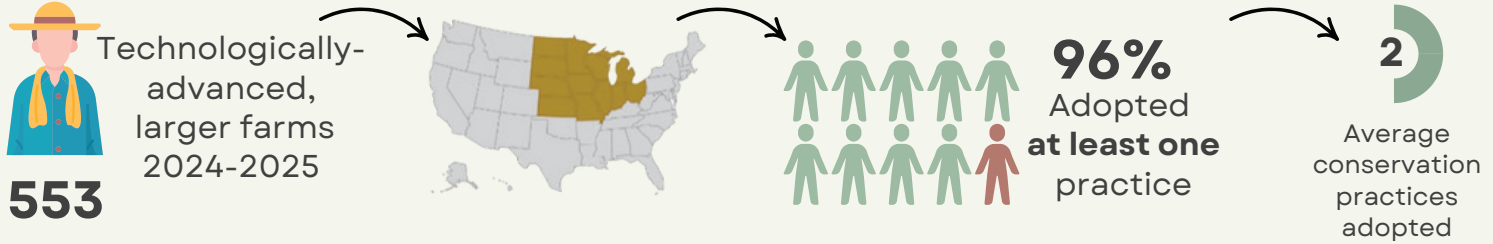


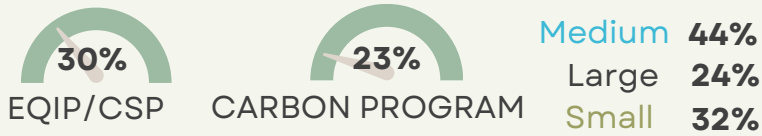
Driving Growth: How Midwest farmers' optimism boosts conservation adoption

Larger, tech-driven Midwest farms lead conservation adoption and program participation, showing strong growth optimism and clear soil health benefits despite mixed views on profitability.

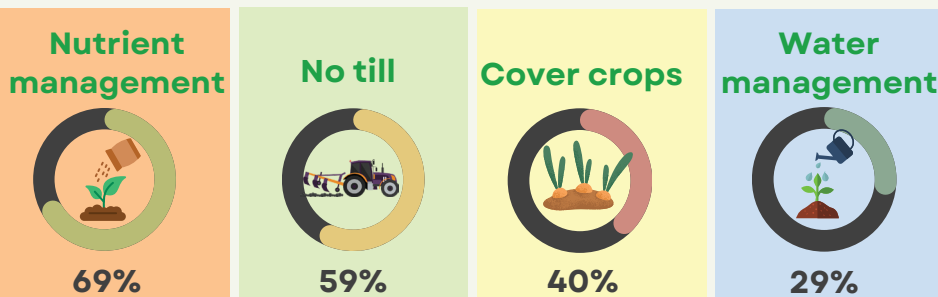
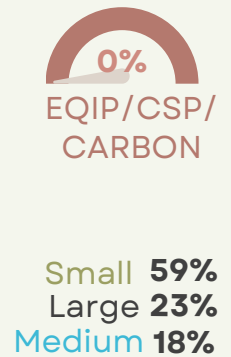


Larger, more advanced farms drive conservation adoption and program participation

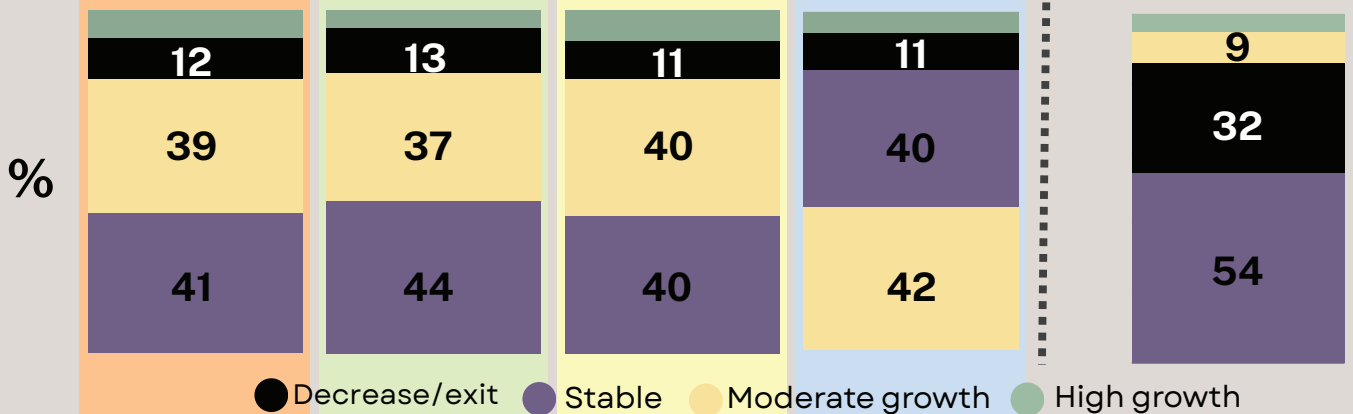
CONSERVATION PRACTICES ADOPTERS



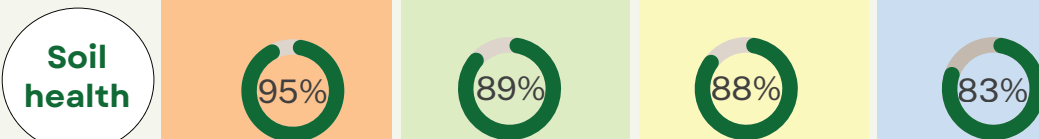
NON-ADOPTERS



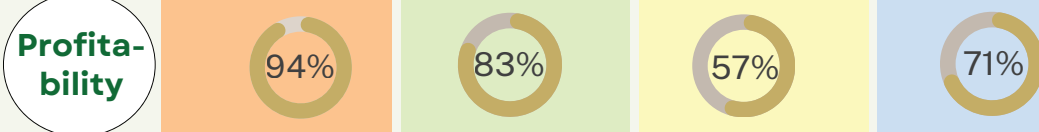
Farmers' outlook: Adopters more optimistic than non-adopters



Percentage of farmers who have positive soil health perceptions



Percentage of farmers who have positive profitability perceptions



*Size category of farm operation (Small = fewer than 500 acres; Medium = 500 to 1999 acres; Large = 2000 acres or more). *Each column, separated by dotted lines, represents farmers who adopt a given conservation practice. *Farmers' expectations for farm size over the next five years (Decreasing/Exiting = plan to exit, retire, or reduce operation size; Stable = maintain about the same size; Moderate Growth = increase size by about 10% to 25%; High Growth = increase size by about 50% or more). *Farmers' positive soil health perceptions and profitability views represent the share of adopters reporting somewhat or very positive impacts from the practice.

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