

Feb. 25-26

2026

Reclaiming Profitability: Farming Smarter in

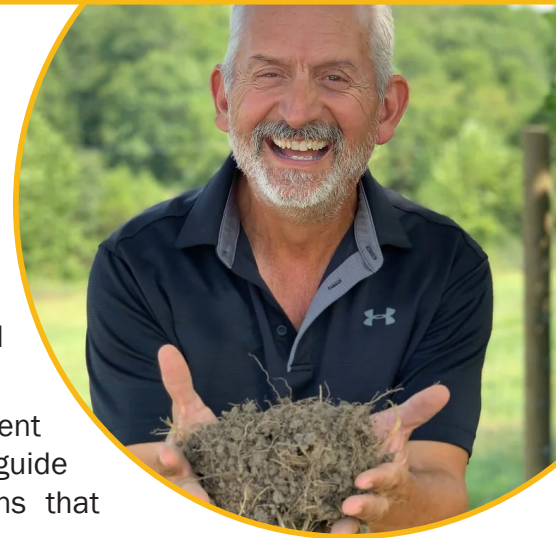
Albert Lea, MN

ProfitProAG

Speaker Profile: Ray Archuleta

Ray Archuleta has spent over 20 years challenging the assumptions of industrial agriculture and championing a regenerative approach grounded in biology, ecology, and common sense. His passion, humility, and hands-on teaching style have made him one of the most influential educators in soil health in the country.

We're honored to have Ray as the lead instructor for the 2026 Nutrient Management School. On February 25-26 in Albert Lea, MN. Ray will guide attendees through the mindset, principles, and practical applications that transform soil function, nutrient cycling, and long-term profitability.



What You'll Learn From Ray at the 2026 NMS

1. *A farmer's perspective grounded in real-world experience.* Ray grew up working cattle on his uncle's ranch in New Mexico and now manages a 155-acre regenerative ranch in Missouri. His teaching blends science with lived experience — and he never asks farmers to do anything he hasn't done himself.
2. *Soil biology made simple.* Ray is a certified professional soil scientist who makes complex biological systems easy to understand. Expect clear explanations, hands-on demonstrations, and practical takeaways you can apply immediately.
3. *The mentors and ideas that shaped his regenerative journey.* From Peace Corps work in Central America to collaborations with leaders like Steve Groff, Gabe Brown, and Allan Savory, Ray brings decades of global perspective on soil health, water quality, and whole-system thinking.
4. *Why failure is a powerful teacher.* Ray openly shares the failures that pushed him to abandon the industrial model and embrace regenerative principles. His message is honest, hopeful, and deeply relatable for farmers navigating today's challenges.
5. *The simplicity of working with nature.* Ray teaches how to reduce inputs, improve nutrient cycling, and build resilient soils by mimicking natural systems — especially through the use of living roots, biodiversity, and minimizing disturbance.
6. *How to stay the course when others don't understand.* Regenerative agriculture requires courage. Ray equips farmers with the mindset, community, and confidence to keep moving forward even when the crowd pushes back.
7. *A renewed sense of purpose and profitability.* Ray believes regenerative agriculture restores more than soil — it restores hope. His teaching helps farmers rediscover joy in their work while building healthier, more profitable operations.