



FOR IMMEDIATE RELEASE

August 4, 2025, 9 am

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Media Kit: [Google drive](#)

ACWA Marks 25 Years of United Progress

ANKENY, Iowa - Agriculture's Clean Water Alliance (ACWA) is proud to invite media partners to its 25th Anniversary on Friday, August 8, 2025, starting at 9 am at Otter Creek Golf Course in Ankeny, Iowa. Reporters can follow along on the bus tour to learn about on-farm conservation, and interview ACWA members during lunch.

ACWA is a nonprofit made of up ag retailers and related businesses who advance water quality through collaborative solutions and donated time and resources.

RSVPs are appreciated. The August 8th program is as follows:

9 am	Meet at Otter Creek Golf Course 4100 NE Otter Creek Drive, Ankeny, IA
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9:05 am – 11:40 am	Bus tour with live travel narration featuring: <ul style="list-style-type: none">• Saylorville Treatment Plant• Helland Family Farm's wetland
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11:40 am – 12:45 pm	Lunch and program including <ul style="list-style-type: none">• Historic vote on 25th Code of Practice
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12:45 pm – 1:30 pm	Networking
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**For specific timing and location of bus stops, please contact rjones@acwaiowa.com.*

ACWA's creation 25 years ago was historic – the first ever water quality collaboration between ag retailers in Iowa. It began in only the North Raccoon Watershed. Since then, the organization has grown statewide, with founding members still active.



Agriculture's Clean Water Alliance

“There are very few nonprofit organizations in Iowa that have maintained momentum like this for 25 years. ACWA’s steadfast commitment to water quality is a testament to what we can do when we focus on working together,” said Jeff Lucas, Executive Director of ACWA.

In its history, ACWA has:

- Agreed to and followed the fertilizer Code of Practice for 25 years – a voluntary agreement that can limit fall sales, but have huge water impact
- Raised millions of dollars for water quality – both through ag retail donations and USDA grants.
- Installed Iowa’s first large on-farm bioreactor, which led to NRCS’s practice code and the momentous batch and build program.
- Influenced the creation of USDA’s Regional Conservation Partnership Program – a landmark Farm Bill policy that supports public-private partnerships and millions of dollars in nationwide conservation funding.
- Developed and funded the Conservation Agronomist Network, a statewide network of conservation professionals who help farmers be successful in water quality practices like cover crops and no-till.

About ACWA

Agriculture’s Clean Water Alliance (ACWA) is a coalition of Iowa-based agricultural retailers and cooperatives committed to reducing nutrient losses from farm fields through science-based practices, education, and collaboration. Founded in 1999, ACWA supports the Iowa Nutrient Reduction Strategy and advances voluntary stewardship to improve Iowa’s water quality.

Learn more at acwaiowa.com