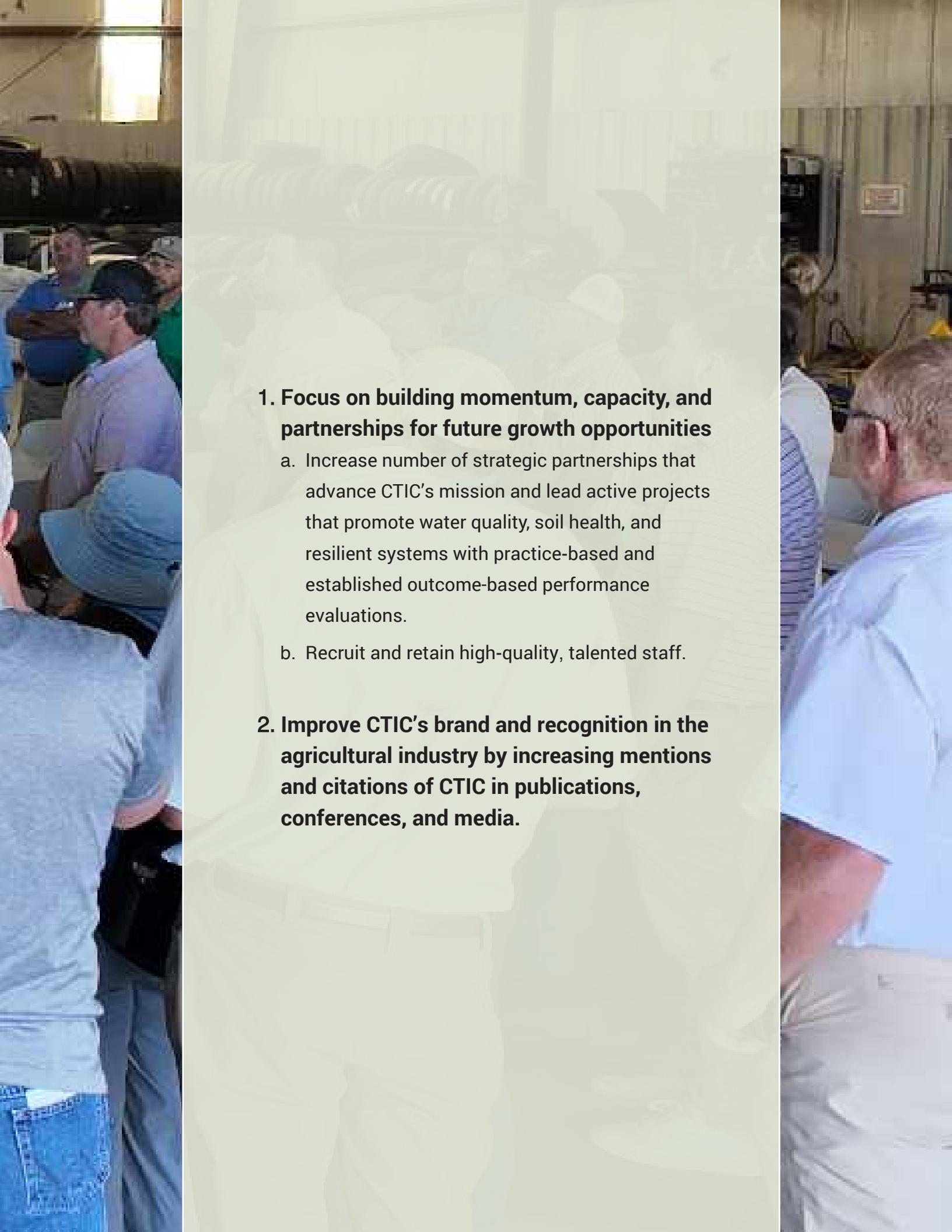
The envisioned future conveys a concrete yet unrealized future for the organization. It consists of a vision – a clear, compelling, and aspirational catalyst serving as a focal point for effort – and a vivid description of a desired future that is a vibrant and engaging depiction of what it will be like to achieve the vision.

### **Vivid Description of a Desired Future**

Through CTIC's collaborative leadership, the agricultural community will continue to achieve continuous improvement in conservation practice adoption, productivity, and profitability by utilizing and sharing information on new technologies, research, and conservation information. CTIC is a trusted leader and convener, fostering partnerships and facilitating the agricultural community to collectively improve conservation agriculture. CTIC is the premier unbiased and science-based partner for deploying new technologies and proven practices driving innovation of conservation systems throughout the United States. It is known for promoting science-based innovation and for the collection and dissemination of data-driven practices. CTIC utilizes a systems approach to optimizing production while reducing environmental impacts, improving soil health and regenerative agricultural practices, providing clean air and water, and improving its surrounding habitats.



**OVERALL STRATEGIC KPIs**  
**FOR CTIC → 3 years**



- 1. Focus on building momentum, capacity, and partnerships for future growth opportunities**
  - a. Increase number of strategic partnerships that advance CTIC's mission and lead active projects that promote water quality, soil health, and resilient systems with practice-based and established outcome-based performance evaluations.
  - b. Recruit and retain high-quality, talented staff.
- 2. Improve CTIC's brand and recognition in the agricultural industry by increasing mentions and citations of CTIC in publications, conferences, and media.**



## GOAL 1

### Expand CTIC's leadership and influence in convening diverse conservation partnerships

#### Purpose:

Enhancing and accelerating CTIC as a trusted partner through convening agricultural partners on conservation and stewardship in these areas:

- Water Quality • Soil Health • Adaptation and Resiliency

#### ■ Successful Outcome

CTIC becomes a sought-after partner to lead, join, facilitate, or contribute to emerging or existing coalitions, advisory groups, committees, work groups, expert panels, etc., in the effort to provide innovative solutions for conservation agriculture. CTIC's on-the-ground implementation projects, data sets, and annual flagship tour are seen as exemplary, high impact and influential, attract high-caliber partners, and support novel thinking and new ideas.

#### ■ Tactics and Actions

- Proactively drive engagement with CTIC members and conservation partners by using our ability to innovate, lead, and facilitate solutions with our expansive internal and external expertise and capabilities.
- Convene a diverse set of stakeholders to develop and identify issues, topics, research needs, information and knowledge gaps, and propose programs that bring more information to sustainable ag production and conservation partners.
- Expand CTIC footprint through scalable and enduring collaborations addressing conservation issues, first in the major row crop systems (corn, soybean, and wheat). Find 1-2 collaborations in other growing regions, such as the South and Southeast regions, targeting cotton, other crops, and integrated livestock systems.

- Amplify and promote comprehensive conservation planning that aligns with priority programs and fills knowledge gaps for conservation agronomists and farm advisors.
- Increase CTIC's ability to constantly improve collaborative programs through interactions with diverse groups.
- Leverage the existing flagship tour to drive further engagement in the regions where the tour occurs.

## GOAL 1

Key Performance Indicators	Outcome Metrics
<b>Develop a list of conservation partners, make contact with 100% of potential partners in Year 1, hold meetings with 50% of potential partners by Year 2, and 70% of potential partners by Year 3.</b>	<ul style="list-style-type: none"> <li>• 50% of potential partners are convened by Year 2; and research gaps, information, and knowledge gaps are identified</li> <li>• 15% of potential partners are converted into actual partnerships by end of Year 3</li> <li>• Annual review with the CTIC Board on progress</li> </ul>
<b>Leverage the annual flagship tour* to drive further engagement in that specific region by creating an engagement plan to follow up on new opportunities within 4 months of tour</b>	<ul style="list-style-type: none"> <li>• Number of follow-up events or meetings with key stakeholders interested in CTIC and its projects and programs</li> <li>• Track number of stakeholders and key interest in CTIC</li> </ul>
<b>Measuring CTIC's influence and outreach</b>	<ul style="list-style-type: none"> <li>• Develop key metrics to track</li> <li>• Include this information in the Annual Report by 2026/2027</li> </ul>
<b>Regional Expansion</b>	<ul style="list-style-type: none"> <li>• Develop project concepts for 1-2 additional partnership projects in the South and Southeast regions of the U.S. by 2028.</li> </ul>

\*All efforts are made to invite and include CTIC members in planning, attendance, and participation in CTIC events. By 2028, member engagement is above 75% for speaking, attending, supporting, and organizing for major flagship convening events.



## GOAL 2

**Build upon the past 40+ years of CTIC's leadership by continuing and regaining prominence as a trusted source partner of information on conservation agriculture trend data**

### **Purpose:**

**Provide a clearinghouse for disseminating valid information on practice adoption trends and how those practices impact water quality, soil health, and improve adaptation and resiliency of U.S. agriculture.**

### **Successful Outcomes**

CTIC is recognized as the go-to source for conservation practice adoption trend data because it provides an easy-to-navigate website with easily digestible, highly visual data that is suitable for many key audiences. This data addresses current knowledge gaps and decision-making needs by providing both landscape-scale and local data in important geographies to also support the agricultural supply chain.

### **Tactics and Actions**

- Amplify existing data and trends, pulling from both private and public data.
- Analyze and interpret data into a digestible and impactful form for both farmers, trusted advisors, and agricultural professionals that influence the farming community.
- Empower trusted advisors and farmers to leverage data and practice adoption trends in their local area to facilitate education and outreach.
- Identify where practice trends are below trendlines and develop local partnerships to accelerate education and adoption.
- Update CTIC's website to increase use and accessibility for members, farmers, farm advisors, and industry.
  - Create a Farmer Info Center
  - Create an Industry Info Center

## GOAL 2

Key Performance Indicators	Outcome Metrics
<p><b>By end of Year 1, Create a brief that describes CTIC's niche on trend data that are impactful – what topics to evaluate that could propel CTIC's leadership in this space*</b></p>	<ul style="list-style-type: none"><li>• Brief should:<ul style="list-style-type: none"><li>◦ Identify which national and localized trend data CTIC should spotlight on the website (current trends include National Cover Crop Survey and Tillage data)</li><li>◦ Explain the work that needs to be conducted to amplify, leverage, and convert existing trend data into a digestible format for CTIC's stakeholders</li></ul></li></ul>
<p><b>Increase conservation agricultural community understanding of current conservation adoption and impact measurements by 2028</b></p>	<ul style="list-style-type: none"><li>• Define criteria and conservation practices to target</li><li>• Provide transparency and publicly serve data on the adoption and impact measurements from CTIC and other information sources</li></ul>
<p><b>Complete Website Updates and Development</b></p>	<ul style="list-style-type: none"><li>• Leverage existing grant to update website for functionality related to strategy plan in 2026<ul style="list-style-type: none"><li>◦ Develop a Farmer Info Center by 2026</li><li>◦ Develop an Industry Info Center by 2027</li></ul></li></ul>

\* For example, In-field conservation infrastructure and practices; Edge of Field structural practices; CoverCrop Survey; and Tillage data



## GOAL 3

**Expand and enable adoption of conservation practices by building greater awareness of conservation financial and technical resources available for farmers and farm advisors**



### Purpose:

Accelerate implementation and adoption of conservation practices, provide education and outreach to facilitate behavior change with farmers and trusted advisors to educate the U.S. agricultural industry as a whole and with government agencies.

### ■ Successful Outcome

CTIC is recognized as a catalyst partner to support conservation adoption and a trusted partner with farmers and agricultural advisors through the Conservation Connector and CTIC projects.

### ■ Action and Tactics

- Within 3 years, accelerate the use of the Conservation Connector to drive farmer and farm advisor use, build awareness of CTIC, and to support member engagement.
- Explore opportunities to lead additional projects in row-crop agriculture and livestock systems for increasing farmer knowledge of conservation practices and enable adoption of conservation practices.
  - Increase understanding of the role of economics for driving conservation practice adoption.
- Increase assessment of physical and behavioral factors for the adoption of effective conservation system technologies.
  - Incorporate social indicator analysis in CTIC projects where applicable.
  - Understand how best to promote behavioral change and implementation of effective conservation system technologies.



## GOAL 3

Key Performance Indicators	Outcome Metrics
<b>Enable conservation practice adoption with farmers through additional project opportunities in row-crop agriculture for the Midwest region</b>	<ul style="list-style-type: none"><li>• Achieve a minimum of 3-4 grants per year</li><li>• Establish outcome-based performance metrics for CTIC projects that inform and enable conservation practice adoption</li><li>• Track adoption and retention of practices within projects</li><li>• Share lessons learned in projects through CTIC's communication channels</li></ul>
<b>Increase awareness of practice trend data with Government agencies and the U.S. agricultural Industry</b>	<ul style="list-style-type: none"><li>• Track number of meetings with agencies and follow-up discussions linking trend data to actionable outcomes</li></ul>
<b>Social Indicators and analysis</b>	<ul style="list-style-type: none"><li>• Explore and develop a list of social indicators for CTIC projects</li><li>• Establish social indicators and provide analysis on an appropriate time-scale</li></ul>
<b>Accelerating the use of Conservation Connector</b>	<ul style="list-style-type: none"><li>• Achieve 10,000+ users on the Conservation Connector by 2028</li></ul>



## GOAL 4

### Ensure CTIC's long-term financial and operational resiliency

#### Purpose:

Increase membership and obtain financial resources from private and public funding opportunities.

#### ■ Successful Outcome

CTIC develops a sustainable and growing membership base that generates innovative partnerships and is successful in assessing critical knowledge and implementation gaps from which to build fundable, impactful projects.

#### ■ Action and Tactics

- Obtain operating budgets of \$1 million in FY2026 and \$1.3 million in FY27.
  - Grow and diversify revenue to retain talent and expand future capacity of the organization.
  - Bring additional funds and partners into CTIC to aid in funding programs to address key conservation issues in agriculture.
- Establish a finance committee under the direction of the CTIC Board with mix of internal and external representatives.
- Diversify operating budget with an increasing share of membership dues compared to overall budget.
- Create an endowment or rainy-day fund to provide security to CTIC over a 1-year period.
- Catalyze existing and new relationships to develop a diverse set of partners and funding sources to create a sustainable funding initiative for CTIC programs.
- Develop and execute a financial strategy on short-term investments with funds such as CDs or other opportunities.



## GOAL 4

Key Performance Indicators	Outcome Metrics
<b>Increase memberships by Year 3</b>	<ul style="list-style-type: none"> <li>Develop a plan to expand memberships to other sectors in conservation agriculture</li> <li>Add at least two new members per year as a net positive to current membership (year-over-year)</li> </ul>
<b>Grow and Diversify Organizational Budget</b>	<ul style="list-style-type: none"> <li>Establish a finance committee (see actions and tactics previous page)</li> <li>Assess current financial structure and propose a new operating revenue plan</li> <li>Develop an annual accomplishment report on CTIC financial resources and organizational projects and initiatives (leverage communication and outreach metrics)</li> <li>Pilot a new fundraising model to generate discretionary revenue</li> </ul>
<b>Build Operational Capacity</b>	<ul style="list-style-type: none"> <li>Recruit and retain talented staff</li> <li>Develop a plan for retention and staff professional development</li> </ul>
<b>Accelerating the use of Conservation Connector</b>	<ul style="list-style-type: none"> <li>Achieve 10,000+ users on the Conservation Connector by 2028</li> </ul>

\* Evaluate membership dues structure and potential to revise those levels to reflect new operating revenue plan

- Create pilot concepts to drive unrestricted revenue and diversify revenue sources
  - Ex: grassroots fundraising banquet
  - Ex: Land donation/bequests for long-term management by CTIC

# CTIC Board of Directors\*

## Executive Committee

**Chair** | **Adam Herges**, The Mosaic Company

**Vice Chair** | **Tim Palmer**, National Association of Conservation Districts

**Treasurer** | **Kellis Moss**, Ducks Unlimited

**Past Chair** | **Mark Schmidt**, Ph.D., North Carolina State University

**Hunter Carpenter**, Agricultural Retailers Association

**Michelle Hummel**, American Soybean Association

**Patricia Rice**, Ph.D., BASF

**Brooks Coetzee**, Ph.D., Corteva Agriscience

**Ryan Kurtz**, Ph.D., Cotton Incorporated

**Katie Stump**, CropLife America

**A.J. Kumar**, Ph.D., Indigo Agriculture

**Lara Bryant**, International Certified Crop Advisers Program

**Mark McConnell**, Ph.D., Mississippi State University

**Sean Arians**, National Corn Growers Association

**Sally Flis**, Ph.D., Nutrien Ag Solutions

**Ryan Jones**, Precision Risk Management

**Heidi Peterson**, Ph.D., Sand County Foundation

**Mary Sutton Carruthers**, Syngenta Crop Protection

**Leanna Nigon**, Ph.D., The Fertilizer Institute

**Mary Fales**, The Nature Conservancy

\*2024-2025 approving board members

## Ex-Officio Members

**Ryan Heiniger**, Conservation Technology Information Center

**Jeremy Peters**, National Association of Conservation Districts

## Emeritus

**Dick Foell**

Learn more about our board of directors, scope of work, supporting companies, and membership at [ctic.org](http://ctic.org), or email our executive director at [executivedirector@ctic.org](mailto:executivedirector@ctic.org).

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