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ASA Farmer Forum to Offer Valuable Insights on Conservation Programs

Annual soy event scheduled Aug. 25 open to all farmers at no cost



May 5, 2025. St. Louis, MO. The American Soybean Association will bring back a valuable opportunity for industry collaboration, connections and learning for a second year this August.

Registration is now open for the **2025 ASA Farmer Forum: Building Your Conservation Program and Profit Potential**. This free event is open to all farmers and will take place Monday, August 25, 2025, at the Mt. Zion Convention Center in Mt. Zion, Illinois, the day before the annual Farm Progress Show.

The half-day event is designed to help soybean farmers evaluate current conservation incentive programs and connect with organizations and companies offering these opportunities. Attendees will gain practical insights into conservation programs, consumer perspectives, and farm-level decision making.

Informational sessions will take place 1:00-5:30 p.m., followed by a reception from 5:30-7:30 p.m. **All farmers who attend the full event will receive a free one-day admission to the Farm Progress Show in nearby Decatur, Illinois.** The **Farm Progress Show**, Aug. 26-28, is one of the largest outdoor farm shows in the country, attracting thousands of attendees from more than 30 countries.

"Today's farmers are under more pressure than ever to balance productivity with environmental stewardship," said ASA President **Caleb Ragland**, a soybean farmer from Kentucky. "Navigating the many conservation programs out there can be overwhelming. That's why ASA is proud to bring farmers and experts together at this forum to simplify the process, highlight real opportunities, and ultimately help farmers make the best decisions for their operations and the environment."

Building on the success of last year's event, farmers will once again have the chance to attend expert-led panels, interact with industry leaders and network with event sponsors. Conservation technicians and crop advisors from several organizations and companies will be available to answer questions and help farmers identify the best conservation program for their unique farm situations.

During the afternoon break and evening reception, attendees can visit sponsor exhibits, engage in discussions with conservation experts and enjoy drinks and hors d'oeuvres. ASA appreciates the support of the United Soybean Board and the Soy Checkoff, lead sponsor of this year's event.

Check out the agenda, highlights from last year's ASA Farmer Forum and the registration site [here](#).

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The American Soybean Association (ASA) represents U.S. soybean farmers on domestic and international policy issues important to the soybean industry. ASA has 26 affiliated state associations representing 30 soybean-producing states and nearly 500,000 soybean farmers.

More information at soygrowers.com.

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