

Apply today to become a Cover Crop Coach



Conservation Technology
Information Center



The Conservation Technology Information Center (CTIC) is a proud partner with [Farmers for Soil Health](#) – a cover crop cost-share program created by the National Corn Growers Association, United Soybean Board and the National Pork Board. The partnership has an ambitious goal to expand cover crop adoption to 30 million acres by 2030. The immediate opportunity made possible through the Advancing Markets for Producers (AMP) grant from USDA focuses on accelerating cover crop adoption by corn and soybean farmers across 20 states by providing increased financial and technical resources. CTIC’s role is to provide outreach and technical assistance to farmers in **South Dakota, Minnesota and Wisconsin** and CTIC has established a goal of enrolling 500 farmers representing 137,000 acres into the program. CTIC has dedicated, full-time Soil Health Specialists in each state to work one on one with farmers and their advisors to understand the program, assess potential fit for their operations and ultimately support farmers’ who successfully adopt or expand use of cover crops.

Thanks to generous funding from General Mills, since 2024, CTIC has offered a farmer-to-farmer cover crop coaching program to facilitate practical and actionable knowledge sharing. CTIC is now recruiting three additional farmers (one each in MN, SD, WI) with demonstrated use of cover crops who will consult seasonally from March 2026- June 2027 while avoiding peak planting and harvest workloads. The selected farmers will assist CTIC as well as prospective and participating FSH farmers to provide cover crop how-to advice, from seeding mixes to planter set-ups to termination strategies and more. **These cover crop coaches will be financially compensated for their time and expertise and travel expenses will be reimbursed.**

Farmer applicants for the Cover Crop Coach contract positions should have the following qualifications:

- Have proven experience incorporating cover crops into their operations, particularly into corn and soybean rotations. Experience incorporating livestock is valuable but not required
- Be an energetic and passionate conservation-minded farmer interested in listening and mentoring to accelerate cover crop adoption in their state.
- Be willing to travel within a region of your state (with reimbursement) to meet prospective and participating farmers to support their adoption of cover crops and offer personalized one on one coaching.
- Be willing to host a field day on your farm during summer of 2026 to convene farmers to showcase your use of cover crops and related soil health improvements.
- Be interested in assisting with outreach activities such as webinars, podcasts and possibly attending farm shows/soil health workshops.



Compensation:

The selected farmers will serve as independent contractors and hold the title of Cover Crop Coach and sign a contract with CTIC. The total compensation available per Coach is \$8,500 and is based on the tasks below. Additionally, up to \$1,500 is available to reimburse travel expenses including miles, meals and hotel stays (if warranted).

Priority Tasks	Rate
On-Farm Coaching Sessions	\$75/hour
Field Day Organizing & Hosting	\$1,000
Secondary Tasks	
Attendance at workshops & supporting CTIC FSH booths	\$75/hour
Participating in Webinar/Podcast	\$75/hour
Bi-weekly virtual coordination with Soil Health Specialists	\$75/hour
Travel	\$0.725/mile, \$68/per diem, Hotel – actual cost

For Questions and How to Apply:

To be considered for a Cover Crop Coach position, please submit a letter of interest by **March 6, 2026**, via email to pedretti@ctic.org. Your letter should include:

- Description of your farm operation and location
- Your interest in conservation agriculture, including any sustainability or regenerative agriculture practices you have implemented
- Your involvement in conservation or agricultural organizations
- Your familiarity with social media, including platforms you use and prefer
- Any additional information that demonstrates your interest and ability to support other farmers in accelerating conservation agriculture

CTIC will review letters of interest on a rolling basis.

Contact:

Theresa Pedretti
Senior Soil Health Specialist
pedretti@ctic.org or 507-459-9079

Deadline to Apply:

Letters of interest must be received by 5 p.m. on March 6, 2026