

Key Survey Highlights:

- *Impact:* 87% likely to change practices/implement new knowledge
- *Conference Satisfaction:* 91% rated 4-5 stars
- *Diverse Reach:* From tribal land managers to commercial operations
- *International Reach:* Attendees from over 260 countries, 48 states & provinces, and 14 countries – from local communities in South Dakota to Morocco, Greece, India, and Fiji
- *Topics of Interest:* Nutrient management, health connections, & regenerative ag topics trending up
- *Technician Assistance Interest:* 48% respondents interested in technician program
- Knowledge gained, conference satisfaction, technician assistance interest, and likelihood to implement changes are all very strongly correlated

Overall Attendance & Survey Counts:

Year	Ticket Count	Survey Count	Survey Response Rate (% of Ticket Purchases)
2022	251	83	33%
2023	254	101	40%
2024	307	66	21%
2025	391	69	17%
4-Year Total	1307	319	24.4%

Notable Observations:

- Overall increasing attendance, but decreasing survey response rate

Overall Attendance by Attendee Type (based on survey data):

Attendee Type	4-Year Total	2022	2023	2024	2025
Agricultural Producers	45.5%	59.0%	40.6%	48.5%	33.3%
Conservation Professionals	29.5%	22.9%	32.7%	28.8%	33.3%
Students & Educators	9.4%	3.6%	11.9%	4.6%	17.4%
Land Managers & Owners	7.2%	6.0%	5.9%	12.1%	7.3%
Other Professionals	3.1%	3.6%	5.0%	—	—
Other	1.9%	2.4%	2.0%	1.5%	5.8%
Technical Professionals	1.9%	1.2%	1.0%	1.5%	1.5%
Industry/Commercial	1.3%	—	1.0%	3.0%	1.5%
Not Specified	0.3%	1.2%	—	—	—

Notable Observations:

- Large increase in proportion of attendees being students or educators in 2025
- Agricultural Producers and Conservation Professionals dominate across all years, but a diverse range of audience is being reached (from producers and commercial operations to tribal land managers, biologists, and students).

Attendee Type Definitions:

Attendee Type	Includes
Agricultural Producers	Agricultural Producer, Farmer, Rancher, etc.
Conservation Professionals	Conservation Professional, NRCS Employee, Wildlife Habitat Biologist, Agency Staff, etc
Students & Educators	Student, Faculty Member, Educator
Land Managers & Owners	Land Owner, Gardener, Tribal Garden Manager
Technical Professionals	Agronomist, Soil Scientist, Consultant, Soil Health Consultant, Research Associate, Nutritionist
Industry/Commercial	Retail Agronomist, Seed Sales, Wholesale Fertilizer Dealer
Other Professionals	Veterinarian, Media, Government Employee, Environmentalist
Other	Any profession not in prior categories

Conference satisfaction, knowledge gained, technician assistance interest, & likelihood to implement changes (based on survey data):

Metric	4-Year Total	2022	2023	2024	2025
Satisfaction Rating ≥4 out of 5	291/319 (91.2%)	72/83 (86.7%)	95/101 (94.1%)	62/66 (93.9%)	62/69 (89.9%)
Knowledge Gained Rating ≥3 out of 4	270/319 (84.6%)	69/83 (83.1%)	86/101 (85.1%)	56/66 (84.8%)	59/69 (85.5%)
“Yes” to Technician Assistance (% of applicable respondents)	70/202 (34.7%)	30/64 (46.9%)	13/49 (26.5%)	15/43 (34.9%)	12/46 (26.1%)
“Likely” or “Very Likely” to Implement Changes (% of applicable respondents)	278/287 (96.9%)	76/78 (97.4%)	83/85 (97.6%)	58/61 (95.1%)	61/63 (96.8%)

Notable Observations:

- Satisfaction and implementation intention are consistently very high.
- Technician interest has largely declined from 46.9% in 2022 to 26.1% in 2025.
- Knowledge gained ratings are more moderate, suggesting an opportunity for engaging with deeper/more-advanced content.

Overall Attendee Topics of Interest (based on survey data):

Topic Category	4-Year Total	2022	2023	2024	2025
Other Topics	23.2%	12.1%	24.6%	39.4%	18.8%
Livestock Integration & Grazing	17.2%	25.3%	9.9%	22.7%	13.0%
Cover Crops	13.5%	16.9%	14.9%	9.1%	11.6%
Soil Biology & Microbiology	10.9%	8.4%	13.9%	4.6%	15.9%
Economics & Financial	8.7%	14.5%	4.0%	7.6%	10.1%
Regenerative & Organic Ag	6.9%	—	8.9%	6.1%	13.0%
Nutrient Management	6.6%	12.1%	6.9%	4.6%	1.5%
No-Till & Reduced Tillage	6.3%	4.8%	8.9%	1.5%	8.7%
Diverse Cropping Systems	6.3%	8.4%	4.0%	7.6%	5.8%
Soil Challenges	6.3%	10.8%	5.9%	1.5%	5.8%
Compost & Amendments	5.6%	4.8%	7.9%	4.6%	4.4%
Health Connections	5.6%	9.6%	5.0%	6.1%	1.5%
Producer Case Studies	5.3%	3.6%	6.9%	4.6%	5.8%
Soil Testing & Monitoring	4.4%	4.8%	5.9%	4.6%	1.5%
Water Management	4.4%	7.2%	3.0%	1.5%	5.8%
Carbon Climate	3.1%	4.8%	4.0%	1.5%	1.5%

Notable Observations

- Interest in regenerative ag has increased largely from 2022.
- Livestock integration and cover crops largely dominated interest 2022-23, but interest in other topics has distributed more evenly in the more-recent years, suggesting that diversifying conference content may be beneficial, especially in conjunction with presenting on more-advanced concepts that may help improve overall knowledge gained ratings.

Topics of Interest by Attendee Type (based on survey data):

Attendee Type	Top Ranking Topics (% of attendee type group requesting the topic)
Agricultural Producers (n = 145)	Livestock Integration & Grazing (26%) Cover Crops (20%) Other Topics (17%) Soil Biology & Microbiology (12%) Diverse Cropping Systems (10%)
Conservation Professionals (n = 94)	Other Topics (28%) Soil Biology & Microbiology (13%) Economics & Financial (12%) Livestock Integration & Grazing (12%) Cover Crops (9%)
Technical Professionals (n = 6)	Other Topics (50%) Economics & Financial (16.67%) Producer Case Studies (16.67%) Soil Biology & Microbiology (16.67%)
Industry/Commercial (n=4)	Carbon Climate (25%) Cover Crops (25%) Economics & Financial (25%) Nutrient Management (25%) Other Topics (25%)
Land Managers & Owners (n = 23)	Other Topics (35%) Economics & Financial (13%) Livestock Integration & Grazing (13%) Cover Crops (9%) Soil Biology Microbiology (9%)
Students & Educators (n = 30)	Other Topics (27%) Soil Challenges (13%) Cover Crops (10%) Livestock Integration & Grazing (10%) Regenerative & Organic Ag (10%)
Other Professionals (n = 10)	Compost & Amendments (20%) Other Topics (20%) Producer Case Studies (20%) Regenerative & Organic Ag (20%) Economics & Financial (10%)
Other (n = 6)	Livestock Integration & Grazing (17%) Other Topics (17%) Producer Case Studies (17%)

	Soil Challenges (17%)
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Notable Observations

- Attendees in the professional, management, and/or industry sphere note interest in economics and financial aspects of soil health, while producers, students, and educators are more interested in “in-the-field” topics like cover crops and livestock integration.

Topic Category Definitions:

Topic Category	Includes
Other Topics	Gardening/urban ag, beginning farming/getting started with soil health, specialty crops & methods
Livestock Integration & Grazing	Bale grazing, rotational grazing, multi-species grazing, cover crop grazing
Cover Crops	Cover crop species, establishment, & management
Soil Biology & Microbiology	Microbes, biologicals, compost tea, soil organisms
Economics & Financial	Cost-benefit analysis, programs, cost-share, profitability, leasing
Regenerative & Organic Ag	Regenerative farming/agriculture, organic farming/agriculture
Nutrient Management	Fertilizer reduction, alternative fertilizers, nutrient cycling
No-Till & Reduced Tillage	No-till, reduced tillage
Diverse Cropping Systems	Crop rotations, intercropping, polycropping, multicropping
Soil Challenges	Saline soils, compaction, stratification, water infiltration
Compost & Amendments	Compost application, compost extract, alternative amendments
Health Connections	Human health, animal health, nutrition quality, mental health
Producer Case Studies	Real-world examples, long-term results, peer experiences
Soil Testing & Monitoring	Soil health parameters, testing methods, long-term monitoring
Water Management	Water infiltration, water cycles, drought resilience
Carbon & Climate	Carbon credits, carbon sequestration, carbon markets

Strongest Correlations Overall (based on survey data):

Metric #1	Metric #2	Correlation Value	p-value (strength / significance)
Knowledge Gained Rating	Satisfaction Rating	0.48	7.29E-20***
Implementation Intention Score	Satisfaction Rating	0.34	2.61E-09***
Implementation Intention Score	Knowledge Gained Rating	0.31	6.73E-08***
Technician Interest Score	Implementation Intention Score	0.21	0.002**
Cover Crops Interest	Knowledge Gained Rating	0.15	0.007**
Livestock Integration & Grazing Interest	Technician Interest Score	0.15	0.032*
No-till / Reduced Till Interest	Knowledge Gained Rating	0.11	0.046*
Attendee Type	Technician Interest Score	0.29	0.009**
Attendee Type	Knowledge Gained Rating	0.25	0.011*
Regenerative & Organic Ag Interest	Year	0.16	0.005**
Nutrient Management Interest	Year	0.16	0.006**
Health Connections Interest	Year	0.11	0.045*

Notable Observations:

- Knowledge gained, conference satisfaction, technician assistance interest, and likelihood to implement changes are all very strongly correlated.
- Attendees more interested in technician assistance are more likely to have higher change implementation intention.
- Attendees interested in livestock integration and grazing are more likely to want technician assistance.
- Interest in regenerative agriculture, nutrient management, and health connection topics have increased over the past four years.
- Attendees who gained more knowledge from the conferences (indicating beginners) likely learned most about tillage and cover crops. This suggests that dedicating more content to other topics may be beneficial to more attendees.

- Land managers/owners and producers are more likely to express interest in technician assistance than professionals, educators, or students.
- Land managers/owners are more likely to have a higher knowledge gained rating than technical professionals.