



**Conservation Technology  
Information Center**

# Connect. Inform. Champion.

## MEMBERSHIP 2025

Working together to secure our soils, protect water resources,  
and enrich habitats.



### It Takes All of Us

#### Conservation Technology Information Center

(CTIC) is proud to be one of the most respected and long established conservation organizations in the United States. We provide technical assistance for the country's farmers and ranchers, awareness and research for policymakers, and a platform for agriculture corporations, NGOs and other organizations to work toward the common goal of advancing resilient and productive agriculture systems.

We're all in this together at a time when boots-on-the-ground technical assistance, farmer-to-farmer learning and risk mitigation for new management practices have been identified as the clear pathways to broader adoption of conservation management. Your support helps break down these barriers and accelerates coalition-led progress.

### NEW FOR 2025 100k Challenge Grant

Join or upgrade your membership this year to **double your impact.**

Thanks to the generous support of the Walton Family Foundation, new funding will be matched on a 1:1 basis up to \$50,000. Your membership upgrade or new membership will unlock additional support to amplify the reach and resources that CTIC deploys in the world.

There has never been a better time to support positive conservation outcomes: clean water, stable soils, improved habitat and more resilient working lands for producers and their communities. Meet the Challenge by becoming a new member or upgrading your existing membership today.

"The value proposition for Mosaic is about outcomes and impact. CTIC can put people on the ground to help work with farmers to help implement conservation approaches to ensure crop inputs stay in the field and are leveraged for food production and not enriching our environment. CTIC has a proven track record, and that allows us to talk about how we're impacting agricultural communities where we sell products." — ADAM HERGES, CTIC Board Chair, The Mosaic Company





# Investments with Grassroots Impact

## We're Moving the Needle

### FY 2024 achievements

- More than 2,000 farmer leaders engaged with in-person information and technical assistance at field days, workshops, farmer events and 1:1 guidance
- 30k acres of cover crops on the ground in Minnesota, Wisconsin and South Dakota
- Cover Crop Coach program to support farmer-to-farmer networks and peer learning
- 50k farmers reached with CTIC messaging and advocacy for cover crop programs
- 12+ webinars, podcasts and articles on third-party platforms and media
- OpTIS: Monitoring progress on cover crop adoption and grassland health is critical for researchers, policymakers and member companies



## Looking ahead to 2025

- **Farmer Field Days and Cover Crop Coaches:** 10+ field days, farm tours, shop talks and community events to help farmers and allied industry realize the potential of conservation management and the role of technical advisory. A great way for member companies to connect and engage with farmers and technical experts
- **18th Annual Conservation in Action Tour:** South Dakota, 2025
- **First National Cover Crop Survey of Trusted Advisors** to help the industry understand how technical providers influence tillage and cover crop strategies
- **CTIC Conservation Connector rollout:** Aligning farmers with technical assistance to demystify conservation programs at the local level
- **Farmers for Soil Health:** Targeting 80k acres of cover crop enrollments in Minnesota, Wisconsin and South Dakota
- **Diverse Corn Belt:** Amplifying successes of diversified cropping systems as communications partner in three-state area

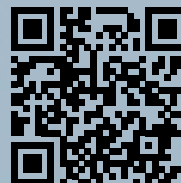


## Be part of coalition-led change at the farm level

In the spirit of inclusivity, our membership levels are accessible for all organization types and sizes. We have not set revenue parameters for membership levels and ask that you use your discretion and unique situation to determine an appropriate contribution.

Diamond	\$15,000
Platinum	\$10,000
Gold	\$5,000
Silver	\$1,500
Bronze	\$750
Copper	\$250

Scan to Join Today



**Reminder:**  
Membership upgrades and new membership contributions qualify for matching funds this year

All photos courtesy of USDA and CTIC

## Thank you to our 2024 members!

### DIAMOND MEMBERS

The Mosaic Company  
Syngenta

### PLATINUM MEMBERS

BASF  
Nutrien

### GOLD MEMBERS

Corteva Agriscience  
Indigo Ag  
The Fertilizer Institute

### SILVER MEMBERS

Agri Drain Corp.  
Agriculture Retailers Assn.  
American Soybean Assn.  
Certified Crop Adviser  
Cotton Incorporated  
CropLife America  
Ducks Unlimited  
Farm Credit Services of America  
Illinois Corn Growers Assn.

Lessiter Media

National Assn. of  
Conservation Districts

National Corn Growers Assn.

Precision Risk Management

Princeton University Library

The Nature Conservancy

### BRONZE MEMBERS

Fractal Agriculture  
Houston Engineering  
NC State University  
Truax Company  
USDA-ARS-NLAE



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