



CONSERVATION *IN ACTION*

**10<sup>TH</sup>**

A large, textured yellow graphic of the state of Indiana is positioned in the center. The texture resembles a rough, stone-like surface. It is flanked by two horizontal yellow lines, one above and one below.

**ANNUAL TOUR**

**BUILDING BRIDGES:**

Indiana's Past, Present and Future in Conservation Agriculture

**SEPTEMBER 5 – 6, 2017**

MONSANTO



Bayer CropScience

# 10<sup>TH</sup> ANNUAL CONSERVATION IN ACTION TOUR

SEPT. 5 - 6  
2017



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CONSERVATION TECHNOLOGY INFORMATION CENTER

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# INDIANA



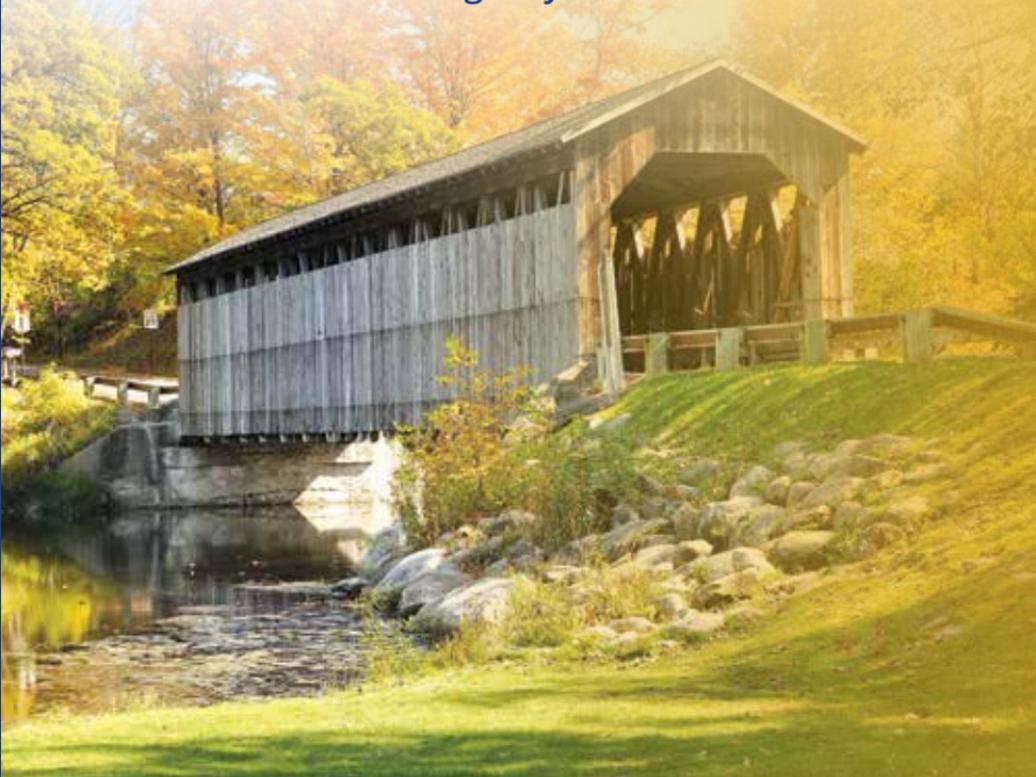
## **BUILDING BRIDGES:**

### Indiana's Past, Present and Future in Conservation Agriculture

Welcome to Indiana, where agriculture has a rich, deeply rooted heritage and contributes an estimated \$25 billion a year to the state's economy.

We'll hear inspiring stories from some of the most innovative farmers in the country. We'll hear from experts who will shed light on national issues and practical solutions, while networking opportunities will give participants the chance to exchange perspectives.

**Thank you for accompanying us on this journey.  
We're glad you're here.**



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Bayer CropScience

*"CTIC's conservation tour presents an excellent opportunity for the agriculture industry to see the many aspects of conservation in action. Bayer CropScience is thankful for the opportunity to support CTIC in further advancing agriculture,"*

**- RALPH BAGWELL -**

North American Product Stewardship and Sustainability Manager  
for Bayer CropScience

# GREETINGS *from* CTIC



On behalf of CTIC's Board of Directors, I want to welcome you to the Conservation in Action Tour. This year, we're celebrating our 10th anniversary of the tour and we're thrilled to be bringing it back to Indiana, right where it all began. Together with local and state partners, we've designed this tour to showcase and celebrate how conservation agriculture has advanced in the last decade on Indiana's farmland. Our goal is to shed light on the innovative farms and technology that are used and highlight the inspiring individuals who are building soil health, protecting water quality and continuously working towards more sustainable farms. Thank you for joining us.

## LARA MOODY

Chair of the CTIC Board of Directors and Vice President, Stewardship and Sustainability for The Fertilizer Institute

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From the land where CTIC grew and the place where the first tour began, welcome to Indiana. Healthy soil, innovation in nutrient management, protecting our waters, and working towards sustainability will be on display as we visit four farms in the Wabash River Valley. Inspiring farmers who strive for continuous improvement and a highly effective partnership of agencies that delivers conservation across the state are highlights of some of the great conservation work we will feature on this tour. Be prepared to be inspired by the passion and the conservation stories and enlightened by the conservation results as we tour four fantastic farms on the 10th anniversary of our annual tour. Thank you for being our guests.

## CHAD WATTS

CTIC Executive Director

# THANK YOU



CTIC extends sincere thanks to our partners in Indiana 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 Indiana. Our partners are listed below:

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## **BETSY BOWER**

AGRONOMIST

Ceres Solutions Cooperative

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## **LARRY CLEMENS**

NORTH AMERICA REGION AGRICULTURE DIRECTOR

The Nature Conservancy

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## **AMY CORNELL**

PRESIDENT

Agribusiness Council of Indiana

---

## **LESLIE FISHER**

RESOURCE CONSERVATION SPECIALIST

Benton County Soil and Water Conservation District

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## **KATIE FLAHIVE**

AGRICULTURAL ENGINEER

U.S. Environmental Protection Agency

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## **NICK GOESER**

DIRECTOR

Soil Health Partnership

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## **LISA HOLSCHER**

DIRECTOR

Conservation Cropping Systems Initiative

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**MEG LEADER**

DIRECTOR OF SOIL HEALTH

Division of Soil Conservation Indiana State Department  
of Agriculture

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**SARA PEEL, CLM**

ENVIRONMENTAL CONSULTANT

Arion Consultants

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**DAN PERKINS**

CERTIFIED CROP ADVISER, DISTRICT DIRECTOR  
AND WATERSHED TECHNICIAN

Jasper County Soil and Water Conservation District

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**JILL REINHART**

ASSISTANT STATE CONSERVATIONIST  
PARTNERSHIPS

USDA Natural Resources Conservation Service

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**WALT SELL**

ASSISTANT PROGRAM LEADER, ANR  
Purdue Cooperative Extension Service

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**DAN TOWERY**

PRESIDENT

Ag Conservation Solutions

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**ALY WELLS**

DIRECTOR OF PRODUCTION & ENVIRONMENT

Indiana Soybean Alliance and Indiana  
Corn Marketing Council

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**STEVE WERBLOW**

PRESIDENT

Steve Werblow Communications

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# ★ ★ ★ ITINERARY ★ ★ ★

**SEPTEMBER 5, 2017**

**3:00 - 5:00 P.M. — Registration**

*Purdue Union Club Hotel – West Lafayette*

**4:30 – 5:30 P.M.** – *optional tour of the Indiana Corn and Soybean Innovation Center, Purdue’s Agronomy Center for Research and Education (ACRE)*

**5:00 - 7:00 P.M. – Evening Social at ACRE**

SPONSORED BY



**JOHN DEERE**

**AUGMENTED REALITY SANDBOX DISPLAY:** While you’re at the social, make sure you take the time to explore the augmented reality sandbox display. This display is the result of UC Davis’ W.M. Keck Center for Active Visualization in the Earth Sciences (Keck CAVES), together with the UC Davis Tahoe Environmental Research Center, Lawrence Hall of Science, and ECHO Lake Aquarium and Science Center. The display is the product of an NSF-funded project on informal science education for freshwater lake and watershed science.

The Augmented Reality Sandbox came to fruition after Jon Charlesworth, from the Purdue University Cooperative Extension of Benton County, became aware of it and worked with John Weitlauf at Benton Central High School and three students to pull the project together.



**Speaker: JORDAN SEGER**

Jordan Seger is the director of the Division of Soil Conservation within the Indiana State Department of Agriculture (ISDA) and oversees field technicians who work directly with private landowners to plan, survey, design, and construct conservation best management practices which provide both economic and environmental benefits. Seger grew up in the poultry industry and worked for the National Park Service in Maine and Alaska where he conducted air and water quality monitoring. Prior to his current position, Seger was the ISDA ag and environmental affairs manager which largely focused on coordinating statewide data sharing networks of farmers to evaluate different nitrogen management practices.



## **SEPTEMBER 6, 2017**

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**7:00 A.M.**

*Registration and boxed breakfast at Purdue Union*

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**7:15 A.M.**

*Load buses*

---

**7:30 A.M.**

*Depart Purdue Union, welcome and breakfast on the bus*

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**8:00 A.M.**

*Purdue Dairy, West Lafayette, Indiana*

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**10:00 A.M. – 1:00 P.M.**

*Muller Farm, Oxford, Indiana  
(lunch provided at the farm)*

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**1:30 P.M.**

*DeSutter Farms, Attica, Indiana*

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**3:30 P.M.**

*Wildcat Valley Farms, Lafayette, Indiana*

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**5:30 P.M.**

*Dinner at Wabash and Erie Canal Park  
Delphi, Indiana*



# INDIANA'S AGRICULTURE



Indiana may be known for corn and soybeans – in fact, the state ranks in the top five in national rankings for crop production thanks to those two crops – but those aren't Indiana's only claim to fame when it comes to agriculture. Here's a look at what else the Hoosier state is known for:



- Indiana is ranked fifth in the nation for total agricultural production. That's largely in part because of Indiana's Miami soil series, a highly productive farmland soil.

- Indiana is fifth in the nation for swine production and third for poultry.

- 
- The state's aquaculture industry, otherwise known as fish farming, is gaining traction. Indiana produces about 1.5 million pounds of fish per year, bringing in around \$15 million for the state's economy. Some of the types of fish that are grown here include tilapia, yellow perch, prawns, baitfish and catfish.
- 
- Indiana is also known for its fruit and vegetable commodities. The state ranks fifth in cantaloupe production, sixth for tomatoes and watermelon, and 12<sup>th</sup> for blueberries.
- 
- Ever wonder where the buttery, salty snack you can find at your local movie theater comes from? Indiana is currently the second largest producer of popcorn in the nation. The state has claimed the No. 1 spot in previous years, but heavy rainfall and less demand over the last several years bumped down those rankings. But, that also means almost 90 percent of the world's popcorn is grown right here in Indiana.
- 
- Indiana boasts more than 14 million acres in farmland – with an estimated number of over 58,000 total farms across the state.
- 
- There's good news for ice cream enthusiasts, too. Indiana ranks second in the nation in ice cream production.



# TOUR STOP

# ★ ★ ★ 1 ★ ★ ★

**PURDUE DAIRY FARM, West Lafayette, Indiana**

With a research and extension mission and a responsibility to function as a commercial dairy, Purdue University's dairy operation puts research to practical use every day.



Milking 170 cows twice daily in a double-8 herringbone parlor and pre-freshening 30 more, Dairy Unit Manager Mike Grott, Field Operations Manager Jeff Fields and Coordinator Craig Williams face challenges familiar to dairy producers throughout the state.

Purdue's herd lives well, with 72 tie stalls outfitted with water mattresses. The barns are flushed with water from the second stage of the operation's two-stage lagoon, a 7-million-gallon system where effluent is directed after screen separation and settling in the farm's 1-million-gallon Slurrystore.



The university team injects solids in the fall, nurturing crops like alfalfa, which removes significant amounts of potassium. They also irrigate with water from the second-stage lagoon, which provides about 35 pounds each of N, P and K to crops on the 1,515-acre operation.

Among the crops utilizing nutrients from the manure is cereal rye, a cover crop that reduces soil erosion and serves as a sink for nutrients. “Cereal rye can be an awfully good feed—close to alfalfa when it’s cut at the boot stage,” notes Fields. Evenly chopped cereal rye also provides good “scratch factor,” which improves rumen function.



**“We’re mixing  
in a research  
need and the  
need to be  
productive.”**  
- Jeff Fields

We’ll see cereal rye in Ag Bags, which protect cut feed, allow proper fermentation, and keep silage fresh with a small face, notes Fields. Other cover crops, including 8-way mixes following wheat, provide forage for the herd.



# TOUR STOP 1 **SPEAKERS**



## PURDUE DAIRY FARM



**JEFF FIELDS**  
**FARM OPERATIONS MANAGER**  
Purdue Agriculture

Jeff Fields manages the farm for the Purdue Animal Science Research Center. The primary objective of the farm operations is to provide support to each of the animal species units at the Animal Sciences Research and Education Center. This is done by producing corn and specialty grain for the feed mill, corn silage for dairy and beef units, and haylage and dry hay for dairy, beef and sheep units.

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**MIKE GROTT**  
**DAIRY UNIT MANAGER**  
Purdue Agriculture

Mike Grott is the current the manager of the Purdue Dairy Research and Education Center. He has been employed at the dairy unit for almost 25 years, where he has served in several capacities including student milker, fulltime herdsman, and the current role of dairy manager. He has been actively involved in the dairy industry for most of his life, working on several different production operations of varying size and scope including a small family dairy in Wisconsin, a large commercial dairy operation in Northern Indiana, to managing a prison dairy farm with its own milk processing facility. Mr. Grott received his formal training from Purdue University to complement his vast experience.

Mike is a big proponent of a systems approach when it comes to running the dairy. Utilizing cover crops as forage for the dairy herd is one example. This not only helps with soil conservation and managing soil fertility, this also provides an opportunity to incorporate forages that will improve productivity, enhance herd health, and reduce ration costs. Along with this, reducing feed shrink is also an area of focus. Some of the things the dairy is doing currently to accomplish this goal is utilizing bag covers to reduce the risk of loss from hail, birds and other pests.

---



**CRAIG WILLIAMS**  
**COORDINATOR**  
Purdue Agriculture

Craig serves as the coordinator of the Purdue Animal Sciences Research & Education Center (ASREC). His primary responsibilities are to coordinate research, teaching, and extension activities at ASREC. His role includes supervision and coordinating communications among managers of the beef, dairy, farm operations, feed mill, poultry, sheep, and swine units. His background includes eight years as a high school vocational agriculture instructor, and then numerous years as an extension educator, agriculture and natural resources. This is his 11th year at ASREC.

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## **PURDUE UNIVERSITY'S DAIRY OPERATION PUTS RESEARCH TO PRACTICAL USE EVERY DAY**



# TOUR STOP

## ★ ★ ★ 2 ★ ★ ★

**MULLER FARMS, Oxford, Indiana**

A water monitoring project found that the water leaving Tim and Clayton Mullers' land meets the state drinking water standards for nitrates—a remarkable achievement on a working farm. That's the result of the father/son team's deep commitment to conservation.



Farming 2,600 acres between them, Tim and Clayton spoon-feed their crops with a combination of fall-applied anhydrous, P and K on the planter, and a sidedress application of 32% UAN solution.

“It's got to help with water quality,” says Clayton. “You're putting that nitrogen in the row when the plant is ready to take it up. You can't get more efficient than that.”

Cover crops help sequester excess nutrients and build soils, he adds. Inspired by a landlord who was interested in cover crops, the Mullers have been experimenting with covers for the past four years.



**“My dad taught me, ‘if you service the land and take care of it, it will take care of you.’” - Tim Muller**

The Mullers have also invested in drainage water management. The Muller’s have a 160-acre field tiled on 30-foot centers. Each tile line is governed by a drainage water management structure with removable weirs, allowing the Mullers to slow or stop the flow of water from their land. That can reduce flooding and nutrient loss during rain events and keep valuable water in the soil during dry years. The system can even be used to sub-irrigate the field, Tim notes.

Tim Muller firmly believes in setting goals, then achieving them. His conservation goals are simple, he says, smiling at his grandchildren playing in the field.

“That’s the future right there,” he says.



# TOUR STOP 2 **SPEAKERS**



## MULLER FARMS



### **CLAYTON MULLER**

**FARMER**

Muller Farms

Clayton Muller knew at an early age he was destined to work on the family farm. He pursued a degree in diesel mechanics in Indianapolis after high school, but still made trips back home every weekend to work on the farm. It's all he's ever wanted to do – and wakes up grateful every day for the opportunity to keep doing it.

When he's not in the field, he's spending time with his wife, Whitney, and three young boys – Luke, Jack, and Hank.

---



### **TIM MULLER**

**FARMER**

Muller Farms

Tim Muller has been on the farm since 1975. His primary responsibilities include tending to the crops and overseeing projects as well as marketing. Tim and his wife, Diana, take pride in how the farm continues to bind their family together with their three children and their families: Clayton and Whitney, Kelsey and Troy

Burton, and Kendra Muller. In addition to the farm, the Muller's are also active in their local church. Tim is also the proud grandfather to Clayton's three young boys – Hank, Luke and Jack.

---



### **JENNIFER FILIPIAK**

**MIDWEST DIRECTOR**

American Farmland Trust

As the Midwest Director for the American Farmland Trust, Jennifer Filipiak works collaboratively with farmers, farmer organizations and government agencies to overcome barriers to conservation practice adoption and advance common ground solutions for agriculture and the environment. Filipiak brings

more than 15 years of project management experience in conservation and sustainable agriculture having previously worked with organizations such as the Illinois Stewardship Alliance, The Nature Conservancy of Iowa, and the Lake County (Illinois) Forest Preserve District. Filipiak holds a B.S. in ecology from Northern Michigan University and an M.S. in wildlife ecology from Southern Illinois University at Carbondale.



## **CHARLIE SCHAFER**

**PRESIDENT**

Agri Drain

Charlie began his career in the agricultural drainage industry in 1976, when he and two brothers founded Agri Drain Corp. and began installing drainage tubing for Iowa farmers. Soon after, they started manufacturing products for their own projects and to sell to other contractors. Charlie continues as president and owner of Agri Drain Corp., president of the Ag Drainage Management Coalition (ADMC), and founder of Ecosystem Services Exchange (ESE).

Charlie has held various offices as a contractor and associate member of the Land Improvement Contractors of America (LICA), served on the Executive Board of the Conservation Technology Information Center (CTIC) and National Association of Conservation Districts (NACD), and is actively involved in the conservation and water quality industry.

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## **LINDA PROKOPY**

**PROFESSOR**

Purdue University

Dr. Linda Prokopy is a professor in the Department of Forestry and Natural Resources at Purdue University and the director of the Indiana Water Resources Research Center. Dr. Prokopy is an interdisciplinary social scientist who is recognized nationally and internationally for her work incorporating social science into the fields of agricultural conservation, agricultural adaptation to climate change, and watershed management. She has developed a highly successful integrated program focused on the role of human decision making in agricultural conservation. Dr. Prokopy has published over 80 peer-reviewed articles in consistently high-tier journals, she has generated over \$12 million in competitive research funds, and she has graduated and mentored numerous graduate students and postdocs.

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**“THAT’S THE FUTURE  
RIGHT THERE”**

## TOUR STOP 2

# PANEL DISCUSSION

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In addition to hearing from the Mullers, we will also hear from a panel that will give us an overview, and some informed insight, of the Big Pine Creek Watershed project. The Big Pine Creek project is a coordinated effort by many partners focused on improving water quality and conservation adoption in the Big Pine Creek Watershed. This effort is unique because of the nature of the public – private partnership that drives delivery of technical and financial assistance to farmers. The project is coordinated locally by the soil and water conservation district board and staff members, who facilitate delivery of technical assistance to landowners and guide them to additional technical and financial assistance from USDA, the state and other local assistance programs to help them implement conservation systems. Ceres Solutions Cooperative, a respected agricultural retailer in the area, is incorporating conservation and sustainability into their consultations with landowners, promoting practices like sound nutrient management using the 4Rs of nutrient stewardship, cover crops, erosion control measures and other soil health building practices. The goal is for private retailers to provide additional information and education to landowners on potential conservation needs. Based on advice and recommendations from the retailers, landowners can also consult with the soil and water conservation districts and USDA's Natural Resources Conservation Service to receive additional technical and financial assistance to implement conservation systems on their farms that protect water quality and improve on-farm sustainability. The Nature Conservancy is also providing support to the project through watershed planning assistance and by providing technical resources to the local soil and water conservation districts to aid in the implementation of the watershed plan at the local level.

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## PANEL SPEAKERS



**KATIE FLAHIVE**  
**AGRICULTURAL ENGINEER**

U.S. Environmental Protection Agency (EPA)

Katie Flahive is an agricultural engineer with the Nonpoint Source 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.

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**SETH HARDEN**  
**UPPER WABASH RIVER PROJECT DIRECTOR**

The Nature Conservancy

Seth Harden grew up in central Indiana and has family roots in conservation and agriculture. Exploring the trails and streams of Indiana and other parts of the U.S., provided a passion for the outdoors that lead to earning a bachelor's degree in Forestry from Purdue University in 2010. Seth is continuing his education by working towards a masters degree in public affairs in the Indiana University School of Public and Environmental Affairs, focusing on environmental policy analysis.

With experience in natural resource management and public policy through positions with USDA-NRCS and Indiana Farm Bureau, Seth began his work with TNC as Upper Wabash River project director in August of 2016. Upper Wabash River project objectives include discovering sustainable solutions at the interface of nature and agriculture and developing new partnerships between public and private entities.

---



**BETSY BOWER**  
**AGRONOMIST**  
Ceres Solutions Cooperative

For more than 25 years, Betsy Bower has been a trusted agronomic voice in the Indiana agriculture community. Betsy works as a professional certified crop adviser for Ceres Solutions Cooperative, a large retailer operating more than 40 agronomy service locations across Indiana and into Michigan. Betsy's areas of expertise include working with no-till and conventional customers on improving their cropping system regarding nutrient management and pest control. Betsy has a degree in agronomy from Purdue University and a master's degree in agronomy from the University of Nebraska. For almost 10 years she has been instrumental in developing success strategies for farmers in the areas of conservation agronomy and resource management. Her NutriSolutions and irrigation programs utilize soil moisture probes and tissue analysis to help her guide customers on irrigation and fertigation decisions. Betsy resides with her family in Tippecanoe County, Indiana, and she travels the entire Ceres Solutions Cooperative trade area in her work serving local farmers.

## TOUR STOP 2

### PANEL SPEAKERS CONTINUED

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#### **LESLIE FISHER**

**RESOURCE CONSERVATION SPECIALIST**  
Benton County Soil and Water Conservation District

Leslie Fisher is a resource conservation specialist at the Benton County Soil and Water Conservation District and the Watershed Coordinator for the Big Pine Creek. Leslie works closely with farmers, landowners, agricultural businesses, local community members, and other invested partners in the watershed to

manage funding sources that address resource concerns. Prior to this position Leslie worked in the Benton County Extension Office with 4-H programming. She was an environmental educator for The University of Georgia's Rock Eagle Camp and worked closely with Christian County Extension in Hopkinsville, Kentucky developing environmental curriculum. Leslie enjoys working with farmers in the local community where she resides and manages a small livestock farm.

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#### **STEVE WALLPE** **FARMER**

Steve Wallpe is a fourth generation farmer from Fowler, Indiana. He farms 1,800 acres of corn, soybeans and wheat. Steve serves on the Benton County SWCD board and participates in conservation programs to implement sustainable conservation systems on his farm.

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*"We believe that modern agricultural practices and innovations can enable farmers to have a positive impact on environmental sustainability. CTIC has been, and continues to be, dedicated to helping increase farmers' understanding and adoption of essential conservation practices and systems that can make a difference in improving soil health and care for natural resources."*

#### **- DION MCBAY-**

Global Sustainable Development Lead for Monsanto

MONSANTO



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\*Vetsch, J., and J. Lamb. 2011. Applying Instinct™ as a nitrogen stabilizer for fall applied manure. <http://blog-crop-news.extension.umn.edu/2011/10/applying-instinct-as-nitrogen.html?m=1>

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# ★ ★ ★ LUNCH ★ ★ ★

We'll enjoy lunch at the Muller farm. Both lunch and dinner are catered by The Juniper Spoon, a catering company that serves central Indiana. The Juniper Spoon is committed to supporting local and organic farmers and brings more than 20 years of farm-to-table experience and they're proud to represent strong values for local and high quality ingredients. Sixty percent of The Juniper Spoon's ingredients are sourced locally, and their one-acre garden is located just footsteps away from their kitchen.

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## *Lunch Keynote Speaker: JANE HARDISTY*



Jane Hardisty has served as the state conservationist of the Natural Resources Conservation Service (NRCS) in Indiana for over 17 years where she oversees the agency's technical assistance and programs available to private landowners that help protect the environment and conserve our natural resources through voluntary, private lands conservation. Jane's career with NRCS began at the field level where she served in various conservation positions. Because of her experience and expertise, Jane is often sought by national leaders to lead a special taskforce or take on national assignments. She is a graduate of Ball State University where she studied natural resources, geography and biology. Jane lives on the family farm in Hancock County, Indiana and says she has the greatest job in the agency working everyday with Hoosier farmers, partners, and a dedicated workforce.





NOMINATE A

# 4R ADVOCATE

4R Advocates are farmers and retailers who are doing excellent work implementing the principles of 4R Nutrient Stewardship on the farm.

Help us tell the 4R story in the field!

Advocates win a complimentary trip to the 2018 Commodity Classic and are able to meet others in the industry using 4R practices.



#### RIGHT SOURCE

Matches fertilizer type to crop needs.



#### RIGHT RATE

Matches amount of fertilizer to crop needs.



#### RIGHT TIME

Makes nutrients available when crops need them.



#### RIGHT PLACE

Keeps nutrients where crops can use them.

Apply online by October 31st at [nutrientstewardship.org](http://nutrientstewardship.org).



# TOUR STOP

★ ★ ★ 3 ★ ★ ★

**DESUTTER FARMS**, Attica, Indiana

Renowned nationwide as a leader in building soil health, Dan DeSutter has been increasing the soil organic matter on his land by about 1% every 5 years. His bold goal now is to build organic matter levels up to four times faster by adding a cow-calf herd and perennial pasture to his operation.



“After two generations of pulling out fences, I’m putting some back,” he jokes. “That’s commitment to this idea of soil health.”

For years, 10- and 12-way cover crop mixes have been at the heart of DeSutter’s soil-building strategy. Deep and shallow roots, warm and cool season plants, broadleaves and grass—he aims for diversity. “Let’s get everybody to the party and dancing together,” says the farmer.

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**“Every day the sun is shining that we don’t have a crop out there is a missed opportunity to capture and store carbon.” - Dan DeSutter**

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The DeSutter’s are intensively grazing 80 mother cows and their calves on cover crop paddocks between cash crops of wheat and corn. After 15 years of finishing calves on pasture, switching to a year-round cow/calf herd gives DeSutter a chance to incorporate perennial pasture into his corn/soybean/wheat rotation. That helps build his soil microbial community—including invaluable mycorrhizae that tie the system together—and provides him with the chance to more easily transition acreage into organic production.

Dan hopes he will generate more revenue from cropland to help offset less-attractive rotations like wheat and pasture.

“We have to balance economic and soil health goals,” he explains.

Like Dan, his sons Dalton, Dylan and Damon will work off the farm before coming back to the family operation. We can bet that the fields they return to will be healthier and richer by the time they get back.

# TOUR STOP 3 **SPEAKERS**



## DESUTTER FARMS



### **DAN DESUTTER**

#### **FARMER**

DeSutter Farms

Dan DeSutter returned to the farm after working as a financial analyst and commodity broker. Building on his father's shift to reduced tillage, Dan has become a driving force in the soil health movement. Awarded a prestigious Eisenhower Fellowship, Dan traveled to New Zealand and Australia to study soil health, bringing lessons home to share with farmers and soil scientists.

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### **GARY STRUBEN**

#### **STATE SOIL SCIENTIST**

USDA-NRCS

Gary Struben is the state soil scientist with the USDA-Natural Resources Conservation Service. NRCS is the primary federal agency that works with private landowners to help them conserve, maintain and improve their natural resources. Indiana NRCS leadership has made the relentless pursuit of functioning soil health a priority. Gary's job as manager of the soil survey program in Indiana is to help people understand soils and assist users in applying soils information. Gary is a graduate of Purdue University and has worked with NRCS as a soil scientist for 42 years.

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**MIKE WIGGINTON**  
**RESOURCE SOIL SCIENTIST**  
USDA-NRCS

Mike received a B.S. in Natural Resources Development from The Ohio State University in 1975. He began work as a soil scientist with USDA-Soil Conservation Service in 1976 in Ohio and since 1996 with USDA-NRCS in Indiana, working at county, state and regional levels. He's currently the Area Resource Soil Scientist for the Northwest quarter of Indiana, doing soils investigations and wetland determinations, and providing soils related training and soils information to a broad range of customers. He has done on-site soils evaluations part time with Minnehaha Soil Consulting LLC since May, 2001. Mike grew up a city kid but has worked on a dairy farm/orchard, with Ohio EPA, Pioneer Hi-Bred, Michigan State University Extension, Ohio State University, and longer periods with Mennonite Central Committee and Mennonite Board of Missions, including 10 years of overseas experience in Argentina, Bolivia and Botswana.

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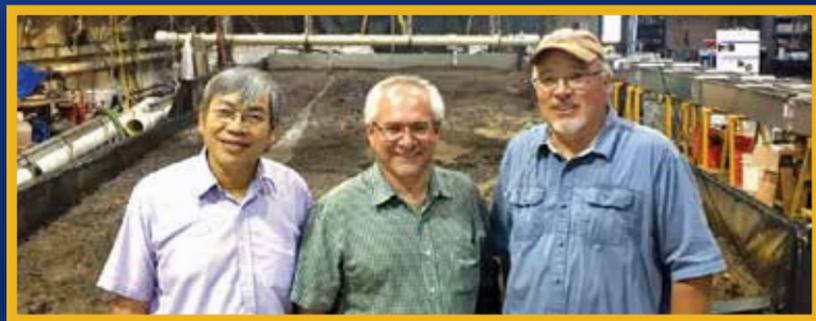
## **RAINFALL SIMULATION DEMONSTRATION:** **From Dust Bowls to Mud Pits and Pea Soup**

*SPEAKERS:*

**SCOTT MCAFFEE, STAN LIVINGSTON &  
CHI-HUA HUANG**

**USDA AGRICULTURAL RESEARCH SERVICE**

National Soil Erosion Research Laboratory (NSERL)



This trio from NSERL has combined more than 100 years working experiences in soil erosion, soil and water conservation and water quality protection related research challenges. Rainfall simulation, developed in NSERL, has been the primary tool used in testing basic concepts in erosion processes, deriving parameters used in erosion prediction tools and validating the efficiency of erosion control practices. In this demonstration, they will highlight how the NSERL programs evolve as the focus of environmental issues change through time.

# TOUR STOP

★ ★ ★ 4 ★ ★ ★

**WILDCAT VALLEY FARMS, Lafayette, Indiana**

When Josh Cox harvested a corn crop on an old farm yard that had been in trees for generations, his yield monitor logged over 300 bushels per acre. Crossing an old fencerow, it jumped again. "That got me thinking, 'Why is this? Supposedly we've been taking care of these soils, but maybe we haven't,'" he says.



Though a farm-wide yield average well over 200 bushels of corn per acre is nothing to sneeze at, Cox has made it his business to do better on the land his family has farmed for seven generations.

Pinned in by an interstate, a river and houses, the 3,700 acres Cox and his father Carl farm must become more productive every day. Josh and Carl use no-till, a wheat rotation, cover crops and cattle to build their soils while reducing fertilizer rates.

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**“Tillage is a short-term gain but a long-term loss. You feel good because you’ve got your corn planted, but it’s a short-term gain.” - Josh Cox**



Cows are nothing new to the operation—“I think there have been cattle on our farm since before they were hiding slaves in the houses,” Cox says of his family’s legacy in both farming and the Underground Railroad—but the 65 brood cows on the place now are recipients of embryos for a seedstock producer, which generate more revenue than an average cow-calf business.

It’s all part of an effort to farm more holistically and effectively build soils. Cox says his father and Dan DeSutter have acted as mentors and inspiration.

“We’ve been no-tilling for about 15 years, and cover crops started out as a no-brainer solution for increasing forages for our cattle,” Cox says. “Then we expanded it to our non-grazed cropland. My main goal is to increase organic matter and get on the fast track.”

# TOUR STOP 4 **SPEAKERS**



## WILDCAT VALLEY FARMS



### **JOSH COX**

#### **FARMER**

Wildcat Valley Farms

As the seventh generation of a farm family that has row cropped and raised cattle in northwest Indiana since the 1830s, Josh Cox's willingness to buck the conventional trend hearkens back to his Quaker ancestors, some of whom served as conductors for the Underground Railroad.

At a young age, he determined to inject innovation into the family operation. Along with his parents, Carl and Kathy, he now embraces conservation farming practices such as no-till, cover crops, waterways, filter strips and a denitrifying bioreactor on 4,000 owned and rented acres. They also run a 120-head seedstock cattle operation.

He and his wife Susanne's fifth child, Brynlee, recently joined Kylie, Eli, Samuel and Cade. The eighth generation enjoys farm work, the county fair and the backyard creek, which their parents are committed to protecting as a precious resource.

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### **JIM HEDRICK**

#### **OWNER AND AGRONOMY CONSULTANT**

Horizon Ag Consulting

Jim Hedrick has been a consultant for the last ten years. Jim grew up on a farm in Indiana and has a deeply rooted passion for agriculture and family. He consults with clients primarily in the Midwest, focusing on crop nutrition and farm succession. Jim recently celebrated his 40th wedding anniversary and is the proud father of five children and eight grandchildren, some of whom have followed in his footsteps and share the same passion for the agriculture industry.



### **DAN TOWERY**

Ag Conservation Solutions

Dan Towery operates Ag Conservation Solutions in Lafayette, Indiana which specializes in continuous no-till, cover crops and soil health. His focus is on the "how and why" a healthy soil becomes more resilient over time and can be the most profitable production system while also improving the environment. He has been assisting growers and making presentations on this subject on

behalf of numerous clients in the Midwest.



**SUSANNAH HINDS**  
**GRAZING SPECIALIST**  
USDA-NRCS

Susannah Hinds is the northwest grazingland specialist for the Natural Resources Conservation Service (NRCS). She is located at the area office in Lafayette and covers 22 counties in the Northwest quarter of Indiana from the I-74 corridor to Lake Michigan. She has a degree in range management from the University of Idaho and started her NRCS career as a range conservationist in Colorado. After working there for 5 years she made her way back to her roots of Indiana where she has worked for 17 years. She lives near Crawfordsville with her husband TJ and their two children Tucker, age 9 and Kora, age 7. She enjoys chasing after the kids, spending excessive amounts of time at the ball fields, and relaxing with a good book.

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**TY BROWN**  
**FARMER**  
Windy Lane Farms

Ty is a sixth generation farmer who returned to farm with his father in 1996 after graduating from Purdue with a B.S. in soil and crop management. While at Purdue Ty was recognized his sophomore, junior, and senior years as being the Top Student in the School of Agriculture. Ty was also awarded the American Society of Agronomy's Outstanding Student Award his senior year. Today Ty is a local 4-H leader, and serves as chairman of the State 4-H Tractor Council. While farming has always been Ty's dream and his passion, he feels that his greatest accomplishment is his four children and his wife Sacha.

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**MARK EASTMAN**  
**DISTRICT CONSERVATIONIST**  
USDA-NRCS

Mark Eastman is the NRCS district conservationist in Tippecanoe County and has been in the Lafayette field office for the past 25 years. His agency has a strong long-term relationship with the Tippecanoe County Soil and Water Conservation District, helping landowners voluntarily conserve natural resources on their land.

He is a graduate of Purdue University and a former soil scientist and soil conservationist. During his 30+ years of USDA service, he has served as district conservationist in six counties in Indiana.

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# NETWORKING

# ★ ★ ★ & DINNER ★ ★ ★

After a full day's worth of conversation about conservation agriculture, we'll wrap up the day with some beautiful scenery. We'll enjoy more networking and another meal provided by The Juniper Spoon at the scenic Wabash and Erie Canal Park in Delphi, Indiana. This park is the only accessible, watered section of the historic canal.



## **LARRY CLEMENS**

**NORTH AMERICAN AGRICULTURE DIRECTOR**  
The Nature Conservancy

Larry Clemens first joined the Conservancy in 1992. As the director of North America's Agriculture Program since December 2014, Larry is helping to guide the comprehensive approach to agriculture and conservation by advancing legislative policy like the farm bill; developing partnerships with like-minded NGOs, agencies, universities and businesses; and scaling up adoption of practices like cover crops, conservation tillage and nutrient management.

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# 10<sup>TH</sup> ANNUAL CONSERVATION IN ACTION TOUR



## **NICK GOESER**

**DIRECTOR, SOIL HEALTH AND SUSTAINABILITY**  
National Corn Growers Association

Nick Goeser is director of the Soil Health Partnership and director of soil health and sustainability for the National Corn Growers Association. 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 M.S. in agronomy and Ph.D. in horticulture from the University of Wisconsin.



## **CHAD WATTS**

**EXECUTIVE DIRECTOR**  
CTIC

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.

# BOARD OF DIRECTORS



**Lara Moody, Chair**  
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**Jeremy Peters**  
National Association of  
Conservation Districts

**Chad Watts**  
Conservation Technology  
Information Center

# 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.

# ★ ★ ★ CTIC MEMBERS ★ ★ ★

## — GOLD —

### GOLD CORPORATE

Agrium Inc.  
Bayer CropScience  
Dow AgroSciences  
Monsanto  
Syngenta America, Inc.  
The Mosaic Company

### GOLD INSTITUTIONAL

Agricultural Retailers Association  
Field-to-Market  
The Fertilizer Institute  
Illinois Soybean Association  
Illinois Corn Growers Association  
Innovation Center for U.S. Dairy

### GOLD INDIVIDUAL

Tim & Sue Healey  
Bill Kuckuck

### LIFETIME INDIVIDUAL

Richard Foell

## — SILVER —

### SILVER CORPORATE

Agri Drain Corporation  
John Deere  
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### SILVER INDIVIDUAL

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Steve Bruere  
Dave & Ruth Legvold  
David Muth  
Lara Moody

## — BRONZE —

### BRONZE CORPORATE

The A.J. Sackett & Sons Company

### BRONZE INDIVIDUAL

Scott Fritz  
Joe Glassmeyer  
Richard Lyons

# ★ ★ ★ ★ ★ MEMBERS ★ ★ ★ ★ ★

### CORPORATE

Case IH  
Grassland Oregon  
Truax Company  
Winfield/Land O' Lakes

### INSTITUTIONAL

AgriPulse Communications, Inc.  
American Seed Trade Association  
American Society of Agronomy  
American Soybean Association  
Corn & Soybean Digest/Penton  
Cotton Incorporated  
CropLife America  
Indiana Corn Marketing Council  
Indiana Soybean Alliance  
International Plant Nutrition Institute  
Iowa Farm Bureau Federation  
Land Pro LLC  
MidAmericaCropLifeAssociation  
National Association of Conservation Districts  
National Corn Growers Association  
National Council of Farmer Cooperatives  
No-Till Farmer  
Ohio No-Till Council  
Oregon Ryegrass Growers Seed Commission  
Sand County Foundation  
Soil and Water Conservation Society  
The Nature Conservancy  
University of Illinois  
University of Maryland-College Park  
USA Rice Federation

### INDIVIDUAL

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Dr. E.J. Dunphy  
Larry Heatherly  
Bruce & Julie Knight  
Jim Lake  
Tim Palmer  
Richard Robinson  
Maurice Russell  
William Speiser  
John Vendeland

# CTIC STAFF



EXECUTIVE DIRECTOR

**CHAD WATTS**

*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.

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PROJECT MANAGER

**SUE TULL**

*tull@ctic.org*

Sue joined CTIC in 2013. She works with multiple projects and partners and also assists CTIC staff with events, communications and administration. Sue spent most of her career in Plant Breeding Research, as a soybean technician and plant pathology lab manager. She has also worked with two Soil and Water Conservation Districts in Indiana, as a district technician and urban conservationist.

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ASSISTANT OPERATIONS DIRECTOR

**CRYSTAL HATFIELD**

*hatfield@ctic.org*

Crystal is responsible for the overall administration, accounting and payroll for all CTIC operations. Crystal also handles memberships, sponsorships and all payables and receivables for CTIC.



OPERATIONS DIRECTOR

**TAMMY TAYLOR**

*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.



PROJECT DIRECTOR

**MIKE SMITH**

*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.



COMMUNICATIONS & OUTREACH  
MANAGER

**ABBEY NICKEL**

*nickel@ctic.org*

Abbey oversees both external and internal communication efforts at CTIC. Abbey grew up in rural central Ohio and has a degree in journalism from the University of Findlay. She cultivated a passion for agriculture and conservation efforts over the years as she raised different livestock and worked for organizations such as the Ohio Farm Bureau and the National FFA Organization. Prior to joining CTIC in May 2017, Abbey was a news reporter for newspapers in both Ohio and Indiana.

# CURRENT CTIC PROJECTS

## BIG PINE CREEK WATERSHED PROJECT

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### PARTNERS

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

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### THE PROJECT

The Big Pine Watershed, part of the Middle Wabash-Little Vermilion watershed, is a significant nutrient and sediment source to the Wabash River. This project seeks to encourage the use of conservation best management practices 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 concerns.
- Improving understanding of community attitudes and concerns regarding conservation practices within the Big Pine watershed area.
- Monitoring water quality in Big Pine Creek at 10 key points in the watershed to establish baseline conditions, make biological assessments and monitor nutrient and sediment loading.

Big Pine continues to rack up successes, highlighted by extreme weather such as the heavy spring rains of 2017. 2014 saw 1,500 acres of cover crops planted on farms within the watershed. In-stream water quality monitoring continues, and noticeable reductions have been observed in nitrogen, phosphorus and sediment loading. Watershed tours and field days have highlighted project successes and demonstrated technologies such as roller crimpers for farmers and policymakers, and Big Pine Creek is on the map as a new model for watershed-scale collaboration.

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### FOR MORE INFORMATION

Contact Chad Watts, CTIC executive director, at 765-494-9555 or [watts@ctic.org](mailto:watts@ctic.org).

# OPTIS: THE OPERATIONAL TILLAGE INFORMATION SYSTEM

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## PARTNERS

USDA Office of Chief Economist, Howard G. Buffet Foundation, Monsanto, John Deere, Indiana Corn Marketing Council, Indiana Soybean Alliance, and Soil Health Partnership.

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## THE PROJECT

The Operational Tillage Information System (OpTIS)—developed by Applied GeoSolutions—uses digital satellite imagery to map and monitor cover crop development and detect crop residue left on the soil surface after planting to help determine the amount of tillage on U.S. cropland.

Satellite technology allows CTIC to extend its historic crop residue management survey, which for years was based on human-gathered samples, into a wall-to-wall map of conservation practices.

In a pilot project in Indiana from 2006 to 2015, CTIC and Applied GeoSolutions used OpTIS to estimate crop residue cover and cover crops across the state. The project has expanded to cover the Corn Belt.

A public-private partnership coordinated by CTIC is employing the DeNitrification and DeComposition Model (DNDC) to estimate the impacts of agricultural management practices on crop yields, soil health and ecosystem services based on satellite imagery from Applied GeoSolutions. Between now and 2020, CTIC will share detailed data on cover crop use and conservation practices down to the watershed level (hydrological unit code 8).

## FOR MORE INFORMATION

Contact Chad Watts, CTIC executive director, at 765-494-9555 or [watts@ctic.org](mailto:watts@ctic.org).



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

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### PARTNERS

This project is part of a Conservation Innovation Grant (CIG) and is funded by the USDA Natural Resources Conservation Service and CTIC members and partners: National Corn Growers Association, Corn and Soybean Digest, Monsanto, Syngenta, Bayer CropScience, The Nature Conservancy, Purdue University, DuPont Pioneer and CropLife Foundation.

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### THE PROJECT

In each of seven states—Illinois, Indiana, Iowa, Ohio, South Dakota, Minnesota and Michigan—three farmers have been selected to plant, cumulatively, at least 1,000 new acres of cover crops. Economic and agronomic analyses are being conducted on this acreage to quantify the costs and benefits of cover cropping, including its impacts on pollinator habitat, nutrient cycling, soil health and other factors.

Farmers in the program who are brand new to cover crops are partnered with an advisor who helps them with seed selection, planting and termination.



Four of the more experienced farmers are conducting nitrogen rate strip trials, which will allow researchers to estimate the amount of nitrogen secured by cover crops for the following crop. Five experienced farmers will partner with beekeepers to select pollinator-friendly seed mixes and employ management practices that will benefit beehives placed on their farms.

Studies of cover crop cost, nitrogen credits and forage opportunities will in turn be documented and shared with the public via Corn and Soybean Digest and CTIC. Information on the pollinator aspect also will be shared with top beekeeping publications, such as American Bee Journal.

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### FOR MORE INFORMATION

Visit [www.ctic.org/CoverCropMath](http://www.ctic.org/CoverCropMath) or contact Mike Smith, CTIC project director, at 765-494-9555 or [smith@ctic.org](mailto:smith@ctic.org).

A photograph showing two men standing in a vast cornfield under a bright sky. They appear to be engaged in a conversation, possibly about the crops. The field is filled with rows of green corn plants stretching towards a line of trees in the distance.

## FIELDPRINTING SUSTAINABLE CORN AND SOY IN INDIANA AND ILLINOIS

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### PARTNERS

Field to Market and Soil and Water Conservation Districts in Illinois (Livingston County) and Indiana (Benton County).

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### SPONSORS

Funded by the United Soybean Board, the project also receives support from Agrium, AgSolver, Field to Market, The Alliance for Sustainable Agriculture, Illinois Corn Growers Association, Illinois Soybean Association, 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, The Fertilizer Institute and The Nature Conservancy.

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### THE PROJECT

Through incentives and pairing farmers up with conservation advisors, CTIC is encouraging farmers in two watersheds to use Field to Market's Fieldprint Calculator to document and guide their continuous improvement toward sustainability.

The powerful online tool creates a baseline score for each farm for an array of sustainability metrics. Each farmer then meets with a trusted advisor to review and interpret the scores, then decide upon operational changes that could lead to more efficient production systems that encourage water quality and soil health improvements.

The goal is ongoing measurement and improvement among farmers in the program, as well as recruitment of new farmers to adopt the practice. As the project proceeds, Dr. Linda Prokopy of Purdue University is observing the interactions between farmers and their advisors to study engagement, the impacts of advisor/grower relationships in conservation planning, and decision-making.

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### FOR MORE INFORMATION

Visit [www.ctic.org](http://www.ctic.org) or contact Chad Watts, CTIC executive director, at 765-494-9555 or [watts@ctic.org](mailto:watts@ctic.org).

# NARS WATER QUALITY SPOTLIGHTS

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## PARTNERS

U.S. Environmental Protection Agency

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## THE PROJECT

On-farm practices can have profound impacts on local and regional water quality. A new series of articles, videos and web resources spotlights the real-world experience of farmers who share their commitment to conservation, the practical elements of their efforts, and the business implications of their decisions.

The implications on water quality are woven into each case study by drawing on U.S. EPA's National Aquatic Resource Surveys (NARS), a comprehensive examination of water quality. A major goal of the program is to raise awareness of NARS as a local and regional resource for understanding water quality and setting goals for improvement.

Profiling diverse farm operations from coast to coast, from confined livestock operations to cropland and range, will engage a broad spectrum of producers and inspire them to consider how protecting water quality and enhancing habitat can benefit them, their operations and their local streams. Spotlights are shared through agricultural and non-farm media as well as on a dedicated portion of CTIC's website ([ctic.org/WaterQuality](http://ctic.org/WaterQuality)).

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## FOR MORE INFORMATION

Contact Tammy Taylor, CTIC operations director at (765) 494-9555 or [taylor@ctic.org](mailto:taylor@ctic.org).





## Science For A Better Life

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# 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.

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## 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.

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## 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.



# 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

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### BASIC CORPORATE MEMBERSHIP

**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

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## 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
- 25% discount on registration for CTIC's Conservation in Action Tour
- Special recognition at a CTIC board of directors meeting

### **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 INSTITUTIONAL MEMBERSHIP

### **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
- 25% discount on registration for CTIC's Conservation in Action Tour
- Access to Crop Residue Management Survey data from 1989 to 2004

### **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  
(if paying by credit card) to:

**Conservation Technology  
Information Center**  
3495 Kent Avenue, Suite L100,  
West Lafayette, Ind. 47906

For questions about  
membership, contact Crystal  
Hatfield at 765-494-9555 or  
at [hatfield@ctic.org](mailto: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 \_\_\_\_\_









Together we're preserving nature for the future.

The Good Growth Plan is flourishing, thanks to the real faces behind it. Luciane Copetti is working with Syngenta, farmers and NGOs to prove sustainable soybean production can make a huge difference to Brazil's economy, and preserve nature for future generations too. Under the plan, we've committed to enhance the biodiversity on 5 million hectares of farmland by 2020. Together with people like Luciane, we're creating more field margins and nature-friendly farming with long-term benefits for everyone.

Follow our progress at [goodgrowthplan.com](http://goodgrowthplan.com)

That's the power of together.

# THANK YOU

CTIC thanks all of the sponsors of the 2017 Conservation in Action Tour.

We appreciate your support and value your contributions to make this event a valuable and enjoyable experience.

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## EVENING SOCIAL

- John Deere

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## DIAMOND

- Bayer CropScience
- Monsanto

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## PLATINUM

- Dow AgroSciences
- Syngenta
- The Fertilizer Institute

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## GOLD

- Ceres Solutions Cooperative/Land O' Lakes SUSTAIN
- National Corn Growers Association
- The Mosaic Company

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## SILVER

- Case IH
- Certified Crop Adviser
- Indiana Soybean Alliance
- Indiana Corn Marketing Council
- Innovation Center for U.S. Dairy
- J.R. Simplot
- The Nature Conservancy

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## BRONZE

- Agri Drain Corp.
  - Agrium
  - Agricultural Retailers Association
  - CropLife America
  - SaddleButte Ag
- 



Bayer CropScience

MONSANTO



The Fertilizer Institute  
Nourish, Replenish, Grow

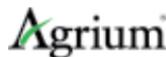
syngenta



Dow AgroSciences



LAND O' LAKES  
SUSTAIN



www.saddlebutte.com



## PHOTO CREDITS:

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# EVALUATION FORM

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                   | University | 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?

<b>RANKING:</b> Please rank 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.	Purdue Dairy	Muller Farms	DeSutter Farms	Wildcat Valley Farms
1. How interesting was each tour stop? <small>1 (most favorite) 4 (least favorite)</small>				
Why did you rank them in this order?				
2. How likely are you to use the information presented? <small>1 (very likely) 4 (not likely)</small>				
Why did you rank them in this order?				
3. Rank the tour sites by organization <small>(distance to sessions, sound, seating, shade, etc.). 1 (best organized) 4 (least organized)</small>				
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: ACRE					
Optional ICSIC tour	Location: ACRE					
Lunch	Location: Muller Farms					
Dinner	Location: Canal Park					
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.

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Thank you for your feedback! We look forward to seeing you at the 2018 Conservation in Action Tour!



**BIGGER**  
*THE* **INSIGHT,**  
**SMALLER**  
*OUR* **IMPACT**

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