



# ACWA

Agriculture's Clean Water Alliance



# Who we are





# ACWA at a glance

Agriculture's Clean Water Alliance (ACWA) is a non-profit association of ag retailers and support companies across the state of Iowa.

We are direct competitors, yet we have a mission to help farmers improve their agronomic performance while supporting environmental improvement efforts. ACWA is funded by member dues based on a percentage of our annual nitrogen fertilizer sales.





# Our Three Core Pillars

Defined in our strategic plan



**We are...**  
**Data driven**



**We are...**  
**Leaders**



**We are...**  
**Farmer trusted**

**ACWA**  
Agriculture's Clean Water Alliance

[Learn more](#)

# Our Three Core Pillars



**We are...**  
**Data driven**

## Science to Solutions

- **Water monitoring** - ACWA evaluates and analyzes water samples from rivers and tributaries as well as tile lines. This is used to determine project areas, watershed planning, and baseline levels that we can improve one.
- **Soil health & water quality tracking** - ACWA has the expertise and boots on the ground to monitor the impacts of both in-field and edge-of-field water quality practices.
- **Outreach** - What we learn isn't just for us. Our partnerships statewide allow us to reach large audiences.

# Our Three Core Pillars

## Leader and Advocate



**We are...  
Leaders**

- **Unity** - ACWA members may be competitors in sales and customers, but we are united in promoting conservation on agricultural lands.
- **Influence** - ACWA has a credible and influential voice when it comes to speaking to farmers, landowners, state and national agencies, and leaders in ag & conservation. We also listen.
- **Projects** - ACWA has raised millions of dollars for ag-led conservation from third-party funders like IDALS' Water Quality Initiative, USDA's Regional Conservation Partnership Program, and the Walton Family Foundation



[Learn more](#)

# Our Three Core Pillars

## Innovate and Sustain



**We are...**  
**Farmer trusted**

- **Conservation Agronomist Network** - ACWA is the inventor, strategist, and innovator of this network that is making waves statewide. Conservation Agronomists help farmers with one-on-one advice for making sustainability profitable.
- **Soil health** - Through ACWA's statewide reach of ag retailers, we promote soil health practices like cover crops and no-till.
- **Water Quality** - ACWA also promotes science-based practices at the edges of fields, such as bioreactors, saturated buffers, and wetlands. In fact, ACWA installed the first large, on-farm bioreactor leading to the current science-based practice standard for all farmers nationwide.

# History of ACWA



MILLIONS RAISED  
←→  
through state, federal, and private contributions





# What we do



# Current initiatives



**Conservation  
Agronomist  
Network**



**Conservation  
Agronomist  
Training**



**Farm to River  
Partnership**



**Water Monitoring  
Program**

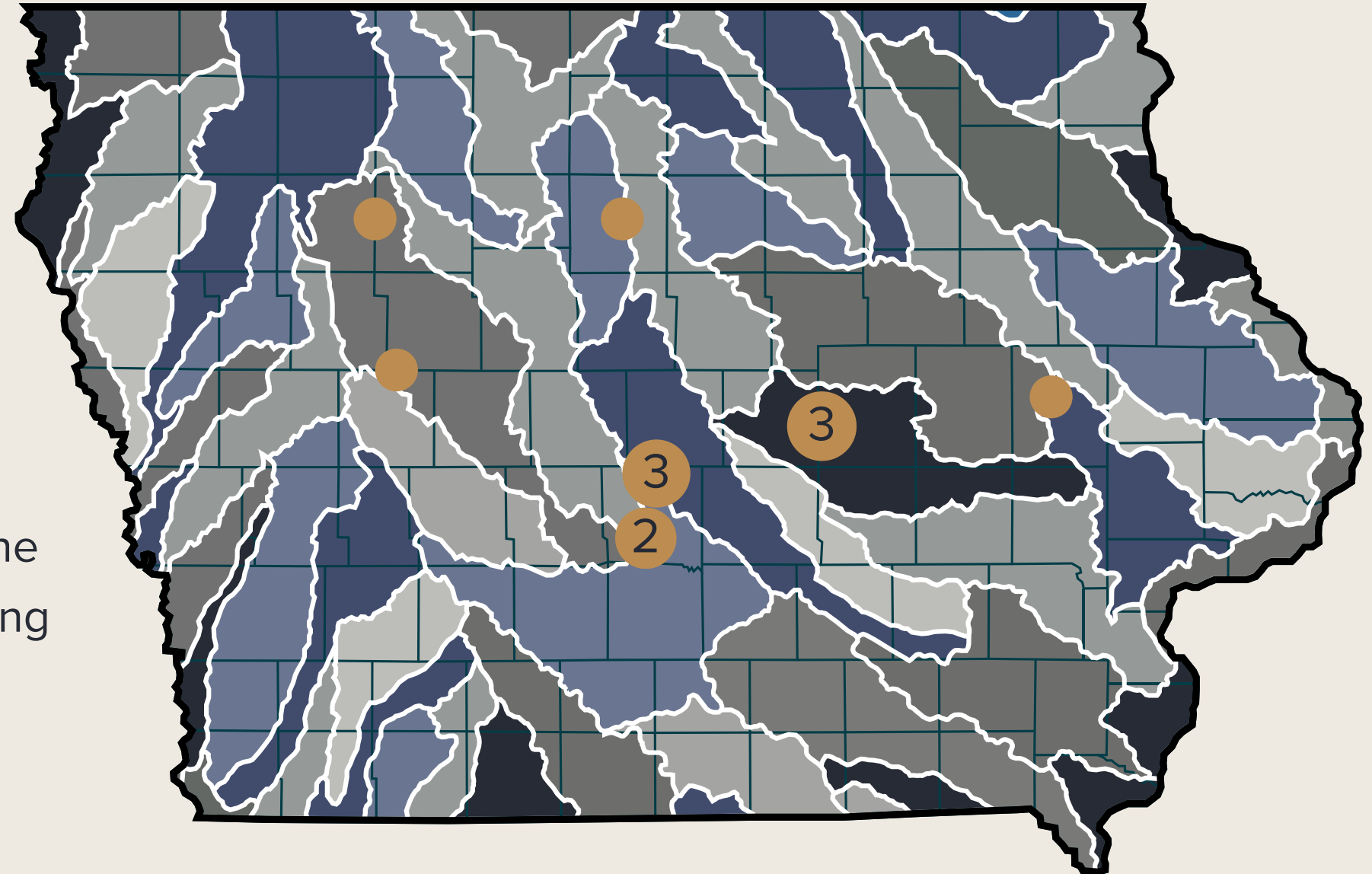


# Conservation Agronomist Network

**What is a CA?** A farmer facing professional trained in both agronomy and sustainability to help farmers implement water quality practices that balance environment with profit.

**How is ACWA involved?** ACWA created the first CA position in the U.S. and continues to expand the model statewide by strategically finding and funding new roles.

[Learn more](#)



# Conservation Agronomist Training

**Why is this needed?** A conservation agronomist plays a very difficult but rewarding role for ag retailers. They must build strong relationships with farmers and other agronomists. They must “sell” conservation while making sure farmers are ready, comfortable, and have all the tools for success.

**How is ACWA involved?** ACWA is contracted with Baton Global, a strategy and research firm, to build training modules that will help conservation agronomists be more successful in the field.





# Farm to River Partnership

**What is it?** It's a project focused on improving water quality through farmer-led practices in the North Raccoon Watershed. Goals include installing more bioreactors, saturated buffers, wetlands, and expanding cover crops. The project also has a water monitoring component.

**Where is it?** Sac, Calhoun, Carroll, and Greene counties

**How is it funded?** A program called the Water Quality Initiative by the Iowa Department of Agriculture and Land Stewardship.

[Learn more](#)





# Annual Water Monitoring

How it works - ACWA maintains a thorough database of water quality monitoring data, with an emphasis on nutrients and bacteria.

Why it's important - Water quality data can guide watershed planning by showing conservationists where to target, it can create a baseline to show changes, and it can track progress as we implement practices.

Where it happens - Our key locations include Beaver Creek, Boone River, and the Raccoon River.

[Learn more.](#)





# Past projects

ACWA has a 25+ year history of working together to improve water quality.

You can learn about our [previous projects here](#).



# Code of Practice



# Code of practice

**Purpose:** To establish reasonable and practicable guidelines for nitrogen fertilization applications to reduce nitrate loss from farm fields.

**Why:** Effective management of nutrients on farms in Iowa is one of the keys to enhancing both environmental quality and profitable crop production. Consistent with the Iowa Nutrient Reduction Strategy, this Code of Practice provides information about guidelines adopted by the ACWA members as a condition of membership.

[Download here](#)





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for

# Key Contacts

**ACWA**

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