

## What Is the CTIC?

**The Conservation Technology Information Center (CTIC) is a nonprofit, public-private partnership that transfers information and data related to agricultural management systems and technologies.**

### Vision

CTIC envisions agriculture using environmentally beneficial and economically viable natural resource systems.

### Mission

CTIC leads the development of public/private partnerships which promote the enhancement of soil and water quality by equipping agriculture with realistic, affordable and integrated solutions.

### Public-Private Partners

Business partners. Agricultural businesses and media frequently interact with farmers — the people who make decisions on the land. Market research continues to show that growers rely on their local consultants for advice on nearly every aspect of crop production. Market research also shows that farmers rely on the agricultural media for timely information. This is why businesses and the media actively participate in the partnership and why they're members of the center.

### Farm Partners

All major crop, livestock and farm organizations are also around CTIC's table. Both farmers and farm organizations are members of the center. They bring a down-to-earth perspective from those who work on the land.

### Government Partners

Advisors from local, state and federal government provide insight to the partnership. Agency participants actively share information at meetings, conferences and tours.

### Research Partners

CTIC actively networks with nearly 100 universities, professional societies and government researchers. This interaction

has opened a free exchange of timely information back and forth between the research community and other partners.

### Information Is Our Middle Name

Most of the center's activities can be described in one word: Information.

### Expand the Web Site

Today, most companies, editors, agencies, consultants and even researchers rely on reputable web sites for information. The center's site is nationally recognized for its collections of references, contacts, and solid, science-based information.

### Provide Solid Information and Referrals

When an editor for a national news magazine or television producer for a well-known show wants to learn about agricultural conservation practices, they call CTIC. So do agricultural advisors and consultants, policymakers, researchers, agricultural and environmental organizations and local conservation and watershed partnerships. They know the center provides commonsense, technically-based answers. CTIC doesn't have all the answers, but knows where you can get them.

### Facilitate Development of Consistent Approaches and Messages

Market research indicates one of the major frustrations farmers face is receiving conflicting information about conservation practices. This is one reason the center



focuses much of their attention on the facilitation of work sessions which bring national leaders (private and public) together. These groups strive to develop consensus around how to increase adoption of environmentally and economically beneficial management practices.

### **Collect Data, Report Findings**

The center is known around the world for its Conservation Tillage Survey. The tillage survey is referenced in many professional papers, books, articles and other documents. The center also collects and reports the adoption of other practices.

### **Coordinate Interactive Events**

To increase communication and understanding between public and private sectors, the center sponsors and/or coordinates activities that get the job done. Special emphasis is placed on interaction between participants. Attention is also paid to bringing members face-to-face with reality. Even board meetings, in which all members and agency advisors participate, include an interactive session to keep members up-to-speed with new information.

### **Publish Newsletter**

The center also produces and distributes more than 24,000 copies of a national, full-color newsletter called *Partners*. Distribution includes conservation districts, local USDA offices, researchers, agricultural retailers, sales and marketing professionals, watershed coordinators, consultants and many others.

## **People Make It Happen**

### **Underlying Philosophy**

Public and private sectors must work together to assist farmers in understanding and implementing practices that protect or restore natural resources.

The private sector (major companies, local businesses, associations, etc.) must contribute significant "in-kind" support by

incorporating key messages and ideas consistent with the center's partnership into their marketing strategies.

The joint leadership exemplified by the national partnership is duplicated at multi-state, state, basin, county and watershed levels.

The establishment of successful locally-led partnerships among farming, ranching, environmental and other interested groups and all levels of government is critical to the success of local efforts.

Locally-led conservation efforts should be linked to other local, state and federal resources and activities.