

AGRICULTURAL RETAILERS ASSOCIATION

ANNUAL REPORT



Photo credit: Baxter Communications



The office of Rep. Jimmy Panetta

2024



AGRICULTURAL
RETAILERS
ASSOCIATION



Think

DELARO[®]
Complete

**Certain brands protect against some diseases.
We think “some” isn’t enough.**



PERFORMANCE

3 modes of action for consistent performance.



BROAD SPECTRUM

Protects fields from the toughest diseases.



HEALTH

Improves overall plant health.

Go to DelaroComplete.us and think beyond disease control.

Think Complete.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS.

Not all products are registered for use in all states and may be subject to use restrictions. The distribution, sale, or use of an unregistered pesticide is a violation of federal and/or state law and is strictly prohibited. Check with your local dealer or representative for the product registration status in your state. Bayer, Bayer Cross, and Delaro[®] are registered trademarks of Bayer Group. For additional product information, call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at www.BayerCropScience.us. Bayer CropScience LP, 800 North Lindbergh Boulevard, St. Louis, MO 63167. ©2025 Bayer Group. All rights reserved.

TABLE OF CONTENTS

- 1** Letter from the ARA Board Chair
- 2** Letter from the President & CEO
- 3** Advocacy Wins & Action
- 4** Public Policy Priorities
- 5** Member Services
- 6** Professional Development Pathway
- 7** Retailer of the Year
- 13** Awards
- 15** Conference & Expo
- 16** Digital Overview
- 17** ARAPAC Donors
- 18** ARA Financials
- 19** About ARA



LETTER FROM THE ARA BOARD CHAIR

As I reflect on my first year as ARA Board Chair, the word of the year was “evolution” for our ag retailers delivering agronomic expertise and supplies to our farmer customers amid an everchanging environment. Whether managing weather challenges, strict regulations, new tools (technical, biological or synthetic), or a myriad of other issues, we have embarked upon a new era affecting our industry and rural communities across the nation. But we don’t have to figure this out alone; ARA offers a network of friends and colleagues who together, promote industry collaboration and evolve to meet those challenges.

If the word of 2024 was evolution, the question of this year is quickly shaping to be, “We are an ARA member, but not on the board of directors. How do we get involved?” It is not only the board steering the association’s inner workings, any member may join an ARA committee supporting public policy, member services, conference content, and ARAPAC fundraising. I’d love to see you at our next meeting!

I know first-hand that ag retailers are the backbone of our community. For those who participate in the ARA Winter Board Meeting & Fly-In, I commend you for educating federal lawmakers and regulators, shaping policy conversations, and strengthening our voice in Washington. If you’ve never experienced our Fly-In at the U.S. Capitol visiting legislators and their staff, I encourage you to prioritize the next event.

Last year, in 120 meetings with offices on both sides of the aisle, more than 90 ARA members and industry stakeholders moved the needle on policies that preserve critical crop input supplies, modernize transportation infrastructure, and support your role in maintaining a secure national food supply chain. While we couldn’t move a five-year farm bill in 2024 despite our best efforts, we were effective enough to see ARA priorities in House farm bill language and in the one-year extension including economic aid for the ag community.

ARA members show up in a variety of ways, whether through sharing ideas in committees; supporting our events as an attendee, sponsor or exhibitor; contributing to the ARAPAC; or even hosting officials at facilities to showcase the value we bring to districts and states. Every member makes a difference.

Now, I call on you to engage with ARA on a new level, and to bring a team member along to build on our momentum. Re-energize among industry friends at an ARA event, leverage a new member service, or take action anywhere using ARA’s grassroots advocacy tool to send digital messages advocating for priorities that protect your freedom to operate.

Thank you for your dedication to your team, customers, community, industry and beyond. There is truly an evolution going on in ag retail; stay involved, and we can evolve together.

Sincerely,

Amy Asmus
2024-2025 ARA Board Chair



LETTER FROM ARA’S PRESIDENT & CEO

Last year was a return to more challenging times as commodity prices fell, and not all input prices followed the same trend. Increasing financial pressure on our members’ grower customers translates directly to lower purchasing of some crop inputs and equipment. When growers prosper so do retailers; when they struggle, so do we.

ARA continues to help members improve productivity, and to that end we launched a service in 2024 to provide Entry Level Driver Training (ELDT) support, which is now required for new CDL drivers. The service empowers members to use existing CDL certificate holders to do the required behind-the-wheel training for new driver certification. We also continued our Smart Payments program used by several members to reduce their digital payment processing by an average of 20 percent.

Within this annual report you’ll see how ARA has taken action on the advocacy front on issues such as:

- Protecting glyphosate from the State of California’s efforts to require untrue statements on labels concerning cancer, which will hopefully set precedent and protect other tools in our growers’ toolbox.
- Advocating for EPA’s continued interpretation of the treated article exemption so that seed treated with a registered pesticide would not have to be re-registered once applied.
- Supporting Farm Bill language allowing Certified Crop Advisers (CCAs) to automatically qualify as Third-Party Service Providers (TSPs) under USDA Natural Resources Conservation Service (NRCS) programs. (While the five-year bill did not pass, NRCS and the American Society of Agronomy, with whom ARA coordinates often, established TSP provisions through administrative action.)
- Urging EPA’s continued use of existing stocks provisions in pesticide cancellation orders. (When EPA cancelled over-the-top dicamba application in 2024, the agency quoted ARA’s letter several times to justify its provision.)
- Working with EPA and partners like CropLife America and Council of Producers and Distributors of Agrotechnology on Endangered Species Act compliance for pesticide applications and shaping the practices considered in EPA strategy documents that will directly impact applicators and growers. (ARA will offer members educational material on such practices in early 2025.)
- Opposing tariffs on imported farm inputs which distort markets and raise prices for farmers.

President Trump’s return to the White House presents both opportunities and threats to our industry. Though issues may change from 2024 in some cases – certainly not all – a sustained presence voicing priorities and concerns of agricultural retailers will continue to be an essential part of our members’ freedom to operate and to do so profitably. That’s why ARA exists, and why we’re in Washington. Thank you for supporting us in 2024. We look forward to representing you in the years to come.

A handwritten signature in blue ink, appearing to read "Daren Coppock".

W. Daren Coppock
President & CEO



ADVOCACY WINS

- ARA priorities were included in the House Farm Bill language and 1-year extension with economic aid for the ag community
- California's Advanced Clean Fleets waiver request withdrawal prevented a gas fleets ban in the state
- Loper Bright Supreme Court Decision reversed the Chevron Defense after ARA & others requested SCOTUS review
- Existing Stocks Order following Dicamba cancellation allowed continued use
- Increased member engagement in hosting facility visits, meeting with Congress & ARAPAC support
- Treated Article Exemption for treated seed litigation avoided duplicative regulations



GreenPoint Ag's Joey Caldwell testifying at House Ag Committee Hearing on Farm Bill



EverGRO FS hosted Rep. Ben Cline in Virginia.



ARA members meet with Florida Senator Rick Scott.

ADVOCACY ACTIONS



706

Grassroot Messages to Federal Regulators & Legislators for ARA Advocacy Campaigns



341

Congressional Office Meetings Advocating for Ag Retail



28

Coalitions & Working Groups Partnering with ARA



17

Comments Filed for the Record



14

Agency Relationships to Work on Regulatory Issues



18

DC Help Desk Cases with Regulatory/Legislative Questions



12

Facility Visits Hosted by ARA Members

PUBLIC POLICY PRIORITIES

- Transportation & Supply Chain
- Farm Bill
- Energy
- Modern Agriculture Technologies



ARA'S GRASSROOTS ADVOCACY TOOL

- Send messages to legislators or regulators in seconds
- View voting resources
- Find your officials, candidates and legislation



ARA President & CEO meets with EPA officials on the National Mall.



ARA President & CEO talks to local ag reporters about national issues.



Former Amb. for China Terry Branstad with AgDay's Clinton Griffiths on ARA's Conference stage.

MEMBER SERVICES



Entry Level Driver Training (ELDT) Support

- Cut through regulatory red tape to train more truck drivers and save \$3K per driver training



Payment Processing Program

- Reduce credit card payment processing fees by about 20% & improve customer experience



Model Fertilizer Contract

- Streamline terms & conditions, manage risk & collect digital signatures



DC Help Desk

- Reach out to a direct line to regulatory & legislative answers from the ARA team



NAVIGATOR 360° Leadership Assessment

- Reveal hidden talents with this online tool built specifically for ag professionals



Tax Write Off

- Deduct 70% of dues as an expense (ARA does not offer tax advice; consult tax preparers.)



New Retailer Member Consultation

- Set up a customized consultation by member firm Faegre Drinker

Learn more at www.aradc.org/benefits

30

Attendees at ARA Management Academy, held in partnership with Purdue University and Arizona State University

93

Attendees at ARA Winter Board Meeting & Fly-In

29

Rising Stars named and celebrated industry-wide

1,100+

Attendees for 12 webinars



Learn more at www.aradc.org/pathway

22

NAVIGATOR 360° leadership assessments completed

218

Committee Members shared ideas

2

Retailer member participants in ARA & Syngenta's Leadership At Its Best program

7

SPARC online learning modules + training manual + personalized fact sheets (Sustainability Programming for Ag Retailers & Certified Crop Consultants)



The Buttonwillow Way

Reprinted with permission by The Scoop

People-first approach keeps the 2024 Retailer of the Year centered on the customer and nimble for change

With a decades-long legacy of putting people first, the Houchin family and the team at Buttonwillow Warehouse Company (BWC) have grown the family business to span 10 locations from central California to the southern part of the state. The team serves diverse acres: berries, grapes, tree crops, vegetables and more, but the center of every BWC site and team is the same: “the Buttonwillow way.”

“At its core, the Buttonwillow way is integrity and accountability,” says Clay Houchin, second-generation family leadership who currently serves as CEO. “We can all look each other in the eye and know there’s trust there. I know my team is going to do their job to the best of their ability, and they know I’m going to do mine, so we get the outcome that is good for everyone.”

For its service to customers, the business it has built and its advocacy in agriculture, BWC has been named the 2024 Retailer of the Year by the Agricultural Retailers Association. The award is sponsored by Bayer and supported by The Scoop.

“Our industry relies on innovative partners who consistently deliver results, and for over 50 years, BWC has exemplified this commitment to excellence,” says ARA president & CEO Daren Coppock. “Their leadership and tailored services have not only set them apart but have also greatly contributed to the success of local communities. We’re proud to recognize them as an industry leader.”

BWC believes the keys to success lie in three core values: integrity, community and innovation.

POWERED BY PEOPLE

With more than 250 employees—45 of which are crop advisers—the BWC team has doubled its sales in the past decade and a half. BWC provides crop advising, custom blending, crop protection, fertilizer and sustainable agriculture practices. Its footprint has grown dramatically since 2000 with new sites for expansion as well as acquisition.

The company was started by Don Houchin in 1963 as a grain elevator and warehouse. The business later diversified into retail by acquiring an existing company as the owners were exiting. During the next 60 years, the BWC business demonstrated the ability to be nimble and transformed over time as farmer needs changed.

For example, Don recalls the lower Central Valley previously being 95% cotton, which changed dramatically in three years.

Powered by its people, BWC has stayed focused on being close to its customer and strategically positioned to give the best service.

“We have tried to make ourselves as professional as we can,” Don says. “Along the way, we acquired technical people and trained our sales staff, so they are confident to give advice that really works for the farmer.”

As leaders, the Houchins have an open-door policy.



Safety Remains at the Heart

All Buttonwillow Warehouse Company facilities are certified with ResponsibleAg, and each branch has a safety program with quarterly audits. A minimum score of 95% is expected on the audits, which covers DOT compliance; includes adherence to BWC safety rules; and ensures permits, inventory and records are accurate and up to date.

On the road, BWC vehicles have cameras to track speed, record accidents and capture incidents.



Don Houchin (left) and Clay Houchin (right) have encouraged a culture of safety across all Buttonwillow Warehouse Company locations.

Buttonwillow Warehouse Company at a Glance

- Founded by Donald Houchin in 1963
- Main offices in Bakersfield, California
- Core values: integrity, community and innovation
- Began as a grain elevator and warehouse which grew to add ag retail
- 10 locations across 14 counties in the heart of California's Central Valley along with BWC Agro de Mexico in central Mexico
- All Buttonwillow locations hold ResponsibleAg certification
- 250+ employees
- 45+ crop advisers
- Scholarship program for employee dependents for any post-secondary education: trade school up through a master's program



Scan to watch the Retailer of the Year video

“One of our core advantages is the fact that we are small. The decisions can be made very quickly. There’s not a person that can’t just call and get a decision from me right then. I am blessed that our board of directors, our ownership group, trusts me with that type of power, but it allows us to react when we need to and be there. What we give up in scale, we make up in nimbleness out in the field,” Clay says.

The family side of the family business has informed how employees are encouraged for professional growth and personal development.

For several years, the company has run its Level One training program, which brings in new sales people to work alongside a senior agronomist without the responsibility of selling to a grower. This gives them the geographic-specific knowledge for crop protection, pest threats and more, and it has proven to better them for success.

“The last thing we want to do is put somebody in the field who’s going to make a mistake for our customers,” explains Dave German, central region manager for BWC. “Our reputation

is just like anybody else’s. It’s key to our business. It’s a very competitive business that we’re in. Buttonwillow prides themselves on making sure that our people, when they go to the field, that they’re not just merely competent. They are experts in the field.”

Don credits a step-by-step approach to the company’s growth early on, which has created the current status of having more control over its own destiny.

“We’ve been able to grow this business and put the structures in place that a big business has to have and yet temper that with really a personal care for everyone. I’m really proud of that. I think it causes less turnover. It attracts people to us,” Don says.

INFRASTRUCTURE INVESTMENT

By prioritizing people, BWC continues to grow including its newest facility built in Kerman, California. Leaders say this was an investment for the company to support the local community, create jobs and have a positive halo effect for the area beyond the core business.

“Community is a huge part of Buttonwillow Warehouse, and it’s not just the community within our team ‘inside the fence,’ but it’s the greater community outside the fence, too,” Clay says. “Everybody has a family, and we want to make sure that person goes home safe. It’s slowing down and doing things right, making sure we’re taking care of our equipment and operating safely. In the greater community, there’s schools, people and houses. We want to be a good steward and a good neighbor within those communities, so we can coexist and have a good future while helping to provide safe and sustainable food for the population.”

As Clay points out, facilities are a depreciating asset and will be in worse condition a year from today.

“We are diligent about investing back in to make sure facilities are safe, environmentally sound, and we are taking care of our people and communities with our facilities and our equipment,” he says.

Knowing farmers do business with whom they enjoy doing business, the team is focused on making it a good experience.

“This is a people business, but first and foremost, it is a business-to-business relationship. If you take care of your employees, they’re going to take care of your customer. So our focus is in making sure that they have

a safe and healthy place to work, that we give them the training and the skills to be successful and quite honestly get out of the way. Let them do what they know how to do and take care of the grower,” Clay says.

Being a partner in the field has given the business an advantage.

“Our customers come back because we’re helping make them better. That’s our goal, what we’re trained to do and what we’re licensed to do,” Clay says. “If we’re not living up to that end of the bargain, they may go somewhere else. Farmers are excellent business people. They can tell when they’re getting value out of the relationship. And if they are, we keep them. We try to show we can make their operation better.”



One unique aspect of the family business is they are also stakeholders in the family's farming operation. Every product or service is first trialed on their own acres to understand usage and placement.

Clay is the third generation on the family farm, Elk Grove Farming Company. He worked his way up as a BWC crop advisor before joining the leadership team.

"We understand how hard it is—the risk and variables Mother Nature throws at you every year. Our approach with the Buttonwillow Warehouse Company is to help them manage those risks, improve yield, improve quality and make sure they're successful," Clay says. "My experience has helped inform how to envision ourselves as partners with our growers. We start our day as crop advisors focused on how to make the grower's operation better. We truly believe if we're focused on making their business better, we're going to prosper."

Another understanding of the dynamics of farming comes down to timing and adjusting when changes need to be made.

"It would be great if you could plan things out months in advance, but when a problem arises, you need to go. So, we've tailored our company around that to make sure we're nimble and react to what our customer needs when and how they need it," Clay says.

Each branch is set up to serve the crops in their area with advisers tailored toward those crops.

"We are set up to solve nutritional problems and pest problems with the best programs to save them money along the way," says Mike Bryant, pest control adviser. "Buttonwillow gives us tools we need to achieve what the grower is looking for—if it is equipment, if it is resources like specialists to make more strategic decisions on products. If there's an emergency, we're going to be there. We're going to step up and make sure they have what they need when they need it."

Farming in this area also brings water management challenges.



California is the Tip of the Spear for Regulation

Despite facing the challenges of California's highly regulated agriculture industry, the goal for BWC is to surpass those standards in how it ensures compliance and exceeds environmental requirements.

On the ResponsibleAg audit questionnaire, California adds 30 questions. The regulations also manifest in greater requirements for certified pest control advisers.

"In the state of California, in order to be a licensed PCA, there are seven PCA categories that you have to pass," says Dave German, central region manager, Buttonwillow Warehouse Company. "You're required to have 40 hours of continuing education every two years. Four hours of that is under laws and regulations. We empower our people. We pay for them to go to those classes, to go to any training programs that they want to go to. We encourage them to go to any field days that they can. We probably host our suppliers 10 or 12 different times throughout the year, so that we have regular update meetings with everyone, so that our people are well-trained."

The level of detail Buttonwillow has applied to stay on top of the regulatory environment has benefited its growers.

"They're always at the forefront of all the new regulations to make sure we're following all the rules and everything," says Bobby Cronk, pest control adviser, Four Star Fruit. "And if we need to do something different, they are the first to propose a trial and help us."

As Paul Ross, regional manager, coastal division, says, farmers are under pressure with water all the time. Whether it's aquifer management or surface water, depending on the region, there are disagreements on what the water allocation should be; how much they are going to use; what they are going to pay for it; and with aquifer

water, managing its bicarbonates, calcium and other mineral loads.

"With all of the water regulations and the spray application regulations, we just have to be in constant communication with growers and ensure compliance," Ross says. "That's the only way to deal with the regulatory challenges they are facing."

SPOTLIGHT ON TECHNOLOGY

Demonstrating value to the customer has been the underlying drum beat in the business and the motivation for technology investments.

To help customers make informed investments in their crops, BWC developed AgriKnowmics, an in-house software application available to customers at no charge. AgriKnowmics is available as a cloud-based platform and in stand-alone versions for iPhone, iPad and laptops.

"We know technology is important to help growers make better decisions," Bryant says. "They want to know how their crop is progressing, what they have in the soil, what they are able to cut back on, what they need to bump up. We make a lot of adjustments mid-season, backing things out, bumping things up to help improve their yields and quality."

AgriKnowmics allows partnered laboratories to upload soil, tissue and water analysis results.

"We were looking for a system to interpret soil tissue and water data in a way that was easy for our customers to understand and explain it to their bosses, so they could address the issues that might come up," says Chuck Moran, technical agronomist. "The AgriKnowmics application is extremely powerful because it allows our crop advisers to relate the greatest needs to their customers, who can then in turn address those needs and increase their yields and profitability."

With a focus on visual reports highlighting areas for improvement, the software enables the Buttonwillow team to group large sets of samples for program evaluations while also allowing detailed analysis of individual samples. AgriKnowmics compares individual fields over a season or multiple years, leveraging data to



Chuck Moran, technical agronomist, helped Buttonwillow with the development of AgriKnowmics.

create grower-specific standards, BWC standards or UC guidelines.

The technology has helped inform business decisions and how to invest back into the business—for example, at the Paso Robles location, installing a new liquid fertilizer blender for custom blends.

ANSWERING TOMORROW'S QUESTIONS TODAY

"Innovation allows us to do more with less," Clay says. "Everybody knows we have more people and less resources. In agriculture, we're being asked by society to do more with less water, less fertilizer and less crop protection. The only way we can do that is with innovation."

For BWC, he's focused on short-term success with a long-term view.

"My goal is to leave this company better than I found it and pass that to future generations, so there are still independent family businesses in agriculture," he says.

By Margy Eckelkamp

What Customers Have to Say

"When we look for a supplier, we're looking for reliability, competitive pricing and knowledgeable support staff. Buttonwillow checks those boxes for us," — Matthew Helm, director of IPM, Monterey Pacific, Paso Robles, California.

"Buttonwillow was our provider for UAN32 last year. We didn't forecast enough, so we ran out of material on a Sunday. I called our Buttonwillow rep, and by Sunday afternoon, we had product out there, and we didn't have to shut down operations. It gives me just total confidence in that we can get the job done and that they'll answer the phone when we call." — Levi Jones, pest control adviser/agronomist, Hanson Ranches, Corcoran, California.

"I'm looking for good communication as well as competitive pricing. Buttonwillow helps significantly in the new technologies with chemistry. Buttonwillow's reps communicate in real time with us—sharing what's going on in the field or what's coming out in the chemical world." — Kyle Vierra, agronomist, Hanson Ranches, Corcoran, California.

"I talk with my Buttonwillow consultant multiple times a day during the season and during the offseason. Grapes are fast-paced throughout the season, so if we need a product, we've got to spray it that night or the next day. They put their blood, sweat and tears into the field, and they feel like an in-house PCA." — Bobby Cronk, pest control adviser, Four Star Fruit.

➤ **Distinguished Service Award:**
Rod Wells, GROWMARK



➤ **Jack Eberspacher Lifetime Achievement Award:** **Ernie Chappell**



➤ **Retailer of the Year:**
Buttonwillow Warehouse Company



➤ **Legislator of the Year:**
U.S. Representative Jimmy Panetta



➤ **Legislator of the Year:**
U.S. Representative Jim Baird



➤ **Excellence in Advocacy Award:**
Joey Caldwell, GreenPoint Ag



ARA's Rising Stars award program is an opportunity to recognize, reward and develop emerging leaders.

Garrett Alan Asmus,
Asmus Farm Supply, Inc.

Tyler Blackburn, GreenPoint Ag

Daniel Bonetti, Grow West

Trey Colley, GreenPoint Ag

Leah Cook, River Valley Cooperative

Lane Danielson, GROWMARK, Inc.

Hannah Davis, Keystone Cooperative

James Draper, Stueve Construction

Abel Elwell, Willard Agri-Service

Jake Freeman, International
Raw Materials LTD

John Michael Greco, GreenPoint Ag

Brooke Grieder, GROWMARK, Inc.

Lane Hacker, Keystone Cooperative

Ben Henson, GreenPoint Ag

Zach Jensen, Easy Automation Inc.

Brandon Justice, GreenPoint Ag

Jared Myers, Keystone Cooperative

Chase Porter, Southern States
Cooperative, Inc.

Kyle Pulley, Keystone Cooperative

Blaine Rohlk, Keystone Cooperative

Katelyn Schwiderski, GROWMARK, Inc.

Kolin Sukovaty, New Century FS

Brent Tinkel, Keystone Cooperative

Aaron Villicana, Keystone Cooperative

Benjamin White, GreenPoint Ag

Ben Wiatt, Keystone Cooperative

Darren Wiatt, Keystone Cooperative

Jason Wilkins, Southern States
Cooperative, Inc.

Eric Winans, BRANDT

Joseph Woods, MFA Incorporated

Sponsored by Atticus

607 ATTENDED CONFERENCE & EXPO

87 EXHIBITORS (Members as of Dec. 31, 2024 appear in bold.)

Accu-Steel	Domo	Picketa Systems Inc.
Adams Fertilizer Equipment	DOYLE EQUIPMENT MANUFACTURING COMPANY	Pixo
Ag Container	Drexel Chemical Company	Plasma
AG Technologies LLC	Easy Automation, Inc.	Precision Tank
Ag Technology Solutions Group	Ever.Ag	Purdue University Center for Food and Agricultural Business
AGCO Corporation	Farm Journal The Scoop	Purple Wave Auction
AGDATA, LP	FarmChem	Ranco Fertiliservice, Inc.
AGI	Farmers Edge	Rantizo
Agra Liners LLC	Fish Head Farms	Redox Bio-Nutrients
Agri-Pulse	Global BioAg Linkages	ResponsibleAg
AgVend	Green Markets, A Bloomberg Company	Sackett-Waconia
Almanac	Greystone Construction Company	Sharda USA
Asmark Institute	Growers Edge	Skinner Tank Company (STC)
Associated Computer Systems	Heartland Tank Companies	Smartwyre
Atticus LLC	iRely	Software Solutions Integrated, LLC
Bard & Bard LLC	John Deere	Soiltech Wireless
BIG Consulting	Kahler Automation	SoilView LLC
Biome Makers	KeyBank	Speedagro Inc
Bushel	Koppert Biological Systems Inc	Stueve Construction
CAEP	MacroSource, LLC	Superior Services
Calhoun Super Structure	Marcus Construction	Synsus Private Label Partners
Certified Crop Advisers/ASA	McGregor Technologies	Taranis
CNH Industrial - Case IH, New Holland and Raven Industries	Meridian Manufacturing Inc.	Trace Genomics
CoBank Farm Credit Leasing	Murray Equipment Inc.	Tronia Systems Ltd.
Corteva Agriscience	New Leader Manufacturing	VANE Agricultural Insurance Solutions/Precision Risk Management
CropLife Media Group	NuVue LLC	Verdesian Life Sciences
Crown Appraisals, Inc.	Ostara	
DAKK Liners		

36 SPONSORS

DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



SUPPORTER SPONSORS



DIGITAL OVERVIEW

Facebook
Post Engagement Rate
2.9%
(up .5% from 2023)

LinkedIn
Post Engagement Rate
3.6%
(up 1% from 2023)

Instagram
Post Engagement Rate
3.9%
(up 1.3% from 2023)

X (Twitter)
Post Engagement Rate
1.9%
(up .5% from 2023)

COMMUNICATIONS

Website pageviews
360K+
(up 121% from 2023)

Email Open Rate
Open Rate
26.3%
Industry Average
28%
CTR
4.5%
Industry Average CTR
3.2%

Media hits
249

YouTube
214,628
views

2025 Email Marketing Statistics for Nonprofits. Nonprofit Tech for Good. Jan. 22, 2025.
<https://www.nptechforgood.com/101-best-practices/email-marketing-statistics-for-nonprofits/>

ARAPAC DONORS

Champion **\$5,000**

Daren Coppock
Mark Stutsman

Benefactor **\$2,500+**

Amy Asmus
Darin Bushard
Ernie Chappell
Tobias Hlavinka
Troy Johnson
David Klima
Ian McGregor
Ernie Roncoroni
Anne Sheehy
Randy Stephens
Donnie Taylor
Bob Trogele
Robert Willard

Leader **\$1,000+**

Dan Bouck
Ryan Burke
Christophe Chassagneux
Jim Fargo
Richard Gupton

Clayton Houchin
Brad Locke
Hunter McMullin
William O'Neill
John Oster
Sam Pendleton
Dave Spears
Michael Twining
Jason Weirich
Rod Wells
Karen Whitt
William Willard

Supporter **\$500+**

Samuel Pendleton
Ward Bloodworth
Kent Brook
Landon Bunderson
Joseph Caldwell
Hunter Carpenter
David Carson
Kevin Conlin
Kyle Freeman
Blake Gates
Kyle Herring
Jeff Jones

Paul Keppy
Landus Cooperative PAC
Keith Lawson
William Lunt
Brian Mason
Tim McArdle
Teresa McNeal
Daryl Molskness
Tara Olson
April Pearson
Scott Piercy
Alexander Reichert
Stephen Rezac
Jayme Rittenberry
Lisa Scebbi
Leroy Startz
Kris Stephens
Kenny Tate
Elizabeth Thompson

Patron **\$250+**

Jeffrey Berg
Jerry Bilicek
Scott Doely

Ilsa Eischens
Tommy Fox
Bridget Hess
Brandon Hollingsworth
Stefanos Johannesmeyer
Mike Kennedy
John Kevern
Corbett Kull
Sherrie McArdle
Jim McPhaul
Wes Millard
Curt Miller
Jason Minton
Adam Mueller
Martin Posset
Matt Schmidt
Laremy Seelow
Craig Shelton
Colt Silvers
Robert Stephens
Terry Talbot
Mikhail Vlasov
Trey Winborn
Roy Young

ARA FINANCIALS

Consolidated Statement of Financial Position

September 30, 2024

Assets	2024	2023
Current Assets		
Cash and Cash Equivalents	1,752,647	1,487,164
Accounts Receivable	85,239	86,027
Contributions receivable	130,500	28,000
Prepaid Expenses	232,040	191,245
Property and Equipment, Net	15,876	30,970
Other Assets		
Investments	7,721,547	6,290,115
Investment in Growing Results (1)	7,365	78,793
Operating lease, right-of-use asset, net (2)	1,683,034	1,803,254
Total Assets	11,628,248	9,995,568

Liabilities	2024	2023
Current Liabilities		
Accounts payable and accrued expenses	175,145	140,688
Deferred revenue	649,639	610,773
Operating lease liability, current portion (2)	119,826	111,670
Long-Term Liabilities		
Operating lease liability, net of current (2)	1,797,322	1,917,148
Total Liabilities	2,741,932	2,780,279
Net Assets		
Unrestricted	8,886,316	7,215,289
Total Net Assets	8,886,316	7,215,289
Total Liabilities and Net Assets	11,628,248	9,995,568

Consolidated Statement of Activities

September 30, 2024

Revenue	2024	2023
Membership Dues	2,702,989	2,573,803
Annual Conference	987,370	1,089,545
Sponsorships & Other	267,782	166,846
Publications & Royalties	83,503	69,542
Donated Goods	62,818	39,170
Education & Training	42,476	35,215
PAC Administration	29,621	22,834
ARAPAC Contributions	87,858	66,972
Interest and Dividends	207,666	112,939
Total Revenue from Operations	4,472,083	4,176,866

Expenses	2024	2023
Annual Conference	948,641	975,830
Communications	256,732	251,418
Governance	269,262	233,924
Government Relations	660,336	628,551
Total Program Services	2,134,971	2,089,723
Membership Services	618,922	568,634
Management & General	1,248,313	943,720
Total Supporting Services	1,867,235	1,512,354
Total Expenses	4,002,206	3,602,077
Net Gain from Operations	469,877	574,789
Investment Income Gain/Loss	1,272,578	552,036
Change in value of Growing Results investment (1)	(71,428)	(55,688)
Change in Net Assets	1,671,027	1,071,137

1 Growing Results LLC is the entity that holds the lease for the office ARA shares with CropLife America and The Fertilizer Institute. This office opened January 1, 2021.

2 An accounting standard change for leases applied in FY2023 inflated both assets and liabilities by nearly \$2 million.

Who is ARA?

The Agricultural Retailers Association (ARA) is the only national association exclusively representing agricultural retailers at the federal level. ARA operates thanks to company dues paid by three different types of agribusinesses: retailers/distributors, suppliers (seed, equipment, fertilizer, pesticides, technology, etc.), and affiliated organizations (universities, associations, etc.)

Our Mission:

ARA unites its members and their interests to advocate and educate on their behalf, provide services to improve their businesses, and preserve their freedom to operate and innovate, ensuring a safe and plentiful food supply for all.

Protecting Your Freedom to Operate

Watch this video to learn more about ARA and our impact.



2025 ARA CONFERENCE & EXPO

DEC 2-4 | SALT LAKE CITY

2025 SAVE THE DATE



AGRICULTURAL
RETAILERS
ASSOCIATION

**4201 Wilson Boulevard
Suite 700
Arlington, VA 22203**

Connect with ARA

-  info@aradc.org
-  www.aradc.org
-  @Agricultural Retailers Association
-  @Agricultural Retailers Association
-  @agretailers
-  @agretailers