



CONSERVATION *in* ACTION TOUR

America's Premier On-Farm Experience

MADISON, WISCONSIN • JUNE 23-24, 2027



Conservation Technology
Information Center



Farmer-Led Solutions for Lasting Impact



CONSERVATION *in* ACTION TOUR

America's Premier On-Farm Experience

Conservation in Action Tour —
where you don't just talk
about conservation.

You experience it.

Dear Friends and Colleagues,

EACH YEAR, OUR TOUR BRINGS TOGETHER FARMERS, researchers, conservation leaders, industry partners, and policymakers to experience firsthand the innovations that are shaping the future of agriculture. More than a series of farm visits, the Conservation in Action Tour is an opportunity to see how collaboration, science, and practical stewardship are creating solutions that benefit both producers and the natural resources on which agriculture depends.

Over the years, we've had the privilege of highlighting remarkable conservation success stories across the country. In North Carolina, we witnessed how diversified cropping systems help mitigate risk to markets and weather, how circular systems enhance habitat and ecosystem health, how technology enables site-specific nutrient and chemistry applications, and how farmer-peers help hone operations and instill continuous improvement with practice implementation.

This year, Wisconsin offers other compelling examples of farm operations that employ conservation management practices that support productivity and profitability.

As one of the nation's agricultural leaders, the state's producers have embraced conservation practices that strengthen soil health, protect water resources, improve farm resilience, and sustain productive working lands. The farms and industry tours you'll visit showcase practical, science-based approaches that are making a measurable difference while supporting a thriving agricultural economy.

Like CTIC, Wisconsin champions farmer-led peer networks, and the Wisconsin Department of Agriculture has developed some of the most innovative and widespread mentoring platforms in the country. We're looking forward to highlighting the success of these networks in Wisconsin and other geographies during the Tour.

Our hope is that this tour inspires new ideas, meaningful conversations, and lasting partnerships. Every region has its own unique challenges, but the commitment to stewardship that you'll see throughout Wisconsin reminds us that the best solutions are often developed by people working together, especially when they are farmer-led.

Thank you for joining us on this journey. We are grateful for your dedication to advancing both agriculture and conservation, and we look forward to exploring Wisconsin's innovation, leadership, and hospitality with you. With appreciation,

Ryan Heiniger, Executive Director
Conservation Technology Information Center
Heiniger@ctic.org | 319.768.8348



**Conservation Technology
Information Center**

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 has a proven track record:



- **19 Tours in 15 states:** Bringing innovative farming practices to communities across the country.



- **Experience it firsthand:** Get on the farm and see conservation practices in action.



- **Real-world innovation:** From cover crops and soil health to water quality, habitat and new technologies.
- **Meet the people making a difference:** Connect with leading farmers, agribusiness leaders, policymakers and conservation professionals.



- **National reach:** Past Tours have attracted attendees from across the U.S. and multiple sectors of agriculture.
- **Make connections:** Share ideas, build relationships and learn what's working on the farm.
- **Get in the action:** Discover practical conservation solutions that can be adopted at scale.

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.

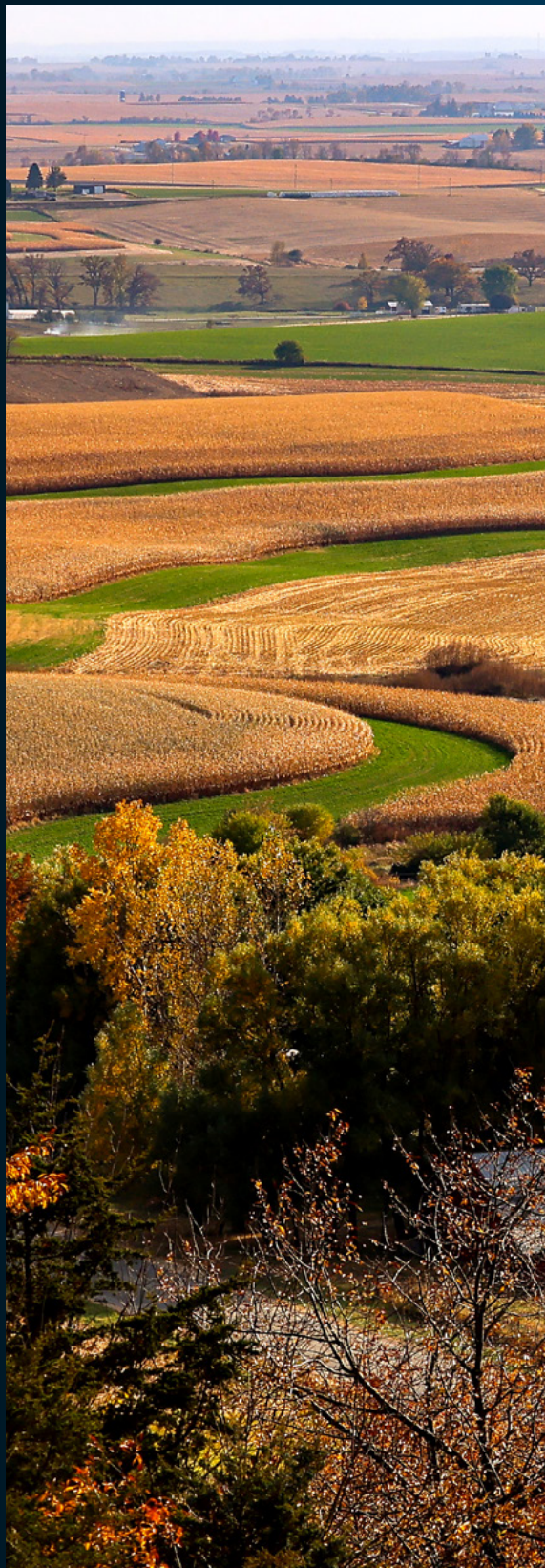


“CTIC has grown into the gold standard of farm tours.”

Ryan Heiniger (left) with past NRCS Chiefs Terry Cosby (middle) and Bruce Knight during Cosby's induction into the CTIC Hall of Fame.



MORE THAN AMERICA'S DAIRYLAND



Wisconsin has long been recognized as one of America's agricultural powerhouses. While the state is famously known as America's Dairyland, its agricultural impact extends far beyond milk production. More than 64,000 farms span Wisconsin's diverse landscape, producing a wide range of commodities including corn, soybeans, forage crops, vegetables, cranberries, potatoes, and specialty livestock. Agriculture contributes tens of billions of dollars annually to the state's economy and supports hundreds of thousands of jobs in farming, food processing, transportation, equipment manufacturing, and agribusiness.

Nationally, Wisconsin plays a vital role in ensuring a stable and diverse food supply. The state consistently ranks among the nation's leading producers of cheese, butter, cranberries, snap beans for processing, and specialty crops, while also serving as a major producer of milk, potatoes, and other agricultural products. Its combination of fertile soils, abundant water resources, and generations of farming expertise has made Wisconsin a cornerstone of American food production. The innovations developed on Wisconsin farms often influence agricultural practices well beyond the state's borders.

Agriculture and conservation have become increasingly interconnected across Wisconsin. Farmers, researchers, conservation organizations, and government agencies are working together to improve soil health, protect water quality, and strengthen the resilience of agricultural systems. Through practices such as cover cropping, reduced tillage, nutrient management, edge-of-field monitoring, and wetland restoration, Wisconsin producers are demonstrating that productive agriculture and environmental stewardship can go hand in hand. These collaborative efforts are helping to ensure that Wisconsin remains both an agricultural leader and a model for sustainable farming for generations to come.

As we travel across Wisconsin during this Conservation in Action Tour, we'll see firsthand how producers are balancing the demands of modern agriculture with the responsibility of protecting the state's rich natural resources. The farms, research sites, and conservation projects we'll visit highlight innovative partnerships and practical solutions that are shaping the future of agriculture — in Wisconsin and across the United States.

2026 BY THE NUMBERS



30+ Presenters

More than a dozen leading farmers, advisers, soil health experts, and allied supporters provide real-world insights on regenerative practices and innovative farm management.



15+ Tour Segments

Industry tours, annual Celebration of Conservation Agriculture Banquet, CTIC Hall of Fame inductions, on-farm stations led by leading farmers, and other formal programming provide ample opportunities to expand your perspective and your network.

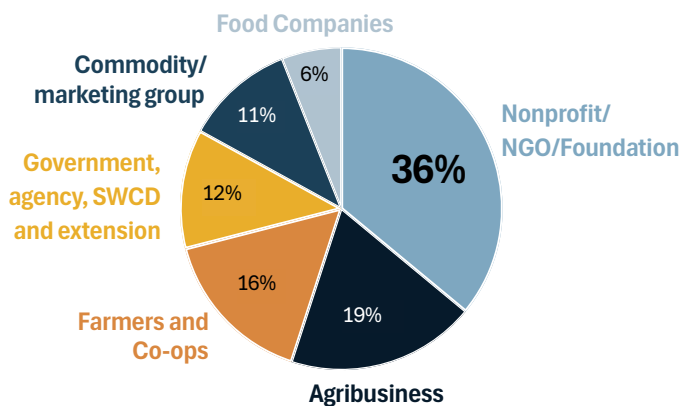


240 Attendees

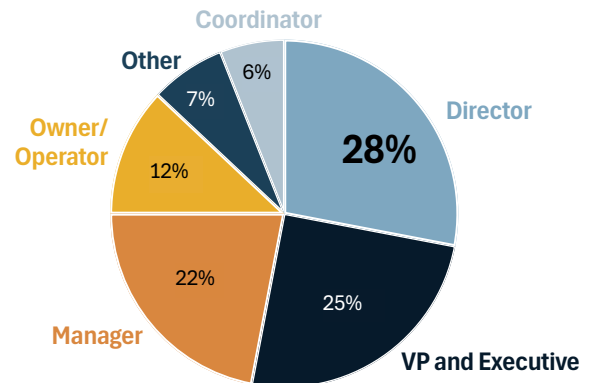
Raise your visibility with leaders from agribusinesses, conservation implementers, extension, government, commodity groups, and producers from 35 states.

WHO ATTENDS

BY SECTOR



BY TITLE



PARTICIPATING ORGANIZATIONS

Raleigh, 2026*

Participating Organizations

AB Farms
ADM
AgCarolina Farm Credit
AgGateway
Agribusiness Henderson County
Agricultural Innovation Institute
Agricultural Retailers Association
American Farm Bureau Federation
American Farmland Trust
American Peanut Council
American Seed Trade Association
American Soybean Association
Arkansas Farm Bureau Federation
Arva Intelligence
ASA CCA
BASF Agricultural Solutions
Bayer Crop Science
Brown Creek SWCD
Bush Brothers & Co.
C3 Solutions
Center for Strategic and
International Studies
ClearPath
Colorado State University
Compass Conservation Strategies LLC
Connecting Conservation
ConserVision Media
Corteva
Cotton Incorporated
DTN/The Progressive Farmer
Ducks Unlimited
Eagle Seed Company
Environmental Defense Fund
Environmental Initiative
Farm Foundation
Field to Market
Foundation for Food & Agriculture Research
Fowl Creek Farms
General Mills
Growing Acres

Habiterre
Hanten Legacy Farms
Indiana Agriculture Nutrient Alliance
Indigo Ag
Iowa Farm Bureau Federation
Iowa Soybean Association
Iowa State University
John Deere
Junction Strategies
Kaderly Ag LLC
Kynetec
Landoption
LandTrust
Lassiter Family Farms
Laughing Gull Foundation
Lawrence Family Farm
Lessiter Media/Conservation
Ag Foundation
Max McGraw Wildlife Foundation
Mississippi State University
Missouri Corn Growers Association
Modern Ag Alliance
MyFarms
NASA Acres
National Association of Conservation
Districts
National Black Growers Council
National Corn Growers Association
National Fish and Wildlife Foundation
Native Earth LLC
Nestle Purina
North Carolina Farm Bureau Federation
North Carolina Soybean Producers
Association
North Carolina State University
North Dakota State University
Nutrien Ag Solutions
Nuveen Natural Capital
Practical Farmers of Iowa
Precision Conservation Management
Regrow Ag

Rural Investment to Protect our
Environment
RKO Consulting Group
Roeslein Renewables
Sand County Foundation
Cotton Incorporated
Soil and Water Outcomes Fund
Soil Health Institute
Soil Upside
Stone Environmental, Inc.
Strategic Conservation Solutions
Strathmore Commons Farm
Sunrise Farms
Sylvanmore
Syngenta Crop Protection
Taxpayers for Common Sense
Taylor Geospatial
Tech Matters
Terra Economics
TerraDiagnostics
The Fertilizer Institute
The Mosaic Company
The Nature Conservancy
The Soil Health Institute
The Soil Inventory Project
U.S. Geological Survey
United Soybean Board
University of Illinois Urbana-Champaign
University of Missouri Center for
Regenerative Agriculture
Upper Coastal Plain Research Station
US Cotton Trust Protocol
USA Rice
USDA-NRCS
US EPA Office of Water
Verdesian Life Sciences
Winsor Farms
Yale School of the Environment
Z3 Agriculture

*Not a complete list

THANK YOU TO OUR 2026 **TOUR SPONSORS**

Raleigh, 2026

The Leading Organizations Advancing Conservation Ag

*Closing
Reception*



Ruby



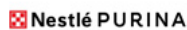
Diamond



Platinum



Gold



*Friends
of CTIC*

Tidewater Grain Co. • Agricultural Retailers Association
Dark Branch Farms • Leggett Farming Partnership

ATTENDEE **FEEDBACK**

99%
Satisfaction

99%
**Consider
attending
again**

HERE'S WHAT OUR ATTENDEES SAID:



"Hands on. Interesting generational dynamics. Great to see rotations, emerging crops and re-gen ag content."

"Speakers were strong, and they spoke to the economics and struggles of trying to make it all work and be a conservation-oriented operation."

"I appreciated how open and honest producers were about the successes and failures of their operations."

"I most liked the chance to talk with the producer themselves, and hear their successes and challenges while implementing conservation ag techniques."



"For me, the most effective parts of the presentation were understanding the journey: what was the motivation, what were the risks, and what are the rewards."

SPONSOR FEEDBACK

100%
Satisfaction

A PERFECT
10

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



Join an Influential Group of “Very Satisfied” Sponsors, who gave their experience the highest possible rating

“Very satisfied with Tour’s programming”

“Very satisfied with Tour’s demographics”

“Very satisfied with number of attendees”

“Very satisfied with deliverables”

“Very satisfied with overall sponsor experience”

“Very likely to sponsor another Conservation in Action Tour”

“CTIC’s Tour is an immersion in production agriculture’s many sectors, points of view, production practices, and potential policies and policy makers that influence the agricultural community.

Taking the time to be away from my operation for a few days was a minor tradeoff for the connections that were made and the insights that I gained.”

— ZEB WINSLOW, 2026 HOST FARMER, SCOTLAND NECK, N.C.



WORKING AGENDA

DAY 1

1p.m. - 4:30 p.m. | **Industry mini-tours**

Get behind the scenes with organizations that support farmers, from research facilities to co-ops to food manufacturers and others creating demand. Choose 1 optional tour (TBD) as a primer for the next day's on-farm experience.

5:30 p.m. - 9:00 p.m. | **Annual Celebration of Conservation Agriculture**

Our opening cocktail reception, banquet, and keynote speaker give attendees a chance to meet, network, and be inspired over a meticulously curated meal from local farmers that feature sustainable production.

DAY 2

8 a.m. - 5:00 p.m. | **Conservation in Action Tour**

Join industry leaders, farmers, advisors, implementers, and other sectors for America's premier on-farm experience with multiple farm stops, farmer-led learning, and dirty-boots discovery, capped off by a closing reception with CTIC Hall of Fame inductions.

5:00 p.m. - 7:00 p.m. | **Closing Reception & Hall of Fame Induction**

PLANNING COMMITTEE

- **Leanna Nigon, Ph.D.**
Director of Agronomy & Research,
The Fertilizer Institute
- **Craig Ficenec, M.S.**
Senior Director of Agricultural Conservation,
Sand County Foundation



SPONSORSHIP OPPORTUNITIES

Core Receivables for all Sponsorship Levels:

- Signage featuring your organization's logo at the Conservation in Action Tour banquet, registration, closing reception, and other formal event sessions, as well as formal recognition from the podium
- Inclusion of organization's logo in Conservation in Action Tour marketing materials, including pre-tour emails, Tour Guide, post-tour marketing materials, and following year's prospectus
- Visibility in "Regeneration in Wisconsin" post-tour webinar
- Dedicated social media post and website presence
- Opportunity to include branded items and information in Tour Bag that each attendee receives at on-site registration

RUBY (\$15,000) Core Receivables Plus:

- Reserve seating at Celebration of Conservation Agriculture Banquet
- Branded learning station: Opportunity to collaborate with CTIC and farmer-presenters on content and delivery during a Tour station
- CTIC-hosted webinar before or after Tour to reinforce your organization's investment in conservation agriculture programs, products, or farmer support
- Dedicated sponsor highlight in Tour emails before and after Tour
- Logo featured on front cover of Tour Guide
- Full-page ad in Tour Guide
- Five (5) Tour registrations*
- Opt-in attendee lead list

DIAMOND (\$10,000) Core Receivables Plus:

- Opportunity to introduce a farmer station during Tour
- Organization logo-branded reusable water bottles
- Dedicated sponsor highlight in Tour email
- Full-page ad in Tour Guide
- Four (4) Tour registrations*
- Opt-in attendee lead list

PLATINUM (\$7,500) Core Receivables Plus:

- Half-page ad in the Tour Guide
- Three (3) Tour registrations*
- Company logo pen for note-taking during Tour
- Opt-in attendee lead list

GOLD (\$5,000) Core Receivables Plus:

- Two (2) Tour registrations*
- Quarter-page ad in Tour Guide

* Sponsor registrations may be used by your team in any department or transferred to partner organizations and colleagues.



SPONSORSHIP ENHANCEMENTS

for any sponsorship level:



Lunch Sponsor (\$10,000) One Available

Our Tour lunch stop is a great respite during our intensive farm tours, and it's an additional networking draw for our diverse group of attendees. We are planning an on-farm lunch with one of Madison's legendary caterers. Your brand will be prominent at the event, and your organization will have an opportunity to address the delegation from the podium.



Tote Bag Sponsor (\$10,000) One Available

Send your brand home with every attendee on a 100% cotton tote bag. All sponsors will have an opportunity to stuff this keepsake with materials, so it will be visible throughout the event and a keeper for attendees when they get back home.



Field Notebook Sponsor (\$6,500) One Available

High-quality keeper: Send your brand home with the Tour's top takeaways for each attendee with a branded 4x6 field notebook provided in the attendee bag.



Charter Bus Sponsor (\$5,000) Four Available

Brand the outside of a Tour bus to give your organization premium visibility with attendees and farming communities on our route, plus a speaking opportunity on the bus between Tour stops.

Thought Leadership (\$5,000) Three Available

Add a CTIC-hosted webinar and Executive Interview on CTIC's website for lasting visibility (to be completed in the calendar year of Tour sponsorship)

Cooler Sponsor (\$2,500) One Available

Iced-down coolers are a constant fixture of our full-day farm tour. Align your brand with the welcomed relief and gratitude of a cold drink on a hot and busy day with stickers of your organization's logo, program, or project.



EXCLUSIVE SPONSORSHIPS

Only one sponsorship is available for each of these opportunities, so don't miss your chance to maximize your visibility and these premium Tour events!

Celebration of Conservation Agriculture Banquet and Keynote (\$20,000)

Our official Conservation in Action Tour kickoff will feature your organization as a co-host of an upscale cocktail reception, plated dinner, and keynote address that provides an evening of high visibility and alignment with one of the industry's most memorable events. Our locally-grown, sustainably-sourced menu showcases leading farm operations and their owners to celebrate farming leaders of today and our collective progress in regenerative agriculture.

- Logo placed along with CTIC on step-and-repeat stage backdrop
- Logo prominently placed on unique venue architecture, such as pillars or facades
- Six-foot skirted table for your display or materials
- Dedicated single-sponsor signage at cocktail reception and banquet areas
- Speaking role at banquet to discuss your programs and commitment to conservation agriculture
- Opportunity to introduce keynote speaker
- Full-page ad in Tour Guide
- Six (6) Tour registrations
- CTIC-hosted webinar before or after Tour for lasting impact
- Opt-in attendee lead list
- Dedicated email promotion of keynote speaker and your sponsorship investment
- Plus core receivables



Closing Cocktail Reception and Hall of Fame Ceremony

(\$17,500)

Provide your company a lasting impression with our final full attendee gathering. We select notable area venues with a farming history and tie to conservation agriculture, so you'll be surrounded by examples of our shared mission while we bask in a day of on-farm learning. Our Hall of Fame inductions are the capstone to two days of farmer-led inspiration.

- Dedicated single-sponsor signage at venue and stage
- Six-foot skirted table for your display or materials
- Speaking role during the program
- Opportunity to introduce additional speakers
- Full-page ad in Tour Guide
- Dedicated email promotion for the Closing Reception and your sponsorship investment
- Six (5) Tour registrations
- CTIC-hosted webinar before or after Tour for lasting impact
- Opt-in attendee lead list
- Plus core receivables

Additional sponsorships available:

- Train the Trainer Workshop: About 100 Farmers from around the country learn best practices in farmer-led learning networks
- Post-Tour Photo Gallery and Wrap-up to all attendees
- Scholarship Sponsorship for students and farmers

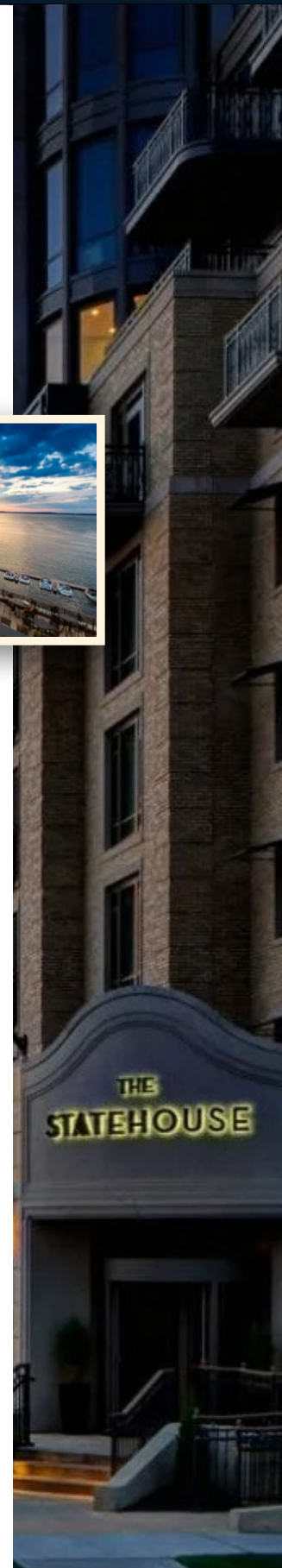
Questions or Ideas? Contact David Frabotta, frabotta@ctic.org | 216.410.5597

Deadline for sponsorship is May 14.

We can accept sponsorships after May 14 but cannot guarantee the fulfillment of all deliverables.

Deadline for branded items and information for the Tour Bag is May 24.

Deadline for Tour Guide ads is May 26.



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● INTENT TO SPONSOR ●

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	
▼ SPONSORSHIP ENHANCEMENTS: <i>Available to any sponsorship level. Inventory might be limited.</i>			
Lunch Sponsor	\$10,000		
Tote Bag Sponsor	\$10,000		
Field Notebook Sponsor	\$6,500		
Charter Bus Sponsor	\$5,000		
Thought Leadership	\$5,000		
Cooler Sponsor	\$2,500		

Company or Organization: _____

Primary Contact: _____

Title: _____

Phone Number: _____

Email: _____

Learn More About
The Tour Here



Conservation Technology
Information Center

Send this **completed form** and **high-res logo** in EPS, TIF, PNG, or JGP
to Elise Koning at koning@ctic.org

PO Box 85, Lafayette, IN 47902 | (319) 768 - 8348 | ctic@ctic.org | www.ctic.org