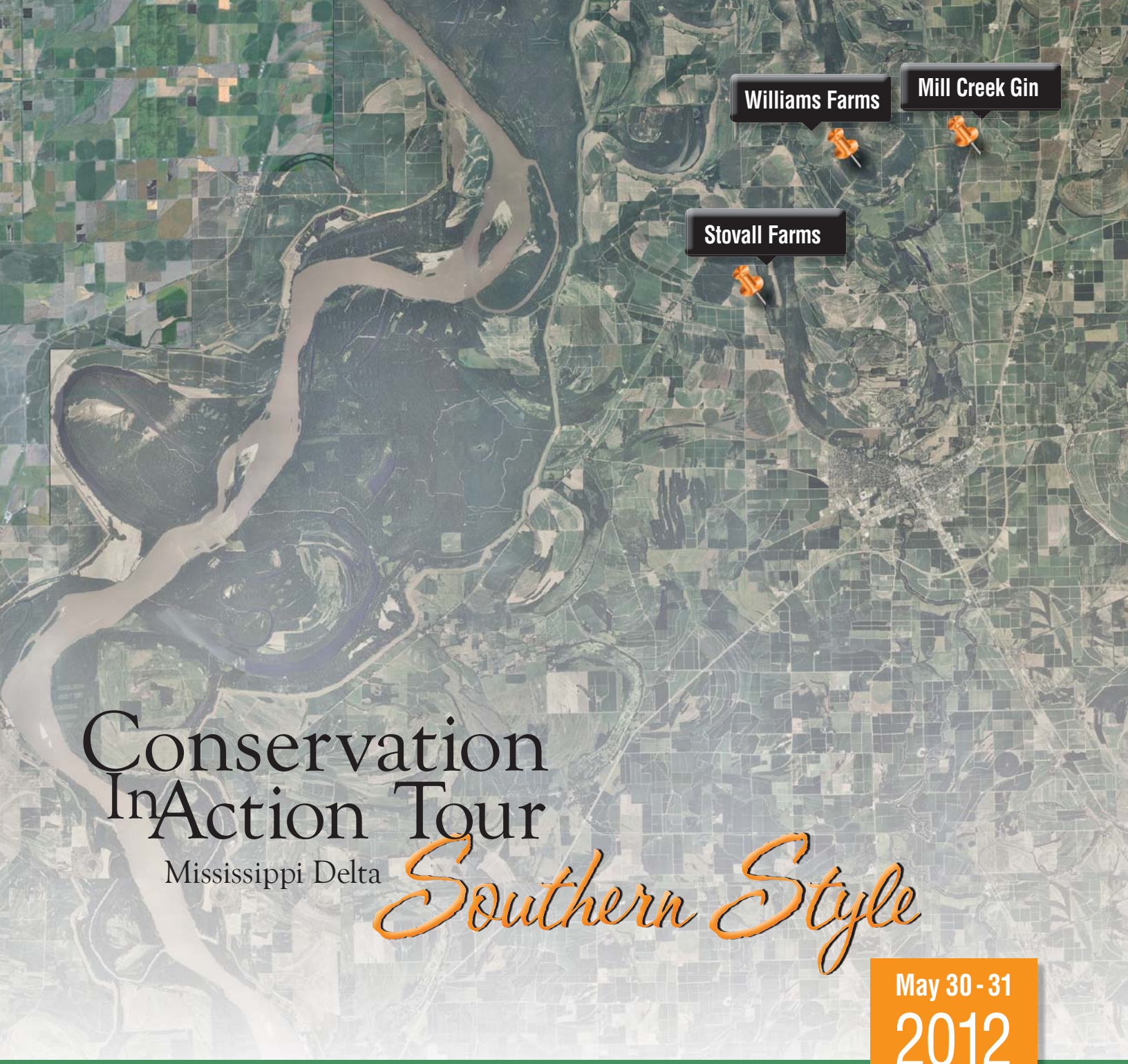

Conservation In Action Tour

Mississippi Delta *Southern Style*

May 30 - 31
2012

CONSERVATION TECHNOLOGY INFORMATION CENTER

Mosaic®

The Fertilizer Institute
Nourish, Replenish, Grow

National Farmers Union
United to Grow Family Agriculture

2012

Conservation InAction Tour

Southern Style

Mississippi Delta

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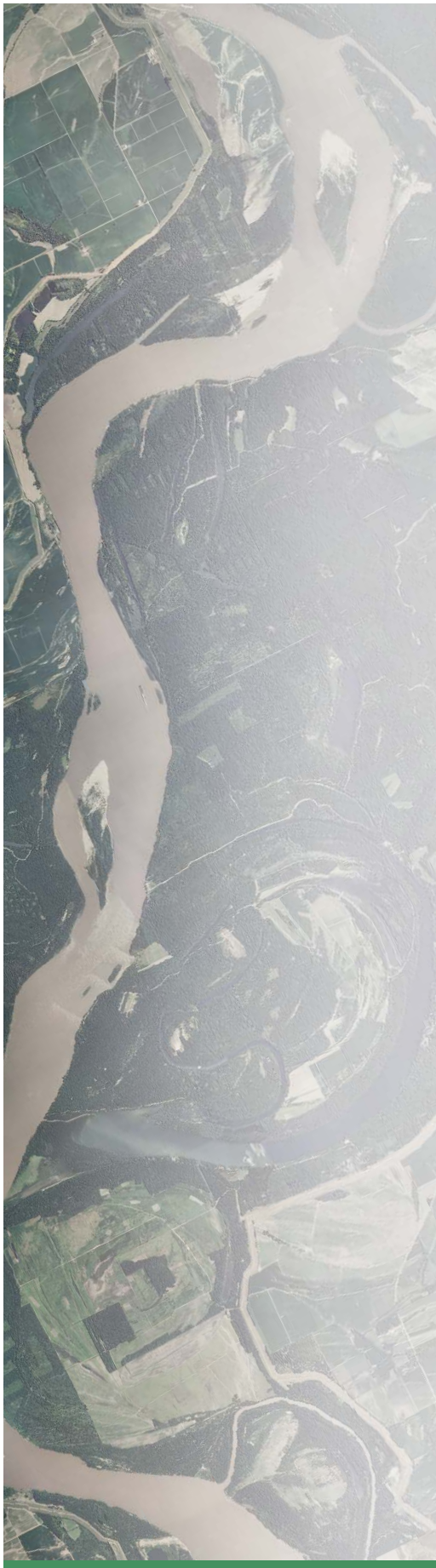


Evening Social

May 30, 2012

Photo courtesy of Tunica RiverPark

4:00 p.m.
Registration at Harrah's Tunica

5:45 p.m.
First bus departs Harrah's Tunica for Tunica RiverPark

6:00 p.m.
Arrive at Tunica RiverPark for Evening Social

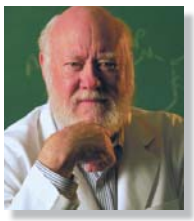
6:15 p.m.
Welcome to the Conservation In Action Tour Introduction to the Mississippi Delta

7:30 p.m.
First bus leaves Tunica RiverPark for Harrah's Tunica

TUNICA RIVERPARK

Perfect for family outings or a romantic sunset walk, the Tunica RiverPark allows you to interact up close with the awe-inspiring beauty of the Mississippi River. Visitors enjoy the grounds, rich with native wildlife and flora, or climb to the overlook to take in breathtaking views of America's river. The Tunica RiverPark, named by Rand McNally Road Atlas "Best of the Road" in 2011, features the Mississippi River Museum, riverboat cruises and a nature trail.

HENRY OUTLAW



Dr. Henry E. Outlaw of Delta State University earned a Ph.D. in Pharmacology and Toxicology from the University of Mississippi Medical School. He has held positions including Templeton Fellow in Science and Religion at Oxford University, adjunct professor in the School of Theology at University of the South and visiting professor with the Department of Pharmacology at University of North Carolina Medical School.

At Delta State University, Henry taught biochemistry DNA science, cell biology, forensic science, Delta history and culture and a course titled The River.

His memberships include the Mississippi Academy of Sciences and the American Chemical Society, and awards include the Chairs Award, Mississippi Humanities Council (2006), induction in the Delta State University Hall of Fame (2002) and the Dr. Travis Richardson Outstanding Science Teacher Award (2000).

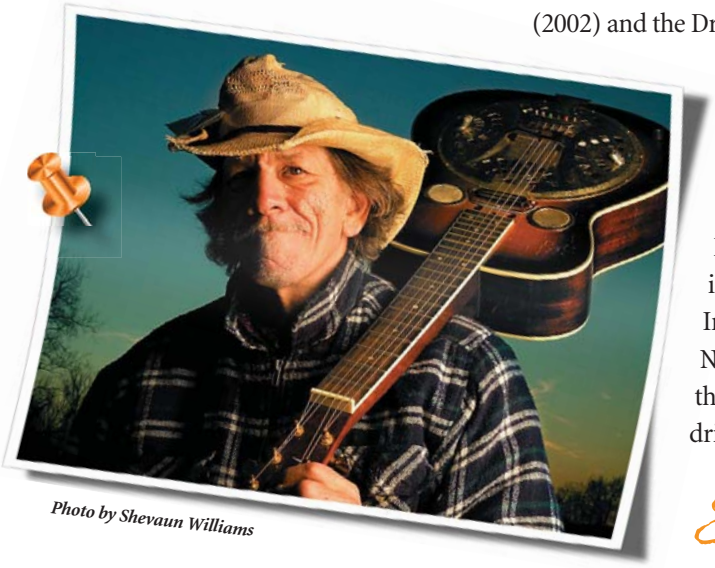


Photo by Shevaun Williams

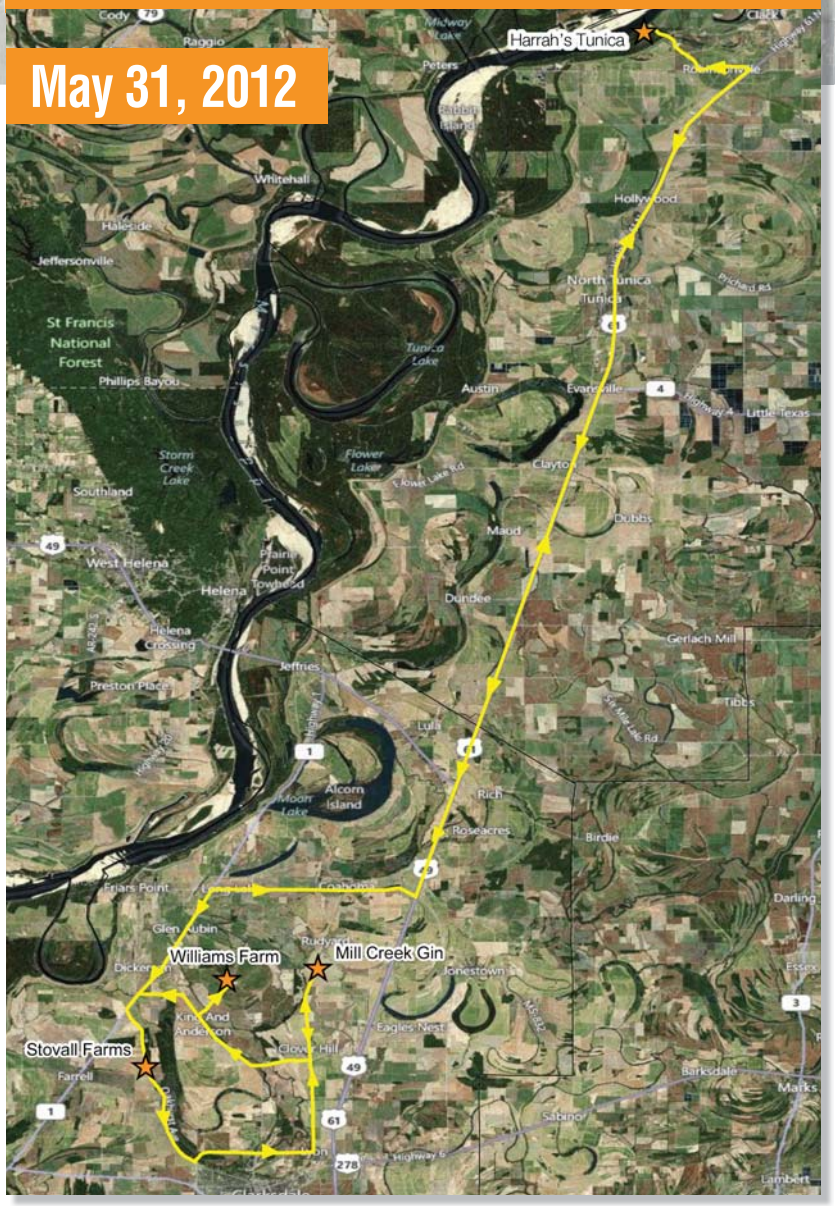
WATERMELON SLIM

Watermelon Slim & The Workers have garnered 17 Blues Music Award nominations in four years, including a record-tying six in both 2007 and 2008. Only the likes of B.B. King, Buddy Guy and Robert Cray have landed six in a year, and Slim is the only blues artist in history with 12 in two consecutive years. In spring 2009, he was the cover story of Blues Revue magazine. Now, Watermelon Slim is making more waves with Escape From the Chicken Coop, his first-person account of the days he spent driving a truck.

Sponsored by JOHN DEERE

Tour Itinerary

May 31, 2012



Thank You!

FARMERS ADVOCATING RESOURCE MANAGEMENT
DELTA F.A.R.M.

CTIC extends sincere and heartfelt thanks to Delta Farmers Advocating Resource Management (Delta F.A.R.M.) for sharing knowledge, experience and insight to help make this tour a special event. We appreciate the many hours Delta F.A.R.M. committee members and staff contributed and recognize their leadership and dedication to conservation in the Mississippi Delta.

6:30 a.m.
Registration at Harrah's Tunica

7:30 a.m.
Depart Harrah's Tunica

8:35 a.m.
Stovall Farms

12:35 p.m.
Mill Creek Gin

12:40 p.m.
Lunch

1:40 p.m.
Conservation Technology Expo
Tour Mill Creek Gin (optional)

3:10 p.m.
Williams Farms

6:00 p.m.
Dinner

6:45 p.m.
Birding around The Roost (optional)

7:15 p.m.
Depart for Harrah's Tunica

8:00 p.m.
Arrive Harrah's Tunica

IMPROVE YOUR BOTTOM LINE AND THE ENVIRONMENT WITH 4R NUTRIENT STEWARDSHIP

Today's farmers live in a world where environmental concerns and increased food demand create challenges never seen before. Those challenges can be met with 4R nutrient stewardship — a nutrient management concept that incorporates the use of the ***Right Nutrient Source***, at the ***Right Rate***, the ***Right Time***, and in the ***Right Place***. The 2012 4R Advocates pictured above are implementing the 4Rs to achieve economic, social and environmental goals.

Learn more about the 4Rs and the 4R Advocates at www.nutrientstewardship.org.

The Fertilizer Institute
Nourish, Replenish, Grow

National Farmers Union
UNITED TO GROW FAMILY AGRICULTURE

AGRICULTURE AND THE ENVIRONMENT

NFU encourages practical, balanced environmental solutions that can simultaneously:
- Promote a robust, viable agriculture sector which is the livelihood of rural America; and
- Protect our rural environment which is critically important to maintaining safe, livable communities.

Water Quality

Conservation programs should be fully funded to benefit the environment, reward stewardship of land and water resources and marine habitat, discourage speculative development of fragile land resources, strengthen family farming, and enhance rural communities.

We support:
- A one-stop conservation planning system for agriculture through the Natural Resources Conservation Service (NRCS) and encourage collaborations with local Soil and Water Conservation Districts;

- Incentive-based, cost-sharing programs currently working to minimize production agriculture's impact on our nation's water quality;

- A payment system that moves toward an outcome-based approach where real changes and environmental benefits are tracked and rewarded; and

- Best management practices for nutrient application – the 4 R's-Right Source, Timing, Place, and Rate.

2012 Farm Bill

NFU Special Order of Business: The 2012 Farm Bill: Investing in Rural America

- Congress should provide a flexible conservation toolbox in the 2012 Farm Bill that includes streamlined program delivery for working lands, land retirement and easement programs, coupled with significant federal funding and flexible local planning authorities.

Many concepts are being discussed by stakeholders in Washington, D.C., and around the country surrounding farm bill conservation programs:

- Pay for performance provisions
- Opportunities for market-based solutions
- Regulatory certainty (i.e. Clean Water Act)

Stovall Farms

Stovall Farms, still farmed by the original family, has grown corn, cotton, soybeans, wheat and vegetables since 1848. In 1941, Blues legend Muddy Waters recorded his first songs at this site, his childhood home.

Stovall Farms, encompassing 4,800 acres, lies within the Harris Bayou watershed and serves as one of Mississippi's Delta Nutrient Reduction Strategy (DNRS) implementation sites. The DNRS calls for targeted nutrient reduction efforts where nutrient loads cause water impairment. The Harris Bayou Watershed Project promotes farm-scale conservation practices, intensively monitored to detect water quality changes.

A control watershed, Overcup Bayou, lies approximately 1.5 miles due south. Here organizers document baseline numbers to compare with Stovall Farms' water quality data.

PETE HUNTER

Pete Hunter operates and partly owns Stovall Farms, where he raises corn, soybeans and wheat. As a soil and water conservation district official and avid saltwater fisherman, Pete does his part to improve water quality in the Gulf of Mexico. He strives to position Stovall Farms as part of the solution.

Pete focuses on retaining nutrients for the crop and preventing soil erosion and chemical loss. He finds that on-farm practices designed to improve water quality translate into increased productivity, efficiency and profit.

Pete finds it easy to maintain, continue and operate conservation measures, including grid sampling and fertilizer applicators controlled by geographic positioning systems (GPS). This technology pinpoints nutrient-deficient and nutrient-rich areas and tailors fertilizer application as needed. This improves crop yield and reduces the amount of fertilizer needed, which lowers input costs and decreases the amount of nutrients applied.

Photo courtesy of Delta F.A.R.M.

Water Conservation

In Southern agricultural landscapes, favorable climate, accessible ground water, nutrient-rich alluvial sediments, and abundant, but variable rainfall allow producers to grow a suite of row-crops, including corn, soybeans, rice and cotton.

Mississippi Delta agricultural producers rely on the alluvial aquifer for irrigation water. Studies show the aquifer may be depleted from over-draft, revealing the importance of addressing water quantity issues.

To conserve water at Stovall Farms, partners implemented land leveling with pads and pipes, low grade weirs, two-stage vegetated drainage ditches, grass waterways, on-farm water storage reservoir and a tail-water recovery system.

Land leveling reduces topographical variation, effecting the speed at which runoff escapes the fields. This effectively protects soil from sheet and rill erosion. Pads and pipes direct water through a fixed-elevation conveyance device, which prevents head cutting. Implemented properly, this suite of practices can precisely control water elevations for crop flooding (such as needed for rice production) and can store winter water to benefit waterfowl and water quality, and provide irrigation water.

Other benefits:

- Land leveling with pads and pipes can reduce sediment yield by 60 percent.
- Pipes retain quantifiable sediment and nutrient loads.
- Holding winter water can result in up to 80 percent sediment yield reduction.
- Permanent pads, pipes and flooded crops can result in highly efficient irrigation, saving 0.25 acre-feet of ground water annually.
- Winter water holding increases soil moisture, often reducing irrigation needs.
- These practices reduce the fuel and herbicide amounts needed to grow a crop and provide potential water quality trading credits.

Stovall Farms will soon implement a digital program to monitor water levels and irrigation needs.

Paul Rodrigue

Paul Rodrigue serves USDA's Natural Resources Conservation Service (USDA NRCS) as area engineer. His career with the USDA NRCS includes positions as irrigation engineer, environmental engineer, Delta water supply study manager, Wetland Science Institute hydrologist, Plant Materials Center manager and state water management engineer.

Paul earned a bachelor's degree from Louisiana Tech University and a master's degree from Texas A&M, both in agricultural engineering. His credentials include licensed Professional Engineer in the State of Mississippi and Certified Professional Erosion and Sediment Control (CPESC). Paul's professional society memberships include the American Society of Agricultural and Biological Engineering and the Soil and Water Conservation Society.

Charlotte Byrd

Charlotte Byrd of the Mississippi Department of Environmental Quality's (MDEQ) Surface Water Division hails from Indianola, Miss. She earned a bachelor's degree in business administration from Mississippi College, a bachelor of science degree from Misslaps College, and a master's degree in geoscience from Louisiana University.

For 20 of her 24 years employed with MDEQ, she conducted geological and hydrological research on the Mississippi River valley's alluvial aquifer. And for the past seven years, Charlotte served as chief of the Surface Water Division within the MDEQ Office of Land and Water Resources.

Travis Satterfield

Travis Satterfield raises rice and soybeans in Bolivar County. Travis has implemented numerous conservation practices on his farm and advocates agricultural conservation in the region. During his many years of volunteer service, he has served as Delta Council president, Delta F.A.R.M. chair, member of the Mississippi Farm Bureau Federation and member of the Mississippi Delta Sustainable Water Resources Task Force.

Water Quality

Mississippi Delta drainage water eventually enters the Gulf of Mexico, so the hypoxia issue is both a Delta concern and a multi-state concern. Conservation practices hold the potential to drastically reduce nutrient loading to the area's waterways that eventually carry excess nutrients to the Gulf of Mexico.

Agricultural producers, with available technical and financial assistance, can implement conservation systems that save input costs and benefit water resources over the long term.

As a voluntary partner, Stovall Farms financed more than 30 percent of funding needed to install and manage conservation practices. The farm uses grid sampling and GPS-controlled fertilizer application to minimize nutrient loss and meet plant nutrition needs.

Robbie Kroger

Robbie Kroger serves Mississippi State University as assistant professor in the Wildlife, Fisheries and Aquaculture Department. Originally from Johannesburg, South Africa, Robbie spent the past seven years focused on water quality and agriculture-related issues in the Mississippi Delta.

He specializes in creating, installing and monitoring innovative management practices to improve water quality on agricultural landscapes, and he works synergistically with the agricultural community to improve both the health of working landscapes and producers' economic benefits.

Rob Coker

Rob Coker produces corn and soybeans in Yazoo County. He currently serves as president of the Mississippi Corn Promotion Board and just completed his term as Delta F.A.R.M. chair.

Many consider Rob one of the region's most progressive conservationists. He continuously invests in and tests new technologies and conservation practices and leads efforts to identify cover crops beneficial to southern production systems.

Water Quality Monitoring

The Delta's conservation partners rely on water quality monitoring to measure the effects of conservation agriculture systems. Local, state and federal partners support extensive water quality monitoring in the region.

U.S. Geological Survey and Mississippi State University, with the support of Mississippi Department of Environmental Quality and funding through Section 319 of the Clean Water Act, collect water quality data from multiple edge-of-field and in-stream locations. Edge-of-field monitoring sites show runoff nutrient reductions much earlier than in-stream monitoring, and most likely will record substantial reductions in sediment, nitrogen and phosphorous in runoff. As a Conservation Innovation Grant demonstration site, Stovall Farms showcases innovative nutrient reduction practices and measures their effects on water quality.

Practices exhibited provide producers with options for environmental enhancement and compliance with federal, state and local regulations.

This data will guide future conservation systems management to effectively reduce nutrients in surface waters.

Matt Hicks

Based at the Mississippi Water Science Center, U.S. Geological Survey Aquatic Ecologist Matthew Hicks spent the last 15 years studying surface water quality and biological responses to ecosystem changes. He earned a master's degree in biology from the University of Alabama.

Buddy Allen

Producer Buddy Allen raises cotton, corn, soybeans and rice in Tunica County. He serves as an officer of the Mississippi Soil and Water Conservation Commission and as board member of The Nature Conservancy's Mississippi Chapter. Buddy invests in new technologies to improve irrigation efficiency, reduce dependency on ground water and reduce the amount of energy needed for irrigation.

Mississippi Delta and Gulf of Mexico Hypoxia

Stovall Farms sets an example for other agricultural operations and partnership efforts striving to fulfill national, regional and state nutrient reduction plans. These include the Mississippi River Gulf of Mexico Watershed Nutrient Task Force, Gulf of Mexico Alliance Governors' Action Plan, Delta Nutrient Reduction Strategy, Statewide Nutrient Strategies and Sustainable Water Resources Task Force.

Phil Bass

Phil Bass serves as acting director of the Gulf of Mexico Alliance, a partnership initiated in 2004 by the states of Alabama, Florida, Louisiana, Mississippi and Texas. The group aims to increase regional collaboration to benefit the Gulf's ecological and economic health.

Phil graduated from the University of Southern Mississippi and served 33 years with the Mississippi Department of Environmental Quality. During this time he contributed to forming the Southeastern Water Pollution Biologist Association and the Gulf of Mexico Alliance.

His experience includes positions on the Gulf of Mexico Policy Review Board, the Gulf of Mexico Management Committee, the Hypoxia Task Force, Hypoxia Coordinating Committee and the Lower Mississippi River Conservation Committee. Before joining the Alliance, he acted as state policy coordinator of the U.S. Environmental Protection Agency Gulf of Mexico program, chaired the Lower Mississippi River Conservation Committee and served as acting director of the Mississippi Department of Marine Resources.

Richard Ingram

As special projects administrator for the Mississippi Department of Environmental Quality, Richard Ingram focuses on ecosystem restoration, storm water management and environmental studies.

His expertise includes watershed planning, project coordination and funding source identification and solicitation. Richard focuses on ecosystem restoration, storm water management and environmental studies. Richard supports the Gulf of Mexico Alliance Nutrients Priority Issue Team and co-leads the Nutrients Action 4 Work Group.

Coahoma County

Photos courtesy of Mississippi State University

Major Waterways
Big Sunflower River
Coldwater River

Major Crops Grown
- Soybeans: 130,296 acres
- Rice: 6,463 acres
- Cotton: 68,342 acres
- Corn: 33,324 acres
- Wheat: 26,883 acres
- Grain sorghum: 1,210 acres

Livestock
- Cow-calf: 6 operations
- Beef: 4 operations

Average Farm Size
1,160 acres

Number of Farms
934

Number of Landowners Enrolled in Conservation Reserve Program
264

Conservation Reserve Program Practices
- Tree Planting: 122.4 acres
- Grasses for Wildlife: 93.1 acres
- Hardwood and Timber Planting: 463.7 acres
- Riparian Buffer: 4274.8 acres
- Vegetative Cover: 1994.2 acres
- Wetland Grasses: 1779.6 acres
- Bottomland Timber, Wetlands: 472.9
- Wildlife Food Plots: 299.3 acres

Environmental Quality Incentive Program
- 45 contracts
- $1,348,690 in financial assistance
- 10,397 acres

Mississippi River Basin Initiative
- $419,865 in financial assistance
- 5,069 acres

Conservation Security Program
- $419,865 in payments
- 113,460 acres

Agricultural Water Enhancement Program
- $502,796
- 10,077 acres

Wetland Reserve Program
- 4,044 acres

Chauncey Newsome
District Conservationist
USDA-NRCS
2665 North State Street
Clarksdale, Miss. 38680
662.624.8727 extension 3
chauncey.newsome@ms.usda.gov

Mill Creek Gin

Bart Easley manages the Mill Creek Gin, Inc., Clarksdale, Miss., a private company established in 2004 and one of the most technologically advanced cotton gins in the United States.

An automated cotton gin (short for cotton engine) quickly and easily separates cotton fibers from their seeds, a job that otherwise must be performed painstakingly by hand. The fibers are processed into cotton goods, and the seeds may be used to grow more cotton or to produce cottonseed oil.

Lunch sponsored by

MONSANTO ®

Lunch Speaker

DAVE WHITE

Dave White, chief of the USDA's Natural Resources Conservation Service (NRCS), oversees programs to protect the environment and preserve our natural resources through voluntary, private lands conservation. He leads a staff of 12,000 employees across the country and manages a budget of more than $4 billion.

Dave served the NRCS for 35 years, recently as Montana state conservationist, where he led efforts to help farmers and ranchers improve agricultural production while reducing their environmental impact. For much of 2007 and 2008, he lent expertise to Iowa Senator Tom Harkin's office in Washington, D.C., where he assisted the Senate Committee on Agriculture, Nutrition & Forestry craft the 2008 Farm Bill's conservation title.

Dave graduated from the University of Missouri where he studied agriculture. He will discuss NRCS' voluntary, incentive-based conservation work with private landowners to control run-off, improve water quality and wildlife habitat and restore wetlands while improving agricultural production.

Conservation Technology Expo

AGROBOTICS

Jeffrey Burton
President
4209 South Shackleford Rd., Suite E
Little Rock, Ark. 72204
501.551.7999
jeff@agrobotics.com
www.agrobotics.com

AgRobotics' AutoProbe automatically extracts 20 soil cores every 17 feet at a uniform depth and angle, providing intensive soil sampling. Use of accurate soil data to fine tune nutrient application can significantly reduce nutrients in runoff, because plants more efficiently absorb the nutrients. AutoProbe provides information so producers can make appropriate choices, maximizing productivity and profit and minimizing the possibility of any negative environmental impact.

AGROBOTICS™
FARMING INNOVATIONS

Jeff Burton

Jeff Burton, the son of third-generation farmer and inventor Jim Burton, grew up working on the family farm south of Newport, Ark. He studied agricultural economics at Mississippi State University and history at the University of Arkansas.

Jeff worked in the internet technology industry in Dallas, Austin and Southern California before joining AgRobotics in 2006. As president, he leads new business development and day-to-day operations.

Jim Burton

Recognized as a leading agricultural entrepreneur, Jim Burton brings over 35 years of day-to-day farming experience to AgRobotics. Trained as an agricultural engineer, Jim considers himself to be an engineer and inventor disguised as a farmer. Jim experienced first-hand technology advancements as they revolutionized farming. Over the years he envisioned and created new ways of simplifying old farming practices. He continues to find ways to maximize the potential of precision agriculture.

Bill Young

Bill Young's experience includes more than two decades as company officer and entrepreneur in industries including agricultural technology, real estate, construction and dry cleaning.

As executive vice president, he focuses on increasing profitability by maximizing sales and controlling cost. Bill's background in launching start-up corporations lends to AgRobotics' success.

Bill grew up on a 3,000-acre cotton farm in Crawfordsville, Ark. He earned a bachelor's degree in management science from the University of Tennessee at Knoxville and a master's degree in business administration from Harvard University.

KOCH AGRONOMIC SERVICES, LLC

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Regional Sales Manager
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Josh.Long@kochind.com
www.agrotain.com

Koch Agronomic Services, LLC is the world's largest producer of StabilizedNitrogen™ fertilizers marketed under the brands AGROTAIN,® AGROTAIN® PLUS and HYDREXX, as well as SuperU,® UMAXX® and UFLEXX™ fertilizer products. These products contain proprietary technology that increases fertilizer efficiency and reduces nitrogen loss.

This award-winning technology has a proven track record, backed by research studies and users around the world. StabilizedNitrogen™ products are currently licensed and sold in more than 70 countries.

Koch also offers slow-release Nitamin® and Nitamin NFusion® fertilizer products designed for foliar feeding.

Tim Healey

Tim acts as regulatory affairs consultant for Koch Agronomic Services, LLC. As CTIC's immediate past chair, he participates in CTIC planning and committee work. Tim also serves as a member of The Fertilizer Institute's Nutrient Use Committee, Missouri's State Technical Committee and the Missouri Certified Crop Advisors State Board of Directors.

Jimmy Johnson

Jimmy has promoted AGROTAIN® nitrogen stabilizer since 2001, working mainly in the southern United States. As U.S. sales director he brings new products to market. Prior to joining AGROTAIN International (now Koch Agronomic Services, LLC.), Jimmy held positions, including regional manager, with Rohm and Haas Company. He received an honorable discharge from the U.S. Army Reserve in 1994 and his undergraduate degree from the University of Tennessee at Martin. Jimmy earned his master's degree from Mississippi State University.

Josh Long

Josh Long is a certified crop advisor and regional manager for Koch Agronomic Services, LLC. Since 2009 he has served customers in Mississippi and eastern Arkansas. Before joining Koch Agronomic Services, Josh worked at the University of Arkansas and supported several farming operations. Josh received his bachelor's degree from Arkansas State University.

KOCH™

KOCH AGRONOMIC SERVICES, LLC

Conservation Technology Expo

THE MOSAIC COMPANY

Ron Olson
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Mobile: 813.690.9765
Ron.Olson@mosaicco.com
www.mosaicco.com

The Mosaic Company's MicroEssentials® proprietary fertilizer works on most crops. Through its innovative Fusion™ technology process, MicroEssentials combines vital nutrients into one uniquely formulated, nutritionally balanced granule. This creates a single source for balanced crop nutrition.

MicroEssentials' unique chemistry and proper nutrient ratio promotes uniform nutrient distribution, improved nutrient uptake and season-long sulfur availability. After 10 years of research documenting this product's benefits, Mosaic promises MicroEssentials will deliver the optimum performance you would expect from a Mosaic product.

Ron Olson

Ron Olson, senior agronomist for The Mosaic Company, serves on the CTIC board of directors. In his previous role as research and development manager for both Cargill Crop Nutrition and Mosaic, Ron led the development of the MicroEssentials® portfolio of products. Ron's experience includes running an agronomic consulting business, one of the first companies to assist farmers with geographic position system (GPS)-based soil sampling, yield mapping and variable rate seeding and fertilizer applications.

He holds a bachelor's degree in both agronomy and education from the University of Illinois and a master's degree in environmental science from Governors State University in University Park, Ill.

Scott Clark

Scott Clark serves as The Mosaic Company's technical sales manager in the southeastern United States and as account manager for a select group of customers in this region.

His responsibilities include the development of marketing activities for MicroEssentials® and K-Mag® in the Southeast. Scott supports account managers in the Southeast and Mid-south as technical expert on Mosaic's product line.

Lance Reeder

Lance Reeder serves as account manager for The Mosaic Company. His territory includes Alabama, Mississippi, Louisiana, Arkansas and the Missouri Bootheel.

Prior to employment with Mosaic, Lance served as agriculture sales manager for Kemira Water handling new product development in North and South America. Lance's career in agriculture began at Syngenta Crop Protection as territory sales representative. He holds a bachelor's degree in agricultural economics from Mississippi State University.

The Mosaic Express

Board the Mosaic Express, an interactive phosphate industry experience on wheels. This custom 43-foot motor coach provides children and adults an educational journey through the history, operations and benefits of Florida phosphate and its importance to global farming and food production. Check out the display of prehistoric fossils, watch corn dance and experience how Florida phosphate plays a part in the watershed and in everyday life.

SFP

Michael Berry
Brand Manager
11550 Ash, Suite 220
Leawood, Kan. 66211
913-956-7500
mberry@sfp.com
www.sfp.com

SFP develops and manufactures a line of products to improve fertilizer efficiency. AVAIL® Phosphorus Fertilizer Enhancer protects against phosphorus fixation in the soil. NutriSphere-N® Nitrogen Fertilizer Manager reduces nitrogen loss through leaching, volatilization and denitrification. And, More Than Manure® Nutrient Manager protects the phosphorus and nitrogen in manures. To find more information, review research data and hear what growers across the country are saying, visit www.sfp.com.

Dave Schwartz

As vice president of sales and business development for SFP, Dave Schwartz drives the growth of the company, executes sales strategies aligned with company goals and recruits new customers.

Before joining SFP, Schwartz served as an area sales manager for Van Diest Supply Co., where he received the President's Award for sales 12 consecutive times. He also worked as a sales representative and trainer for Ciba Geigy (currently Syngenta) where he was honored with the Custom Applicator Magazine Award for top salesman in the nation and set several company sales records.

Schwartz earned a bachelor's degree in business management and mass communications from Buena Vista University in Storm Lake, Iowa. He is a Certified Crop Adviser and a member of American Society of Agronomy – Soil Science Society of America and the Nebraska Ag Business Association.

Eddie Walley

Eddie Walley, Delta regional account manager, focuses on market development in the Mississippi Delta region. His charges include sales and product education and developing relationships with customers, distributors and retail partners.

Prior to his employment with SFP, Eddie served Syngenta Seeds for 26 years, where he earned numerous sales awards, including the 2002 Presidential Sales Leadership Award. His experience includes more than 30 years in agricultural sales and 10 years in production agriculture.

Eddie graduated from Mississippi State University, with a bachelor's degree in animal science. He grew up on a beef cattle and row-crop farm and now resides in Hattiesburg, Miss. His memberships include the Mississippi Agricultural Chemical Council and Mississippi Seedsman Association.

Alan Schmidt

Alan Schmidt, Kentucky and Tennessee regional account manager, joined SFP with 36 years of diverse crop production experience. He focuses on sales and product education as well as building relationships with customers, distributors and retail partners.

Prior to joining SFP, Alan worked as the agronomy sales manager for River Ag of Illinois and part-owner of a seed and chemical distribution company. His experience also includes positions with Monsanto Seed and Chemical, Royster Clark, Aventis Chemical and Gateway-IMC.

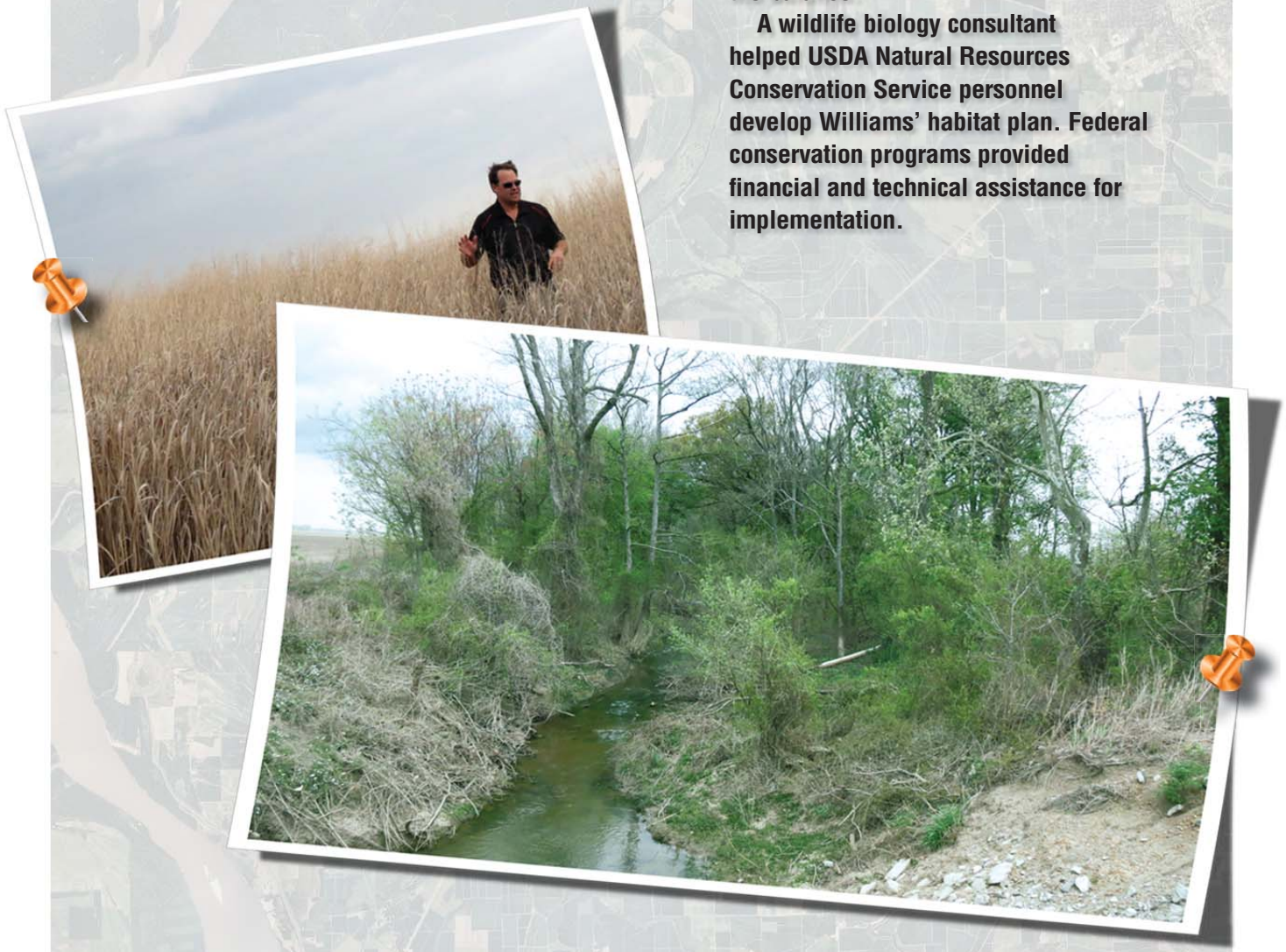
Alan is a Certified Crop Adviser, member of the American Society of Agronomy and Soil Science Society of America, and board member of the Southern Inshore Fisheries & Conservation Authority. He earned a bachelor's degree in human resource development and workforce management from Southern Illinois University at Carbondale.

Williams Farms

At Williams Farms, soybeans, corn and cotton production co-exist with white-tail deer, bobwhite quail and waterfowl. Here, broadly applied conservation practices result in improved wildlife habitat. One third of the farm's acreage, protected by soil and water conservation measures, provides early successional habitat as well.

Forty-eight percent of the acres produce row crops and 30 percent of the acres support hardwood reforestation. Herbaceous wetlands, conservation buffers, forest and herbaceous drains make up the balance.

A wildlife biology consultant helped USDA Natural Resources Conservation Service personnel develop Williams' habitat plan. Federal conservation programs provided financial and technical assistance for implementation.



TREY COOKE

A native of the Mississippi Delta, Trey spent his summers working on a cotton, soybean and rice farm, and later supported the Mississippi State University Cotton Breeding Program. Trey worked at the Bayer CropScience research station in Benoit, Miss., and served as an intern with a local water management district. In 1995, he earned a bachelor's degree in environmental science and chemistry, then attended graduate school at Sam Houston State University and earned a master's degree in biology. After graduation, Trey worked for the U.S. Fish and Wildlife Service in Colorado.

In 1998, Trey accepted an executive director position with Delta Farmers Advocating Resource Management (Delta F.A.R.M.), then a fledgling organization supporting farmers developing economically and environmentally sound production systems. Trey also serves as executive director of Delta Wildlife, a wildlife conservation organization that compliments the work of Delta F.A.R.M. For both organizations he leads implementation of science-based initiatives that deliver measurable environmental benefits.

Photo courtesy of Delta F.A.R.M.

Photo courtesy of Joe Mac Hudspeth Jr

Soil and Water Conservation Systems Benefit Wildlife

Mississippi's water quality profoundly affects the health and welfare of the state's citizens, wildlife, aquatic life, and domestic, agricultural, industrial and recreational activities.

The Delta region features diverse soils and topography, and encompasses a major migratory bird fly-way. These conditions offer significant opportunities to restore, create and enhance wildlife habitat.

Mississippi Delta communities depend on abundant wildlife habitat for recreation, economic value and tourism. Surface and ground water quality and quantity are vital for meeting these needs. Good water quality benefits production systems such as aquaculture for catfish, common in the central portion of the watershed throughout Sunflower, Leflore and Humphreys counties.

With rising irrigation demands, water resource concerns grow. Partners continue to develop innovative solutions to meet the water quantity needs of agriculture, wildlife and communities across the basin.

Kay Whittington

As chief of the Mississippi Department of Environmental Quality's Management Branch, Surface Water Division, Kay oversees programs to protect the water quality of all intrastate, interstate and coastal waters. In this role she leads implementation of Mississippi's Basin Management Approach. The Basin Management Approach involves more than 50 state and federal resource agencies, academic institutions, nongovernmental organizations and other stakeholder groups that collaborate to restore and protect the quality of Mississippi's water resources. A native of Tuscaloosa, Ala., she earned undergraduate and master's degrees from the University of Alabama in civil and environmental engineering.

Kevin Kennedy

As area conservationist with USDA's Natural Resources Conservation Service, Kevin manages 75 employees and a wide variety of Farm Bill programs including the Wetland Reserve Program, Conservation Security Program, Mississippi River Basin Initiative, Wildlife Habitat Incentives Program, Environmental Quality Incentives Program and Agriculture Water Enhancement Program. His experience includes positions as district conservationist in Tallahatchie, Sunflower, Madison and Quitman counties. Kevin graduated from Mississippi State University with a bachelor's degree in agriculture extension and education.

Reese Pillow

Reese Pillow raises corn and soybeans in Leflore County. His farm fields lie over an aquifer severely depleted by irrigation. His family invests in agricultural conservation systems to reduce erosion and boost efficient water use. He currently serves as Delta F.A.R.M. chair.

Kevin Nelms

USDA Natural Resources Conservation Service Area Biologist Kevin Nelms provides 15 Delta counties with private lands wildlife conservation assistance and guidance for all Farm Bill programs. Previously, Kevin worked in the same capacity in the Missouri Bootheel, as a wildlife biologist at Georgia's Fort Stewart Army Installation and as a technician at Tall Timbers Research Station in Florida. Kevin earned a master's degree in wildlife science from Auburn University and a bachelor's degree in fisheries and wildlife sciences from North Carolina State University. He currently serves as president of the Bear Education and Restoration (BEaR) Group of Mississippi.

Scott Flowers

Producer Scott Flowers grows cotton, corn and soybeans in Coahoma County. Scott is an avid sportsman, and he continually looks for ways to provide substantial wildlife habitat on his farm. These include conservation buffers for quail and winter water impoundment for waterfowl.

Comprehensive Systems Create Opportunities

In the Mississippi Delta, habitat restoration opportunities abound and wildlife conservation measures provide multiple benefits.

These include native warm season grass stands for game and non-game species. These grasses may also suit biofuel production and livestock grazing. And, water quality improvements result from the continuous ground cover they supply.

Innovative Delta producers find value in conservation systems that benefit wildlife, crop production and natural resources. Often, these systems prove the most efficient and effective for managing nutrients and weeds. Applying the right fertilizer product at the right rate, time and place, based on the most accurate farm management records, translates to maximized profits. And aggressive measures to manage herbicide-resistant weeds, which pose a significant problem for Delta cotton growers, can help alleviate weed control costs.

John Gruchy

John Gruchy serves as coordinator of the Private Lands Habitat Program within the Mississippi Department of Wildlife, Fisheries and Parks (MDWFP). As a MDWFP Private Lands Biologist, John works with landowners to develop wildlife management plans and implement habitat management practices on private lands. He frequently serves as a liaison between private landowners and other agencies, including USDA and U.S. Fish and Wildlife Service. John received a bachelor's degree in wildlife and fisheries science from Mississippi State University in 2003, and a master's degree in wildlife and fisheries science from the University of Tennessee.

James Martin

Dr. James A. Martin holds a bachelor's degree in environmental studies, with concentrations in natural resource management and ecology. He recently completed his doctorate degree at the University of Georgia, where he studied bobwhite quail populations' response to Farm Bill supported practices.

James was the project coordinator for the South Florida Quail project housed at Tall Timbers Research Station. In his current position as assistant professor in Mississippi State University's Department of Wildlife, Fisheries and Aquaculture, James leads interdisciplinary research projects that focus on wildlife habitat, ecosystem services and overall biodiversity. In his short career, he has published more than a dozen journal articles, book chapters, abstracts and proceedings papers.

Durwood Gordon

Durwood Gordon owns and operates Gordon Farms in Batesville, Miss., where he raises Black Angus. He holds leadership positions with both the county and state cattlemen's associations and serves as a distributor for BioBased.US agricultural products. Groups of Southeastern farmers visit Gordon Farms to learn about his intensive grazing practices and his use of a variety of perennial and annual forages. Durwood also grows native warm season grasses, including Big Blue Stem and Indian Grass, to enhance wildlife habitat and increase forage production.

Tom Eubank

Tom Eubank grew up working with his grandfather and father on their family farm near Scott, Miss., producing cotton, soybean, wheat and pecans. After earning a bachelor's degree in agronomy from Mississippi State University, Tom joined Farmers Incorporated of Greenville, Miss., as a field agronomist. He provided area farmers with recommendations concerning crop inputs, such as chemical, fertilizer and varietal use. Tom's experience with glyphosate-resistant horseweed prompted him to pursue a graduate degree through Mississippi State University's Weed Science Program. He focused primarily on documenting glyphosate-resistant horseweed emergence times and the effects of controls, such as tillage and herbicide regimes. In 2010 Tom joined the Delta Research Extension Center in Stoneville, Miss., as an assistant extension/research professor. His responsibilities include generating recommendations concerning weed control systems and agronomics in soybean, wheat and sorghum production.

Terry Griffin

A northeast Arkansas row crop farmer and agricultural consultant, Terry Griffin specializes in using spatial technologies to improve crop production systems. Terry served as farm management and spatial technologies specialist for University of Illinois Extension and received the 2003 NASA Excellence Award in Remote Sensing and Precision Agriculture, the 2010 PrecisionAg Award of Excellence for Researcher/Educator from Meister Media, and the 2012 Conservation Systems Precision Ag Researcher of the Year. Terry earned his bachelor's degree in agronomy and master's degree in agricultural economics from the University of Arkansas. He earned a Ph.D. from Purdue University in agricultural economics with emphases in farm management, production economics and spatial econometrics. At Purdue, he developed methods to analyze site-specific yield monitor data from field-scale agricultural experiments using spatial statistical techniques. He recently joined Cresco Ag as vice president of applied economics.

John McKee

John McKee produces cotton, corn and soybeans on his farm in Coahoma County. He lends leadership, service and expertise as commissioner to both the Yazoo-Mississippi Delta Joint Water Management District and the Coahoma County Soil and Water Conservation District. John continually seeks conservation tools and technologies that benefit natural resources conservation and farm profitability. He also manages family forest land for wildlife and recreation.

Dinner sponsored by CASE IH AGRICULTURE

Photo courtesy of Mississippi State University

Dinner Speaker

TRUDY FISHER

In January 2012, Mississippi Governor Phil Bryant reappointed Trudy D. Fisher as executive director of the Mississippi Department of Environmental Quality (MDEQ). Her first appointment came in 2007 under former Governor Haley Barbour. Trudy is the first woman to serve as the agency's director.

MDEQ protects the state's environment and administers most of the U.S. Environmental Protection Agency programs, including those focused on air, water and waste management. MDEQ monitors, models and regulates water use and performs geological surveys. After Hurricane Katrina devastated southern Mississippi, Trudy led the agency in implementing a $640 million wastewater and water infrastructure program for Mississippi's Gulf Coast.

In addition to her duties as executive director, she serves as Mississippi's Trustee for natural resources under the Oil Pollution Act and leads Mississippi's recovery from the Deepwater Horizon oil spill. She co-chairs the Mississippi River/Gulf of Mexico Watershed Nutrient Task Force and the Governor's Commission on Gulf Coast Restoration.

Photos courtesy of U.S. Fish and Wildlife Service

Birding around The Roost

The Mississippi River Delta marks the confluence of the Central and Mississippi flyways. The area provides habitat for neotropical migratory songbirds to rest and feed before or after crossing the Gulf of Mexico. And the Delta serves as a winter home to 70 percent of the waterfowl that travel these flyways, including the gadwall, green-winged teal, northern shoveler and snow goose. Birders may observe wood ducks, raptors and turkeys as well.

Philip Barbour

Dr. Philip Barbour earned bachelor's and master's degrees from Louisiana State University and in 2006 earned a Ph.D. in wildlife ecology from Mississippi State University with his dissertation topic, "Ecological and Economic Effects of Field Borders in Row Crop Agricultural Production Systems in Mississippi." Philip is a certified wildlife biologist with The Wildlife Society, and his experience includes positions with the USDA Natural Resources Conservation Service as natural resources specialist and soil conservationist, with the Jamie L. Whitten Plant Materials Center as acting manager, with the National Agricultural Wildlife Conservation Center as wildlife biologist, and most recently with the Ecological Sciences Service Unit as wildlife biologist.

CONSERVATION IN ACTION TOUR

Farm Hosts

2008-2011

Our Special Guests

Conservationists and agribusiness representatives founded CTIC in 1982. Throughout 2012, we celebrate our 30th anniversary by honoring those at the forefront of conservation agriculture. These conservation leaders share their knowledge and expertise, and continue to learn from other producers so they may do an even better job of conserving our precious natural resources.

During this Conservation In Action Tour, we recognize farmers who set the bar. Thanks to Syngenta covering travel costs, our past Conservation In Action Tour farm hosts from Indiana, Illinois, Ohio and Virginia can join us here in the Delta.

Please take a moment to welcome and thank them.

Terry Davis (2009)

Since 1985, Terry Davis has practiced no-till on his 1,200 acres and welcomes tours and research trials on his land in Roseville, Ill.

He employs soil sampling on 2.5 acre geographically positioned grids to improve nutrient application efficiency. He places all fertilizer under the soil surface and experiments with soil amendments to stimulate microbes and build organic matter. This minimizes total soil loss and supports beneficial earthworm populations.

Terry conceptualized Alternative Power Generation, LLC, to encourage producers to invest in markets securing their future profitability, helped form Renewable Energy Ventures, LLC to identify renewable energy opportunities for investors, and supported development of Big River Resource Coop which joins over 600 Midwest farmers to develop, build and operate a dry mill ethanol plant.

Accolades include Illinois Corn Growers Association's 2004 Environmental Action Award and Illinois Soybean Association's 2002 Outstanding Environmental Steward.

Allen Dean (2011)

Allen and Shelly Dean farm in Williams County, Ohio. They strive to practice and promote environmental stewardship and work to protect and preserve water, soil and air. Dean Farms grows wheat and non-genetically modified soybeans, employing no-till on 1,900 acres. They also plant cover crops, conduct tissue sampling and maintain structural conservation practices. The Deans analyze soybean and wheat yield maps to determine zones for soil testing. Test results indicate nutrient levels, which guide precise lime and fertilizer application rates.

Dean Farms recently launched cover crop seed sales and services to area farmers.

The Deans recognize agriculture's challenges today, including land development pressures, demand for crop production and rising equipment costs. However, they welcome opportunities such as precision agriculture technology and grain markets developing within the United States and abroad.

Thank You!

syngenta

Todd Hesterman (2011)

Todd Hesterman owns Hesterman Farms, a 450-acre corn, soybean and wheat operation in Napoleon, Ohio. He has employed continuous no-till for 22 years and used yield mapping for more than 14 years. Todd incorporates filter strips, quail buffers, georeferenced soil sampling and controlled drainage into his management system. He has been blessed, he says, with good farmland and wants to nurture it for future generations. Todd sees great opportunities for agriculture such as providing food and fiber for a growing population and reminding the public that agriculture is a worthwhile business and way of life.

Don Lamb (2008)

Don Lamb and his wife, Jodie, operate a family farm alongside his father, Bob, and brother, Dean. Lamb Farms Inc. in Lebanon, Indiana, produces popcorn, waxy corn, amylose corn, seed soybeans and wheat on about 7,500 acres. Lamb Farms Inc. includes three divisions in addition to the grain farm.

AgRecycle recycles drywall into gypsum, composts manures and organics, and sells landscape mulch. Lamb Farms Agronomy provides agronomic services, such as soil testing, and sells fertilizer and chemicals. The Lambs also launched a 501(c)3 non-profit called Agri-stewards to provide soil health and food production education locally and internationally.

Don holds a bachelor's degree from Purdue University in agricultural economics. He currently serves as past chairman for the Eagle Creek Watershed, which supplies drinking water to Indianapolis, and as a member of the Indiana Recycling Market Development Board, which gives grants to recycling and economic development efforts across the state.

Brian Noyes (2010)

Brian Noyes, district manager of the Colonial Soil and Water Conservation District, serves the Virginia localities of Charles City, New Kent, James City and York counties and the City of Williamsburg for more than 20 years. Brian earned a bachelor's degree in agriculture from the University of Delaware. His experience includes 14 years in farm management and six years as a field research technician. As conservation district manager, Brian administers numerous initiatives designed to improve water quality in the Chesapeake Bay watershed.

Richard Robinson (2009)

Richard Robinson farms 1,300 acres of corn and soybeans in Mercer County, Illinois. A long-time no-tiller, Richard has studied and tweaked his nutrient management program. He pays attention to pH, tests the soil every three to four years and uses innovative techniques to raise efficiency and profitability. He uses starter, micro-nutrients, variable rate application and a nitrogen stabilizer with fall application.

Richard grew up on a small farm in western Illinois and then lived in central Illinois for several years. He and wife Nancy moved to the Aledo area in 1989 when he became farm manager of 1,100 acres that he now share crops. They also farm 200 acres of their own.

Rodney Rulon (2008)

Rodney Rulon, engineering and new technology specialist for Rulon Enterprises, farms with partners approximately 5,800 acres in Arcadia, Ind.

Early adopters of new technologies, Rodney and his partners have no-tilled corn and soybeans for 19 years. They rely on precision agriculture technology to keep whole-farm fertility records. And they employ integrated manure management, drainage management, buffers and cover crops in their conservation agriculture system.

Rulon Enterprises collects soil samples on 1-acre grids every four years to measure the need for soil amendments such as fertilizer and lime. Planters and combines operate with advanced technology including variable rate soybean seeding, soil insecticide spatial application, light bars and now Real Time Kinematic (RTK) satellite navigation.

The Rulons maintain that no-till improves the health and productivity of their soils, a long-term economic advantage. With 44 years of yield history, 19 of those under no-till, Rulon Enterprises' data shows no yield drag when compared with county, state and national averages.

Rulon Enterprises received the American Soybean Association's 2012 National Conservation Legacy Award.

Leon Weaver (2011)

Bridgewater Dairy, owned by the Weaver family, milks 4,200 Holstein dairy cows and farms more than 4,000 acres in northwest Ohio. The Weavers adhere to the state's manure management requirements and conduct pre-sidedress nitrogen testing before precision application. Other conservation measures include land enrolled in USDA's Conservation Reserve Program and cropland conservation systems that build soil quality and protect water quality. Their commitment to environmental standards earned the Weavers the 2007 Environmental Stewardship Award from the Ohio Livestock Coalition and the Ohio Dairy Producers Association. Dr. Leon Weaver graduated from the University of Pennsylvania School of Veterinary Medicine in 1971, earned advanced clinical veterinary training at Cornell University and is certified as a specialist in veterinary reproduction.

ABOUT CTIC

The Conservation Technology Information Center (CTIC), a not-for-profit 501(c)(3) membership organization, provides technical, educational and practical support to America's agricultural and conservation communities. Formed in 1982 by representatives of agribusiness, government and associations, we thrive today with guidance and support from partners and members from public, private and academic sectors.

America's producers face complex decisions about how to integrate and maintain conservation systems within their farming operations. Given the best information, producers will make good decisions for their land. And, we believe that they deserve trustworthy information from a dependable source.

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.

To address our mission, we:

Lead Initiatives

CTIC and its partners lead initiatives to address conservation agriculture's pressing needs. Our initiatives build partnerships, provide information and promote economically viable and environmentally beneficial agricultural systems.

Provide Information

We strive to serve as an information clearinghouse — reviewing and communicating information on new research, technologies and innovative conservation agriculture approaches. Visit our web site, www.ctic.org, to browse our many resources. We promote the good news about conservation in agriculture, through our website, quarterly e-magazine and regular news releases. Through national information campaigns, we recognize conservation farmers for the sound management they employ on their farms to efficiently manage inputs and protect natural resources.

Build Coalitions

We link private businesses, non-profit organizations, associations and local, state, regional and federal government agencies to address common conservation agriculture issues. With strength, wisdom and knowledge in numbers, CTIC's coalitions work to disseminate information on new technologies, techniques, products and tools to ensure conservation agriculture works on the ground.

CTIC BOARD OF DIRECTORS

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As of April 30, 2012

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Moe Russell
Chris Talley
David Williams

CTIC STAFF

Amber Gritter, Administrative Assistant
gritter@ctic.org

Amber assists with accounting functions, processes product orders, maintains the membership database, supports financial reporting and fulfills other administrative duties. She assists the entire staff with project work, event preparation, communications, website maintenance, membership renewals and recognitions and scheduling.

Christa Martin Jones, Project Director
jones@ctic.org

Christa leads CTIC's Indian Creek Watershed Project (IL) and supports work related to nutrient management, water quality credit trading, program development and communications. A trained facilitator, she coordinates partnership initiatives to plan, execute strategies and meet project goals. She holds a bachelor's degree in public affairs, with concentration in environmental science, from Indiana University. She completed master's level courses in alternative agriculture at Slippery Rock University (PA).

Karen Scanlon, Executive Director
scanlon@ctic.org

Karen directs staff and consultants; develops policies, procedures and budgets; oversees programs and operations; supports the board of directors; builds and maintains member relations and evaluates programs and services. She earned a master's degree in natural resources management from The Ohio State University and a bachelor's degree in journalism from the University of Florida.

Tammy Taylor, Director of Operations
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 oversees national conference projects.

Angie Williams, Project Director
williams@ctic.org

Angie leads CTIC projects focused on cover crops and conservation tillage. She provides in-house technical expertise and helps to answer questions from members and partners. She holds a bachelor's degree in biology from Purdue University.

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CTIC@ctic.org
www.ctic.org

CTIC PROVIDES INFORMATION

CTIC website

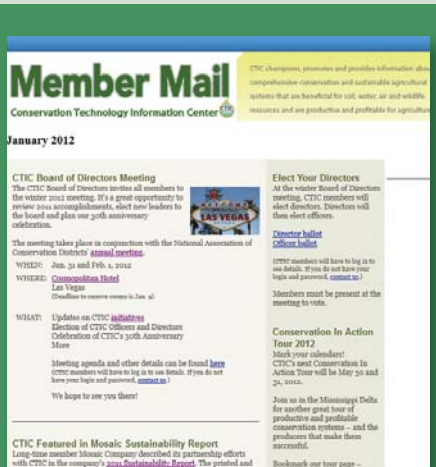
At www.ctic.org, visitors access CTIC resources, update membership, register for events, learn about CTIC projects, download free publications and subscribe to CTIC's ***Partners*** magazine, Member Mail and more. With a few clicks, visitors find details on all CTIC projects, search our database of resources or find an event or project to join. CTIC's website also houses the National Crop Residue Management Survey, the CTIC strategic plan and more details about the history and mission of CTIC.

Partners magazine

CTIC's online magazine, ***Partners***, reaches more than 10,000 readers every quarter. Each issue features success stories, news coverage and updates on technology and research important to conservation agriculture. We feature our members with each issue, through the Member's Column and Medal Member Recognition.

Member Mail

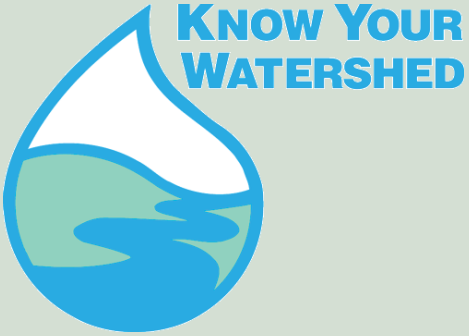
All CTIC members and partners receive Member Mail, an electronic newsletter containing news briefs pertinent to our membership.



CTIC LEADS INITIATIVES AND BUILDS COALITIONS

Core 4

With the Core 4 concept, CTIC promotes measures to improve farm profitability while addressing environmental concerns. Core 4 adapts to meet farmers' specific needs. This approach to agricultural management considers productivity and conservation equally; it enables farmers to reclaim their position as America's original environmental stewards while protecting their livelihood; and it involves all sectors of agriculture, including government, industry and farmers. The goals of Core 4 Conservation — Better Soil, Cleaner Water, Greater Profits and a Brighter Future —embody the inextricable link between profitability and environmental protection in modern agriculture. Visit www.ctic.org/Core4/ to learn more.



Know Your Watershed

CTIC launched this national initiative to encourage and support local, voluntary watershed partnerships. Supported by partners representing more than 70 private and public corporations, government agencies, and non-profit organizations, Know Your Watershed provides valuable resources about watershed efforts, stakeholder inclusion, planning and partnerships. See more at www.ctic.org/Know Your Watershed/.

Building Innovative Industry-Producer Partnerships to Reduce Hypoxia in the Gulf of Mexico

By forming new partnerships between industry leaders and agricultural producers in the Mississippi River Basin, the Conservation Technology Information Center facilitated local level, innovative, effective approaches to addressing complex nutrient management challenges.

Focus areas included southeastern Minnesota, the Upper Wabash River Basin, and the Bootheel region of Missouri.

This three-phase project coordinated local identification of nutrient reduction strategies, the formation of local agricultural coalitions and the development of nutrient reduction action plans, using the best-available practices and methodologies transferrable to other watersheds in the basin. The ultimate goal: reducing the size of the Gulf hypoxic zone.

View the final report: www.ctic.org/Upstream Heroes/.

INDIAN CREEK WATERSHED PROJECT

Photo courtesy of USDA NRCS

CTIC facilitates the Indian Creek Watershed Project, led by local farmers who demonstrate and test best conservation practices on their land.

Project partners include Livingston County Soil and Water Conservation District, Illinois Environmental Protection Agency and the United States Department of Agriculture's Natural Resources Conservation Service.

This project demonstrates the effectiveness of conservation practices and how they affect water quality. Through this effort, CTIC emphasizes practice profitability and shows how producers can protect their bottom lines and conserve water quality as well.

How is this project unique? Indian Creek Watershed Project combines:

- Real farmers implementing conservation systems while still making a living from their operation,
- On-farm research that demonstrates and measures success of new techniques and technology in a local setting, where area farmers can see how their neighbors make it work,
- A support network for area farmers, agribusinesses and technical service providers to learn about conservation technology together,
- Public and private financial and technical assistance resources to aid the farmer in implementation,
- Water quality data gathering to measure water quality changes and
- An outreach strategy to inform the public about the good things farmers do.

Thank You

Sponsors provide cash and in-kind donations to ensure the project's success and demonstrate their conservation products, technologies and equipment. Illinois Environmental Protection Agency assists in monitoring water quality.

As of April 30, 2012

Tier One

Agrium Advanced Technologies
The Fertilizer Institute
Growmark
Illinois Soybean Association
Koch Agronomic Services
Monsanto
The Mosaic Company
New Leader
Syngenta

Tier Two

Agri Drain Corporation
Case IH
Illinois Corn Marketing Board
International Plant Nutrition Institute
John Deere

Tier Three

Cropsmith

ADM, Brandt, Crop Production Services and Illinois Fertilizer and Chemical Association provided additional support in 2011.

Partial funding for this project provided by Illinois Environmental Protection Agency through Section 319 of the Clean Water Act.

For More Information

Visit www.ctic.org/IndianCreek/ or contact Christa Jones, CTIC project director, at 317-508-2450 or jones@ctic.org

GREAT LAKES COVER CROPS INITIATIVE

Photo courtesy of Paul Gross

Partners

Midwest Cover Crops Council, Ohio No-Till Council, The Ohio State University, Purdue University, Michigan State University, Indiana Conservation Cropping Systems Initiative, U.S. Environmental Protection Agency

Project Description

Funded by EPA's Great Lakes Restoration Initiative (GLRI), this project demonstrates the effectiveness of cover crops within conservation tillage systems. CTIC and partners assist agricultural producers in the Lake Michigan, Lake Erie and Lake Huron basins to implement a total of 15,000 acres of cover crops and conservation tillage systems. CTIC provides producers technical, educational and social support so they may understand the benefits of this system, how to incorporate the practices into their operations, how to evaluate effects and how to adapt their management for optimal yield and resource protection. With our support, producers build their capabilities to effectively manage, adapt and commit to long-term implementation of cover crops and no-till.

Activities

- CTIC hosted workshops in three states promoting the use of cover crops with continuous no-till. Our partner crop consultants assist producers one-on-one. With our support, cooperating producers planted 11,000 acres of cover crops in fall 2011.
- CTIC facilitates regular communication through an email list serve. Posts address cover crop and conservation tillage topics, provide seasonal tips, answer questions and facilitate dialogue.
- CTIC will sponsor 15 participating producers to attend the 2013 National No-Till Conference to learn from other producers successfully incorporating cover crops.
- Our website shares producers' experiences with cover crops and conservation tillage, and we'll publish articles to encourage more producers to adopt this system.

Thank You

Bio-Till, KB Seed Solutions, N-Vest Cover Crops, Oregon Ryegrass Growers Seed Commission and Tillage Radish

For More Information

Contact Karen Scanlon, CTIC executive director, at 765-494-9555 or scanlon@ctic.org.

Get Involved

Demonstrate your commitment to conservation. Help CTIC promote use of cover crops through this project. To provide financial support, contact Karen Scanlon at scanlon@ctic.org.

UPSTREAM HEROES: NUTRIENT MANAGEMENT SUCCESS STORIES FROM AMERICA'S FARMS

Producers strive to maximize their investments in fertilizer, a costly farm input. They carefully consider which fertilizer product they need, and when and how they apply it.

Nutrient use efficiency receives a great deal of attention nationally and locally, because research results show some farming activities threaten water quality in the Gulf of Mexico, creating a hypoxic zone.

Solutions to both water quality concerns and farm profitability issues may be realized through improved nutrient management on farming operations. With sound management practices, producers use the right fertilizer product, apply it at the right rate, at the right time and in the right place.

CTIC, a trusted source for agricultural information for 30 years, launched an information campaign showcasing how producers are working to better manage crop nutrients.

Upstream Heroes explains the hypoxia issue and need for nutrient management in terms and messages that appeal to agricultural audiences.

CTIC delivers those messages at the right time and place to capture the attention and interest of producers and their advisors.

The ***Upstream Heroes*** campaign will reach our national network of members and public and private partners, as well as readers of agriculture media and general/ consumer media.

Activities

Farm Journal profiled three ***Upstream Heroes*** in its print magazine, in videos and on AgWeb.com. The March 21, 2012, AgDay broadcast featured Upstream Hero Larry Bonnell referencing the importance of cover crops in his successful conservation system.

Thank You

The Mosaic Company

For More Information

Visit www.ctic.org/Upstream Heroes/ or contact Karen Scanlon, CTIC executive director, at 765-494-2238 or scanlon@ctic.org.

Get Involved

Become a partner in the Upstream Heroes campaign. Nominate a producer and help spread the word about our Heroes in agriculture.

AQUATIC RESOURCE MONITORING TECHNICAL TRAINING WORKSHOPS

Partner

U.S. Environmental Protection Agency (EPA)

Description

In 2010 the U.S. Environmental Protection Agency (EPA) granted CTIC funds to plan and facilitate aquatic resource monitoring training workshops for states, tribes and other stakeholders. CTIC will provide leadership and technical support to organize and produce seven aquatic resource-specific workshops and two national conferences covering all aquatics resource types (wetlands, lakes, coastal, rivers and streams). The objective: to improve collaboration and technology transfer among states, tribes, federal agencies and others for more effective monitoring of the Nation's waters. The information and technology shared at these workshops will better equip EPA, states, tribes and others to accomplish top-priority tasks such as:

- maintain long-term cooperative surveys of all water body types,
- implement water-monitoring strategies on established schedules and
- improve water quality databases.

Activities

CTIC formed an advisory committee consisting of National Aquatic Resource Survey (NARS) experts and individuals from university, research, nonprofit organizations and EPA headquarters and regional offices. The NARS advisory committee assisted in agenda development for the first national conference held April 30-May 4, 2012, in Portland, Ore.

CTIC awarded more than 60 travel scholarships to state agency and tribe representatives. Scholarship recipients participated in facilitated group discussions on three areas:

- Using national, regional and state survey data in policy-making forums
- Enhancing and building state and tribal monitoring programs
- Integration of new and advanced monitoring techniques into surveys (e.g. satellite imagery)

The national committee members conducted data analysis sessions on:

- Making data useful for state, tribal and national assessments and
- Physical habitat in streams, rivers and lakes.

Photo courtesy of EPA

For More Information

Contact Tammy Taylor at 765-494-1814 or taylor@ctic.org

Get Involved

Contact CTIC to participate, learn more about water quality assessments and help inform water quality professionals about agriculture's conservation efforts.

CTIC LEADS INITIATIVES AND BUILDS COALITIONS

NATIONAL CROP RESIDUE MANAGEMENT SURVEY

Partners

National Association of Conservation Districts (NACD), USDA Natural Resources Conservation Service (NRCS), county soil and water conservation districts, university extension, CTIC members

Project Description

The National Crop Residue Management Survey tracks adoption of no-till, ridge-till, mulch-till, reduced-till and intensive/conventional tillage. The only one of its kind, the survey gathers information to measure soil conservation practice adoption rates, track erosion reduction, demonstrate energy cost savings, model environmental performance of practices and more. CTIC has compiled and recorded survey data since 1982. This nationwide survey of conservation tillage practices began as a partnership effort of CTIC and USDA NRCS, county soil and water conservation districts and university extension. After 2004, NRCS no longer required its field staff to support data collection. Without federal staff dedicated to collecting the data, CTIC encourages local conservation partners to collect and submit data each year.

Since 1982, agencies, academic researchers, policy makers, industry, journalists, agricultural groups, conservation organizations and many others rely on this data to measure conservation tillage adoption trends. The survey data tells us that between 1990 and 2004, producers implemented 45.5 million acres of no-till, a 269 percent increase in 14 years.

Activities

CTIC explores new opportunities to facilitate a tillage and soil health survey. These include new technology to save time and improve accuracy of data collection and new ways to compile tillage data from other sources.

For More Information

Visit the survey web page at www.ctic.org/CRM/, or contact Karen Scanlon, CTIC executive director at 765-494-9555 or scanlon@ctic.org.

Get Involved

Contact CTIC to join our Survey Committee. The committee works to identify options for renewing the survey data collection, reporting and analysis. Join with local partners, such as a soil and water conservation district or extension office, to collect tillage data in your county and share that information with CTIC to include in our national dataset.

CONSERVATION AGRICULTURE SYSTEMS ALLIANCE (CASA)

Photo courtesy of Josie Van Lent

Project Description

CASA is a North American alliance of producer organizations united with a common goal to advance conservation agriculture systems. CASA strengthens the individual efforts of each member organization and also helps the collective group move toward the shared purpose of increasing conservation in agriculture in North America. CTIC hosts monthly conference calls, maintains a website and distributes resource material for CASA. CASA's primary purposes are to:

- Facilitate communication among CASA members and partners
- Promote consistent messages about conservation agriculture
- Share information about conservation agriculture
- Influence policy on a broad level

Current CASA Members

Conservation Tillage Workgroup (California) • Georgia Conservation Tillage Alliance • Innovative Cropping Systems (Virginia) • Manitoba-North Dakota Zero Tillage Farmers Association • Mexican Conservation Tillage Association • No-till on the Plains • Ohio No-Till Council • Pacific Northwest Direct Seed Association • Pennsylvania No-Till Alliance • Saskatchewan Soil Conservation Association • Soil Conservation Council of Canada • Southern Plains Agricultural Resources Coalition (Oklahoma) • Vantage

Activities

CASA successfully bid to host the 6th World Congress of Conservation Agriculture in Winnipeg, Manitoba in June 2014. This international event will concentrate on the conservation agriculture system as a whole and how producers can, with adequate research, information and technology support, achieve Soil Health and Wallet Wealth.

For More Information

Visit the CASA web page at www.ctic.org/Conservation Agriculture Systems Alliance/, or contact Karen Scanlon, CTIC executive director, at 765-494-2238 or scanlon@ctic.org.

Get Involved

Contact CTIC to sponsor the 2014 World Congress of Conservation Agriculture. Or become a CASA member and participate in our monthly teleconferences.

BE A MEMBER. MAKE A DIFFERENCE.

Our Mission

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

JOIN

The Conservation Technology Information Center

What We Do

- Collect, compile, interpret and disseminate information about agricultural conservation
- Distribute national messages
- Facilitate workshops, conferences and trainings
- Lead local, regional and national projects to advance conservation in agriculture

Options

CTIC Members have 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 to support the important work of CTIC. Each membership category includes additional giving levels of Gold, Silver and Bronze.

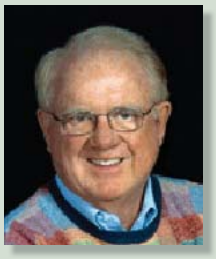
Benefits

All CTIC members benefit from

- **access** to research and information on 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 experts and policy makers at state and national levels.

Wow, 30 years and still growing! CTIC provides a unique opportunity for Monsanto and all other members to champion new practices, new technologies and new systems for increasing the effectiveness of conservation across all of American agriculture. Let's keep it growing!

— David I. Gustafson, Monsanto Company



We've been involved with CTIC for all 30 years! Our participation has resulted in many meaningful experiences with growers, government officials and suppliers.

— Frank Lessiter, No-Till Farmer

INDIVIDUAL MEMBERSHIP

Gold **$500+**

You get the basic benefits below, plus:

- Recognition in two issues of ***Partners*** magazine
- Free conservation agriculture book or other product from CTIC's online store

Silver **$250 - $499**

You get the basic benefits below, plus:

- Recognition in two issues of ***Partners*** magazine

Bronze **$100 - $249**

You get the basic benefits below, plus:

- Recognition in one special issue of ***Partners*** magazine

Basic **$50**

- Recognition on CTIC's website
- One-year subscription to ***Partners*** magazine and Member Mail e-newsletter

I am proud to be part of an organization dedicated to improving methods used in farming operations for the preservation of our natural resources.

— Joe Glassmeyer, Clermont County Soil and Water Conservation District

INSTITUTIONAL MEMBERSHIP

Gold **$1,000+**

You get the basic benefits below, plus:

- Recognition in two issues of ***Partners*** magazine
- 10% discount on CTIC products during your annual membership term
- Special recognition at a CTIC Board of Directors meeting
- Ad space in one issue of ***Partners*** magazine valued at $300

Silver **$750 - $999**

You get the basic benefits below, plus:

- Recognition in two issues of ***Partners*** magazine
- 10% discount on CTIC products during your annual membership term

Bronze **$500 - $749**

You get the basic benefits below, plus:

- Recognition in two issues of ***Partners*** magazine
- Free conservation agriculture book or other CTIC product

Basic **$250**

- Recognition on CTIC's website
- One-year subscription to Partners magazine and Member Mail e-newsletter
- Access to Crop Residue Management Survey data from 1989 to 2004

The CTIC team is extremely effective in promoting agricultural conservation practices that enhance soil quality and reduce environmental losses. The Fertilizer Institute is proud to partner on implementation of 4R-based practices (right nutrient source at the right rate, time and place) as a part of CTIC demonstration projects.

— Bill Herz, The Fertilizer Institute

CORPORATE MEMBERSHIP

Gold **Basic Corporate Membership plus $8,500+**

You get the basic benefits below, plus:

- Recognition in three issues of ***Partners*** magazine
- 10% discount on CTIC products during your annual membership term
- Special recognition at a CTIC Board of Directors meeting
- Two gift memberships at the Individual Silver level
- Ad space in two issues of ***Partners*** magazine ($600 value)
- Recognition at two CTIC events during your annual membership term
- Two complimentary registrations to CTIC's Conservation In Action Tour

Silver **Basic Corporate Membership plus $3,500 - $8,499**

You get the basic benefits below, plus:

- Recognition in two issues of ***Partners*** magazine
- 10% discount on CTIC products during your annual membership term
- Special recognition at a CTIC Board of Directors meeting
- Two gift memberships at the Individual Silver level
- Ad space in one issue of ***Partners*** magazine ($300 value)
- Recognition at one CTIC event during your annual membership term

Bronze **Basic Corporate Membership plus $1,000 - $3,499**

You get the basic benefits below, plus:

- Recognition in two issues of ***Partners*** magazine
- 10% discount on CTIC products during your annual membership term
- Special recognition at a CTIC Board of Directors meeting
- Two gift memberships at the Individual Silver level
- Ad space in one issue of ***Partners*** magazine ($300 value)

Basic

gross income greater than $500 million	**$6,500**
gross income greater than $100 million and less than $500 million	**$2,000**
gross income less than $100 million	**$500**

- Recognition on CTIC's website
- One-year subscription to ***Partners*** magazine and Member Mail e-newsletter
- Access to Crop Residue Management Survey data from 1989 to 2004

CTIC
3495 Kent Avenue, J100
West Lafayette, Ind. 47906
Direct: 765.494.9555
Fax: 765.463.4106
ctic@ctic.org

MEMBERSHIP APPLICATION FORM

Name: _____

Corporation/Organization: _____

Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Corporate Membership

____ Gold Corporate Member Basic* plus $8,500+
____ Silver Corporate Member Basic* plus $3,500 - $8,499
____ Bronze Corporate Member Basic* plus $1,000 - $3,499
____ Basic Corporate Member $6,500 (gross income greater than $500 mil)
____ Basic Corporate Member $2,000 (gross income greater than $100 mil and less than $500 mil)
____ Basic Corporate Member $500 (gross income less than $100 mil)

*The Gold, Silver or Bronze Corporate Membership rate includes the basic membership of $500, $2,000 or $6,500 plus the additional amount for the desired medal membership level.

Institutional Membership

____Gold Institutional Member $1,000+
____Silver Institutional Member $750 - $999
____Bronze Institutional Member $500 - $749
____Basic Institutional Member $250

Individual Membership

____ Gold Individual Member $500+
____ Silver Individual Member $250 -$499
____ Bronze Individual Member $100 -$249
____ Basic Individual Member $50

Please mail or fax
(if paying by credit card) to:
Conservation Technology Information Center
3495 Kent Avenue, Suite J100
West Lafayette, Ind. 47906
Fax: (765) 463-4106
ctic@ctic.org

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 _____

Signature _____

THANK YOU

CTIC thanks all sponsors of the 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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