



What is a conservation agronomist?

Conservation Agronomists are agronomic advisors who can help farmers get ROI from conservation. They're experts at balancing sustainability with profitability. They believe conservation can bring value to the farm but also know at the end of the day—it's a business.

Here are a few ways conservation agronomists can help farmers:



Improve soil health to improve yields and reduce inputs



Walk side by side with farmers through their first cover crop



Retain farmland value by preventing erosion



Find cost share that can even exceed the cost of conservation



Navigate paperwork with state or federal offices

ACWA's leadership in conservation agronomy

ACWA originally created the role to support an ACWA watershed project. It was officially formalized as a conservation agronomist position in 2021.

Since then, ACWA secured a grant from the Iowa Department of Ag and Land Stewardship to help fund and place more than a dozen CAs statewide!



What value does a CA bring to ag retailers?

A competitive advantage & broadened expertise

Create differentiation from other ag retailers and add to the value that your business brings to the table. A conservation agronomist also positions the business as a leader in agriculture, able to stay ahead of changing trends and regulations.

A public commitment to local & statewide solutions

Every spring, local news coverage, social media posts, and coffee shop talk are centered around nutrient levels in water supplies. Conservation agronomy gives your business positive stories to tell about real impact and real progress, marking you as a leader in conservation efforts and dependability.

Increased customer loyalty and retention

Hiring a dedicated CA can create an environment of support and collaboration, fostering longer-lasting relationships between ag retailers and their customers. In the long run, this helps boost everyone's bottom line.



Improves farmer ROI and efficiency

Conservation agronomy can help farmers find and secure cost share dollars, in turn building trust and loyalty to your brand. Agronomy expertise with a conservation focus can create a win-win strategy for both farmers and ag retailers when it comes to fertilizer application. Additionally, a CA will recommend edge of field practices that decrease nutrient runoff without taking any land out of production.

Want to learn more?

Talk to a business who has successfully implemented conservation agronomy.

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“Conservation agronomy exposes us to new customers we would not have reached otherwise. Those who are interested in cover crops or a wetland might reach out and begin a years long relationship.”

-Thomas Fawcett, Heartland Co-op
Director, Environmental Resources & Precision Ag