



[COMPANY NAME]

[CONTACT NAME]

[CONTACT PHONE & EMAIL]

Photo kit and [brand kit](#)

FOR IMMEDIATE RELEASE

[Company Name] Joins Agriculture's Clean Water Alliance (ACWA) to Invest in Iowa's Water Quality and Soil Health

[City, State] — [Date] — **[Company Name]** is proud to announce its membership in Agriculture's Clean Water Alliance (ACWA), joining a dedicated group of agri-business leaders committed to advancing science-based solutions for water quality and soil health in Iowa.

With this move, **[Company Name]** is making a strong investment to prioritize water quality. **[Company name]** leadership recognizes that collaboration is more important than competition when it comes to the environment.

"QUOTE ABOUT HOW SOIL & WATER IS CRITICAL TO FARMERS LEGACY/FUTURE," said **[Company Representative, Title]**.

A Commitment to Science-Based, Farmer-Focused Solutions

Through ACWA, **[Company Name]** will take part in advancing data-driven conservation efforts such as water monitoring, edge-of-field practices, and the promotion of cover crops. These efforts are guided by ACWA's three core pillars: **Science to Solutions**, **Leader & Advocate**, and **Innovate & Sustain**—a framework that ensures every initiative is grounded in measurable outcomes and real-world impact for Iowa's farmers.

As a member, [Company Name] also agrees to uphold the ACWA Code of Practice, which includes important voluntary standards around nutrient management. Specifically, this means aligning with scientifically sound fertilizer application guidelines to help reduce nutrient loss to Iowa's waterways while maintaining crop productivity.

Investing in Conservation for the Long Term

By joining ACWA, [Company Name] becomes part of a 25-year legacy of action, not just intention. ACWA has helped process more than 14,000 water samples, plant over 150,000 acres of cover crops, and install nearly 200 edge-of-field practices, contributing to over 2.1 million pounds of reduced nitrogen loss statewide.

"INSERT QUOTE ABOUT THE FUTURE AND COLLABORATION," said [Company Representative].

About ACWA

Agriculture's Clean Water Alliance is a coalition of ag retailers, manufacturers, and conservation experts committed to reducing nutrient loss, enhancing soil health, and improving water quality across Iowa. ACWA leverages its members' close relationships with farmers to implement sustainable practices that balance profitability with environmental responsibility. Learn more at www.acwaiowa.com.