

State FFA Announces New Fundraising Opportunity with NewFields Ag DUST™ Program

FOR IMMEDIATE RELEASE

[Springfield, Illinois] — [January 15, 2026] — The Illinois Foundation FFA is pleased to announce a new fundraising opportunity with NewFields Ag designed to support local FFA chapters while advancing the mission of agricultural education and leadership development. Through the DUST™ FFA Fundraising Program, participating chapters will generate financial support for their programs while gaining the opportunity to sell DUST™, a planter box–applied agricultural technology. These contributions are intended to strengthen the organization at both the chapter and state association levels to help expand opportunities for students.

This project is currently being implemented with FFA chapters and is already being adopted as a new model for integrating fundraising, leadership development, and real-world agronomic training. The program allows students to move beyond traditional fundraising by engaging directly with modern agricultural technology and industry practices.

“Our goal is to create a program that delivers real value to FFA chapters while providing a hands-on experience to students with a desire to pursue an agricultural career,” said Michael Musselman, VP of NewFields Ag. “This fundraiser allows students to engage with a cleaner, safer, greener solution for seed lubrication, DUST™, while building practical sales, leadership, and communication skills—and generating funding that directly supports their chapters and state associations.”

The DUST™ FFA Fundraising Program offers chapters a unique opportunity to connect classroom learning with real-world agriculture, while partnering with a company committed to stewardship, innovation, and education.

FFA chapters interested in participating in the DUST™ FFA Fundraising Program are encouraged to contact NewFields Ag directly or visit <https://newfieldsag.com/pages/ffa-info-page> for full program details, enrollment information, and support resources.

About NewFields Ag

NewFields Ag is dedicated to advancing agriculture through innovative, sustainable solutions that help farmers succeed today while protecting tomorrow. With a strong commitment to education and industry partnerships, NewFields Ag works to support the future of agriculture at every level.

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