

AGRICULTURAL RETAILERS ASSOCIATION

IMPACT REPORT



Rep. David Rouzer (R-NC) receives ARA's Legislator of the Year Award



2025



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TABLE OF CONTENTS

- 1 Letter from the ARA Board Chair
- 2 Letter from the President & CEO
- 3 Advocacy Key Achievements and Highlights
- 4 Advocacy Actions
- 5 Public Policy Priorities
- 5 Grassroots Advocacy Tool
- 6 Professional Development Pathway
- 7 Member Services
- 9 Retailer of the Year
- 13 Awards
- 14 Conference & Expo
- 15 Communications Channels
- 16 ARAPAC Donors
- 17 ARA Financials
- 19 About ARA



LETTER FROM THE ARA BOARD CHAIR

Stepping into the role of chair, I'm not just motivated- I'm committed to helping ARA become the launchpad for bold change in ag retail. My vision is for ARA to be the catalyst that powers ag retail's next leap. Change is never easy, but it's our greatest ally. Let's not just adapt—let's set the pace for the entire industry.

With farm economics continuing to be a challenge over the next 12–18 months, the need for new approaches, fresh thinking, and continued innovation in the retail model has never been clearer. ARA cannot dictate transformation, but we can cultivate space where forward-looking ideas take root and grow. Every day, we treat our customers as unique segments of one. I believe ARA should do the same for our members- recognizing and responding to the unique strengths, challenges, and innovations each brings to the table. We will continue to encourage members to share their insights, best practices, and creative solutions, fostering an environment where new ideas can be discussed and developed together.

To remain resilient and competitive, we must stand together to protect our freedom to operate while ensuring the marketplace supports the advancements our businesses are driving. We can unite to address the broader policy issues that affect us all. When we do, ARA becomes a platform that truly amplifies our collective voice- strengthening how we engage in federal and state policy discussions, how we navigate shifting regulatory landscapes, and how we shape the evolution of ag retail. For example, ARA's advocacy has helped secure reasonable hours-of-service regulations for ag haulers, protected access to essential crop protection products, and influenced conservation programs that support both productivity and sustainability. These policies directly affect our ability to serve customers, manage costs, and innovate for the future.

That's why I'm excited about the **2026 ARA Conference & Expo theme: Amplifying Ag Retail: Tech, Trade & Transformation**. This theme captures our shared commitment to strengthening the impact of the innovations driving our sector forward. In December 2026, we'll gather in Austin, Texas, to showcase how our industry is amplifying progress, advancing trade, and accelerating transformation.

Looking ahead, you'll soon hear more about the new strategic initiatives emerging from our July 2026 planning session- designed to align directly with "Amplifying Ag Retail." Your voice matters, and together we will chart the path forward. ARA must continue evolving to serve the changing needs of our members. Fortunately, we have an exceptional team in Washington, D.C. Having worked in and out of D.C. for the past 36 years, I can confidently say there is no better team than the one we have representing and advocating for ag retail.

You can't have innovation without change, so let's make the next two years the most transformative in ARA's history, starting by being open to change. Together, we'll innovate, influence, and redefine what's possible for ag retail. I'm honored to serve as your chair, and I look forward to working alongside you.



Dave Spears
2026-2028
ARA Board Chair

LETTER FROM ARA'S PRESIDENT & CEO

The past year has tested our organization and the broader agricultural industry in ways few of us could have anticipated. Persistent input cost pressures, unpredictable shifts in tariff policy, and reduced access to export markets created sustained headwinds for growers and retailers alike. When our customers feel financial strain, that strain inevitably reaches every segment of the supply chain- especially retailers.

Compounding these market forces was a highly unsettled policy landscape in Washington. A narrowly divided Congress struggled to find common ground, and political tension often overshadowed problem solving. Meanwhile, the Administration and the courts engaged in an active push and pull over executive authority, creating uncertainty for businesses whose long term planning depends on predictable rules.

In this climate, ARA's steady presence and advocacy on behalf of agricultural retailers has never been more essential.

We engaged early and decisively on the proposed UP/NS rail merger, ensuring policymakers understood the risks of further concentrating rail market power- especially given that nearly two thirds of U.S. fertilizer moves by rail. We worked alongside TFI and other partner organizations to successfully advocate for adding phosphorus and potash to the federal Critical Minerals list, a move that should streamline permitting and strengthen domestic supply. Key tax provisions important to our members were extended in the One Big Beautiful Bill, and some critical Farm Bill programs received renewed support.

Trade and tariff volatility remained a major concern throughout 2025. Sudden shifts in rates and policy direction created uncertainty for retailers and suppliers who rely on long horizon planning and global supply networks. Although the fertilizer tariff relief announced in November was a welcome development, its late timing and lack of advance notice created challenges for members who had already committed to inventory at higher cost levels- an issue we raised directly with USTR.

ARA's leadership role extended beyond federal policy. We contributed to new Endangered Species Act educational materials, provided input to a more balanced MAHA strategy, and continued advancing practical solutions such as the Seasonal Ag CDL Modernization Act. We also strengthened our value to members through expanded services like our LaborLink program, international engagement, and new forums focused on regenerative agriculture and biological products.

As we look ahead to 2026, there is much reason for optimism. Our strategic planning process- shaped by Town Hall insights from last fall- will position ARA to address emerging issues, adapt communications to align with member needs, and refine how our advocacy supports member needs at multiple levels. The resilience, adaptability, and forward looking mindset of our members give me confidence that we will not only weather current challenges but emerge stronger.



W. Daren Coppock
President & CEO

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

2025 ARA ADVOCACY KEY ACHIEVEMENTS AND HIGHLIGHTS



Rep. Derrick Van Orden (R-WV) tours Van Diest Supply Co.

ONE BIG BEAUTIFUL BILL IMPACT

The OBBS extended farm safety net programs and increased crop insurance coverage to enhance financial security for farmers.

CRITICAL MINERALS DESIGNATION

Phosphate and potash were added to the Critical Minerals List, improving fertilizer supply chain resilience and reducing foreign reliance.

PESTICIDE POLICY ADVOCACY

Effective advocacy preserved science-based pesticide policies, protecting essential crop protection tools like glyphosate and atrazine.

ADDITIONAL POLICY ADVANCES

ARA promoted tariff relief, regulatory clarity, transportation reforms, security standards, and climate incentives for sustainable agriculture



House Ag Committee Chairman, GT Thompson, receives ARA Legislator of the Year Award



Rep. John W. Mannion (D-N.Y.) tours GROWMARK FS

ADVOCACY ACTIONS



582

Grassroot Messages to Federal Regulators & Legislators for ARA Advocacy Campaigns



250+

Congressional Office Meetings Advocating for Ag Retail



28

Coalitions & Working Groups Partnering with ARA



9

Comments Filed for the Record



14

Agency Relationships to Work on Regulatory Issues



12

DC Help Desk Cases with Regulatory/Legislative Questions



10

Facility Visits Hosted by ARA Members



PUBLIC POLICY PRIORITIES

- Transportation & Supply Chain
- Farm Bill
- Energy
- Modern Agriculture Technologies
- Labor
- Economic Growth



ARA'S GRASSROOTS ADVOCACY TOOL

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



PROFESSIONAL DEVELOPMENT PATHWAY

Set out on a clear and continuous path of learning with the ARA Professional Development Pathway that guides members to the programs that will be most beneficial at various steps of their career. By offering professional development opportunities, ARA member companies increase employee engagement and retention.

22

at ARA Management Academy

115

at ARA Winter Board Meeting & Fly-In

14

Rising Stars named

1,046

attendees for 13 webinars



Learn more at
www.aradc.org/pathway

10

NAVIGATOR 360° completed

380

Committee members

3

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

8

SPARC online learning modules + 1 training manual + personalized fact sheets (Sustainability Programming for Ag Retailers & Certified Crop Consultants)

MEMBER SERVICES



Entry Level Driver Training (ELDT) Support

- Cut through regulatory red tape to save \$3K per driver training.



Payment Processing Program with KeyBank

- 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

- Direct line to regulatory & legislative answers from the ARA team.



Tax Write Off

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



New Retailer Member Consultation

- Customized consultation by member firm Faegre Drinker.



LaborLink: ARA's Workforce Solution

- LaborLink, in partnership with másLabor, helps you hire and manage H-2A and H-2B workers—keeping your team staffed, compliant, and ready for the season.



Congressional Facility Visit Guide

- ARA's Congressional Facility Visit Guide provides best practices and media samples to help you host successful visits and build strong relationships with your elected officials.



NAVIGATOR 360° Leadership Assessment

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



ARA Management Academy

- Ideal for salespeople, agronomists, and managers seeking new responsibilities or a refresher on best practices—attending with colleagues is encouraged but not required.

Learn more at www.aradc.org/benefits

RETAILER OF THE YEAR

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BIGGER THAN JUST BUSINESS

2025 Retailer of the Year, River Valley Cooperative, exemplifies how a co-op serves its members

River Valley Cooperative's focus is on why the business exists and where it's headed: delivering real, lasting value. Serving its growers while also thinking about how to remain a high-value partner led it to be named the 2025 ARA Retailer of the Year, sponsored by Bayer and supported by The Scoop. Founded in 1906, River Valley has 39 locations in eastern Iowa and western Illinois and is owned by 3,300 farm families. Annual sales total \$1.1 billion. With a philosophy of "on the ground year-round," CEO Tim Burress says the 400 full-time and up to 100 seasonal employees give customers a competitive advantage.

"It's a highly competitive trade area with a lot of ag retailers for customers to choose from. But with our four distinct business units, we can service every part of their needs from an agronomy, grain, feed and energy perspective," Burress says.

With investments in infrastructure and technology, River Valley's mission is to ensure the success of customers, employees and communities. That manifests when growers increase yield, employees are empowered with meaningful careers and communities are fueled.

"We always say on the farm we are after three things: dependable products and services, competitive prices and trusted expertise," says Neal Keppy, a farmer in Scott County, Iowa, and a River Valley board member.

GIVE A YIELD ADVANTAGE

"During the tough times we're going through currently and could see for the next couple of years, growers are looking for a true partner, a partner that cares about them at the farm gate, provides solutions that are economical but yet agronomical," says Aaron Trenkamp, agronomy account manager. "The partners that get the growers through this time will



Safety Initiatives Are Contagious

Two years ago, River Valley Cooperative enrolled in the ResponsibleAg program. Today, 24 full-time facilities and seven satellite facilities are registered. Two locations are fully certified.

"We did it to raise the bar on safety and to take us up to the next level for employee safety, along with customer and community safety," says Lon Warnecke, safety director at River Valley. Warnecke says now he's got locations proactively asking to get involved in the ResponsibleAg program.

The goal is to have all locations certified in the next three years.

"We take safety very seriously. I know everybody says safety first, but I really believe that River Valley goes beyond industry standards. We do a lot of hands-on, face-to-face, and small toolbox training at the locations. We also do a lot of online training with both new and current employees," Warnecke says.

Since July 2020, the co-op has partnered with Safety Made Simple to bring a fresh perspective and enhance safety training efforts.

Additionally, River Valley provides annual financial support to local fire departments for the purchase of new vehicles, equipment and facility upgrades. The co-op offers annual training on proper grain bin rescue techniques using cofferdams donated by River Valley Cooperative. Currently, 20 employees and one board member volunteer with area fire departments and EMS services.



be the partners they trust in the future when the times get good again."

Co-op leaders say their goal is to lead in agriculture by staying rooted in strong relationships, drawing on expertise, and being ready to meet future challenges.

"A lot of times in ag retail, you'll see it's more of a seasonal approach. But with all four of our business units, we have the opportunity to work with customers year-round because there's always something going on in their business they should be focusing on, should be thinking about and bringing in the expertise of River Valley to provide it," says Craig Patty, vice president of sales and marketing.

Leaders say this has created a flywheel effect with continuous touch points. Getting in front of the customer, staying in front of the customer and continuing to earn business through service.

Through direct ship or receiving it from farmers' fields or bins and delivering it to its elevators or directly to the end user, the co-op markets 165 million bushels of grain. The grain unit's growth has added opportunities for the business.

"We've expanded pretty rapidly into the Illinois trade area over the last few years with grain elevator acquisitions, which opens up new trade areas in terms of agronomy, energy, and feed businesses," Burress says. "With that, we've invested in agronomy assets in those areas

to fulfill the whole-acre approach to the business." Investing in capacity and updating infrastructure to reflect changing needs is on full display in River Valley's strategy.

"We can move almost 2 million bushels of grain a week out of our locations if we need to," says Ryan Kerber, grain operations manager. "Today's farming operations just keep getting faster and faster. We have to move trucks in and out as quickly as possible to keep these farmers moving."

With the increased momentum of the business, River Valley has committed its team to two initiatives: exploring technology and increasing communication with member-owners.

Kale Petersen, regional manager for grain origination, says technology has been pivotal to helping farmers manage grain market risk. "We're managing risk 24/7 with our member-owners," he says.

"Markets are very volatile. Margins are tight, so we want to make sure they have those platforms available and that conducting business is easy."

One example is the company's customer portal, launched just a few years ago and now has nearly 5,000 users. The tool is another reinforcement of River Valley's promise to be with customers year-round and how each department can work together.

“We use the customer portal to place orders, leave notes for customer accounts, figure out what they bought last year and identify opportunities,” says Leah Cook, agronomy account manager. “On the customer side, they can send messages, request quotes, view invoices and statements, sign contracts and more.

“Our best ability is availability,” says Buck Medley, regional agronomy manager, Iowa. “So, we must have tools in place to respond to our growers as quickly as possible.”

Matt Van Sloten, decision ag lead, says the technology provides the co-op’s team with tools to be at the farm gate, in the tractor or in the combine to give farmers the best customer experience throughout the season.

He adds the focus on customer accounts keeps them engaged at every step of the decision-making process. On average, the River Valley team encourages growers to consider at least two new offerings or technologies each year.

“Looking at the entire year and building that whole acre, it’s an every month, every day

process,” Van Sloten says. “We look through the data. We use historical data to help build trend lines. It’s using all those layers of information and using it together.”

Data is also helping inform customer-facing strategies, including customer segmentation, analysis of purchasing situations, assessment of direct and indirect competition, and environmental analysis.

PROFESSIONAL GROWTH

River Valley has a stated vision to be the premier ag employer for all employees.

“Employees are huge for us,” Burress says. “I believe we have the best-in-class employees, which is a differentiator in the market. We conduct periodic engagement surveys, and River Valley achieved 85% in engagement. That’s critical because it’s all about the relationship with the farmer and the customer. Relationships matter in this industry.”

Two years ago, River Valley also launched a scholarship program for children and grandchildren of member-owners and employees.



Transformative Technology

“Technology pushed us so we can get more defined,” says Matt Van Sloten, decision ag lead.

What starts with grid soil testing as a baseline expands into prescription fertility and seed rates and troubleshooting problem areas in the field with precision. A new tool is NutriScan, which is used in-season for tissue sampling with a short turnaround time of about three minutes to get a result.

In the past three years, River Valley Cooperative made substantial investments in the precision of its application services. It set a goal for RTK boundaries of all custom application fields — more than 160,000 acres. Alongside that, it has been upgrading application equipment. Today, it has 30 John Deere ExactApply-equipped machines and 11 John Deere See & Spray machines. Already, benefits include reducing the amount of product applied and the time spent in fields by equipment and employees. The next step is to ExactApply or See & Spray all its acres.



PHYSICAL FOOTPRINT

River Valley has evaluated locations while looking for efficiencies.

“We’ve been on a journey at River Valley going to more of a centralized hub system,” says Culley Medley, the co-op’s vice president of operations.

Each location is assessed for how capital can be invested in year-round hubs. The Geneseo, Ill., site is an example of centralizing the storage of phosphate and potash volumes while also providing river and rail inbound options.

By doing more with fewer locations, it deployed central dispatching, increasing efficiency.

Bridgett Wildermuth, regional logistics manager, shares an example of how the co-op is a transportation company before any other business unit: “Last spring, there was an issue getting anhydrous up the river because a lock was out in St. Louis. There wasn’t any product in Albany, Ill., but owning our own fleet allowed us to pick it up at different locations, giving us a competitive advantage. When other companies were without product, our drivers went to different locations to get product to make sure customers’ needs were met, and we ended up having a record year.”

IN-SEASON, EVERY SEASON

On being named the Retailer of the Year, leaders say their success is due to the relationship they’ve built with successful farmers.

“It’s taking the holistic approach, that whole-acre approach, that is really important because we can help farmers in all facets of their business,” Patty says. “It starts with planting the right seed. It goes into the agronomic opportunities we have to make sure we maximize yield. And then it goes into selling that crop better than our competitors can. We help them do that. So, we feel like we have all facets of the business. We can help them be very successful in that.” River Valley aims to pave the way for greater growth.

“We’re continuing to grow and utilize our whole-acre approach to satisfy customers’ needs,” Burress says. “They are ever-changing as farmers continue to evolve and grow; thus, River Valley needs to continue to do that also.”

By Margy Eckelkamp



Hear more from the team at River Valley Cooperative in this celebratory awards video from the Agricultural Retailers Association

New Growth Within

To grow business, this past year, River Valley Cooperative launched its own private-label crop inputs, YieldVance. This includes adjuvants (AdjuVance) and liquid and dry fertility products (GrowVance).

“One of the goals from the beginning was to be able to establish a brand that our customers and our employees would be proud of. After year one, we certainly can attest that it happened,” says Dustin Hoefl, agronomy business manager. “It’s just great to see the adoption that we had out of the gate with the products that we offer.”

Agronomic performance has been enhanced by the YieldVance lineup of premium adjuvants, which make chemicals more efficient, improve plant uptake and provide better weed control. GrowVance provides key nutrients at different stages with starter fertilizers and foliar feed products.

“River Valley’s private-label products are our stamp on the market. It’s ownership from the sales team, and its ownership to the members that this is their co-op, their products,” says Buck Medley, regional agronomy manager, Iowa. “These products provide strong agronomic solutions to help them get that optimum maximum yield that they’re looking for.”



AWARDS

Distinguished Service Award:
Brooke McMullin,
International Raw
Materials (IRM)



Jack Eberspacher Lifetime
Achievement Award:
Dr. Ulrich (Bob) Trogele



Retailer of the Year:
River Valley Cooperative



Legislator of the Year:
House Agriculture
Committee Chairman
Glenn “GT” Thompson, R-Pa



Excellence in Advocacy Award:
Chuck Spencer, GROWMARK



Aaron Burmeister
 Kahler Automation
Daniel Lewis Miller
 Southern States Cooperative

Ian McCormack
 Grow West
Jenny Miller
 Eldon C. Stutsman, Inc
Jess Weinkauff
 Keystone Cooperative

Jordan Floarke
 GROWMARK, Inc.
Levi Banner
 MFA Incorporated

Macy Hoch
 AgVend

Molly Blickensderfer
 GROWMARK, Inc.

Noelle Hanson
 ProPartners Financial

Paige Schanzmeyer
 MFA Incorporated

Sara VanSoelen
 New Century FS

Tim Hushon
 The Mill

Trisha Rentschler
 Kahler Automation

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ARA CONFERENCE & EXPO SUMMARY

591 ATTENDED CONFERENCE & EXPO

88 EXHIBITORS (Members as of Dec. 31, 2025 appear in bold.)

- | | | |
|--|---------------------------------------|--|
| 4R Nutrient Stewardship | DTN | NuVue LLC |
| Aanika Insurance Services | EarthDaily | OptimalAg Solutions |
| Accu-Steel Fabric Covered Buildings | Easy Automation, Inc. | Ostara |
| Adams Fertilizer Equipment | EGE Products | Peterson's Dust Solutions |
| Ag Container Recycling Council | Emergent Connex | Powers Engineering and Inspection, Inc. |
| AG Technologies LLC | Ever.Ag | Precision Tank |
| AGCO Corporation | Farm Journal The Scoop | ProPartners Financial |
| AGI | FarmChem | Purdue University Center for Food and Agricultural Business |
| Agra Liners LLC | Farmers Edge | Ranco Fertiliservice, Inc. |
| AgVend | Global BioAg Linkages | Redox Bio-Nutrients |
| Agworld | Green Markets, A Bloomberg Company | ResponsibleAg |
| Atticus LLC | Greystone Construction Company | Sackett-Waconia |
| Axal | Gripp | Salford Group Inc. |
| Bard & Bard LLC | Growers Edge | Sentinel Ag |
| Bushel | Heartland Tank Companies | Sharda USA |
| Calbrandt, Inc. | Heliae Development, LLC | Skinner Tank Company (STC) |
| Calhoun Super Structure | Incline Behavioral Survey | Smartwyre |
| CamoAg | John Deere | Software Solutions Integrated, LLC |
| Certified Crop Advisers/ASA | Kahler Automation | SoilView LLC |
| CL Construction | KeyBank | Solinftec |
| CNH Industrial America, LLC - Case IH, New Holland and Raven Industries | Koltiv | Stueve Construction |
| CoBank Farm Credit Leasing | Koppert Biological Systems Inc | Superior Services |
| Corteva Agriscience | Live Earth Products, Inc. | Synsus Private Label Partners |
| CropLife Media Group | Marcus Construction | Taranis |
| Crown Appraisals, Inc. | McGregor Technologies | Tidal Grow AgriScience |
| DAKK Liners | Meridian Manufacturing Inc. | TIMAC AGRO USA |
| Datacor | Murray Equipment Inc. | Tronia Systems Ltd. |
| Doyle Equipment Manufacturing Company | Nano-Yield | VANE Agricultural Insurance Solutions |
| | New Leader Manufacturing | VM Agritech |
| | Northern Nutrients | |

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SILVER SPONSORS



BRONZE SPONSORS



SUPPORTER SPONSORS



COMMUNICATIONS CHANNELS

Facebook
Post Engagement Rate
.3%

LinkedIn
Post Engagement Rate
7.7%
(up **113.89%** from 2024)

Instagram
Post Engagement Rate
.2%

X (Twitter)
Post Engagement Rate
3.6%
(up **89%** from 2024)

All social media metrics reflect both paid and organic content

Website pageviews
91K+

RF\$ Newsletter

Open Rate
31.44%

Industry Average*
28.59%

CTR
6.02%

Industry Average CTR*
3.29%

Media Mentions
491
(from June–December 2025)

YouTube Views
399,197
(up **85.99%** from 2024)

ARAPAC DONORS

Champion \$4,000+

Adam Mueller
Colin O'Brien
Daren Coppock
David Klima
Ernie Roncoroni
Jordan Meints
Roy Young

Benefactor \$3,000+

Anne Sheehy
Donald Houchin
Mike Roudi

Leader \$2,000+

Meg Steward
Richard Gupton
Robert Willard
Troy Johnson
William Willard

Supporter \$1,000+

Amanda Philipp
Amy Asmus
Brooke McMullin
Clark Bell
Darin Bushard
Daryl Molskness
Dave Spears
Ernie & Amanda Chappell
Harold Cooper
Jason Weirich
Jennifer Wander
Joshua Ussel
Kris Stephens
Mike Twining
Paul Keppy
Ryan Burke
Terry Talbot
William O'Neill

Patron \$500+

Brent Harlander
Caroline Keller
Chad Genz

Clayton Houchin
Craig Jorgensen
Dan Bouck
David Carson
Doug Whicker
Douglas Whicker
Ernie Chappell
Houston Mueller
Hunter Carpenter
J.C. Remsberg
Jake Tanis
Jayme Rittenberry
Karen Whitt
Leroy Startz
Lucas Schmidt
Mark Stutsman
Rodney Riech
Ron Seeber
Samuel Pendleton
Scott Meredith
Scott Piercy
Teresa McNeal
Tish Behl
Tobias Hlavinka
Todd Hudelson
Ward Bloodworth
Wes Millard

Partner \$250+

Alex Enlow
Alexander Reichert
Ashley Plymale
Bob Trogele
Brian Mason
Chelsey Kub
Clayton Becker
Jeff Mize
John Oster
Mark Biedenfeld
Matt Schmidt
Stephen Rezac
Tara Olson
Tim McArdle
William Lunt

Advocate \$200+

Kent Brook
Kiffin Wigert
Kristen Conlin
Luke Poletti
Mark Magee
Mark Welch

Mary Hartney
Mary Tolke
Mason Bennett
Michael Stafford
Mike Barry
Mike Battin
Mike Conover
Mike Moore
Mikhail Vlasov
Patrick Menagh
Robert Higby
Rodney Schmidt
Russell Taylor
Ryan Klaveano
Ryan Weaver
Scott Kuschmider
Shannon Klug
Shawn Holman
Terry Kippley
Tom Lyman
Trisha Rentschler
Troy Tagtmeyer
Troy Walker
William McAvoy
Zach Jensen

*2026 Email Marketing Statistics for Nonprofits. Nonprofit Tech for Good. Jan. 8, 2026
<https://www.nptechforgood.com/101-best-practices/email-marketing-statistics-for-nonprofits/>

ARA FINANCIALS

Consolidated Statement of Financial Position - September 30, 2025

Assets	2025	2024
Current Assets		
Cash and Cash Equivalents	1,370,247	1,752,647
Accounts Receivable	63,542	85,239
Contributions receivable	102,855	130,500
Prepaid Expenses	139,249	232,040
Property and Equipment, Net	17,114	15,876
Other Assets		
Investments	8,794,461	7,721,547
Investment in Growing Results (1)	5,935	7,365
Operating lease, right-of-use asset, net (2)	1,559,052	1,683,034
Total Assets	12,052,455	11,628,248

Liabilities	2025	2024
Current Liabilities		
Accounts payable and accrued expenses	162,792	175,145
Deferred revenue	641,163	649,639
Operating lease liability, current portion (2)	128,378	119,826
Long-Term Liabilities		
Operating lease liability, net of current (2)	1,668,944	1,797,322
Total Liabilities	2,601,277	2,741,932
Net Assets		
Unrestricted	9,451,178	8,886,316
Total Net Assets	9,451,178	8,886,316
Total Liabilities and Net Assets	12,052,455	11,628,248

Consolidated Statement of Activities - September 30, 2025

Revenue	2025	2024
Membership Dues	2,576,571	2,702,989
Annual Conference	1,020,540	987,370
Sponsorships & Other	211,986	267,782
Publications & Royalties	61,957	83,503
Donated Goods	41,058	62,818
Education & Training	56,872	42,476
PAC Administration	101,203	29,621
ARAPAC Contributions	5,265	87,858
Interest and Dividends	216,358	207,666
Total Revenue from Operations	4,291,810	4,472,083

Expenses	2025	2024
Annual Conference	1,044,548	948,641
Communications	383,249	256,732
Governance	262,640	269,262
Government Relations	681,960	660,336
Total Program Services	2,372,397	2,134,971
Membership Services	615,557	618,922
Management & General	1,376,620	1,248,313
Total Supporting Services	1,992,177	1,867,235
Total Expenses	4,364,574	4,002,206
Net Gain from Operations	(72,764)	469,877
Investment Income Gain/Loss	639,056	1,272,578
Change in value of Growing Results investment (1)	(1,430)	(71,428)
Change in Net Assets	564,862	1,671,027

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.

ABOUT ARA

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.









SAVE THE DATE DECEMBER 1-3, 2026



AGRICULTURAL
RETAILERS
ASSOCIATION

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Suite 700
Arlington, VA 22203**

Connect with ARA

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-  www.aradc.org
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-  [@Agricultural Retailers Association](https://www.facebook.com/agriculturalretailersassociation)
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