



Certification

“A **voluntary** process, by which an **organization** grants recognition to an individual who has met certain predetermined qualifications or **standards.**”

- (The business of certification, Knapp, Knapp)

Certification = Identifier (resource)

- Certification provides a means to identify people with the professional expertise that you need.

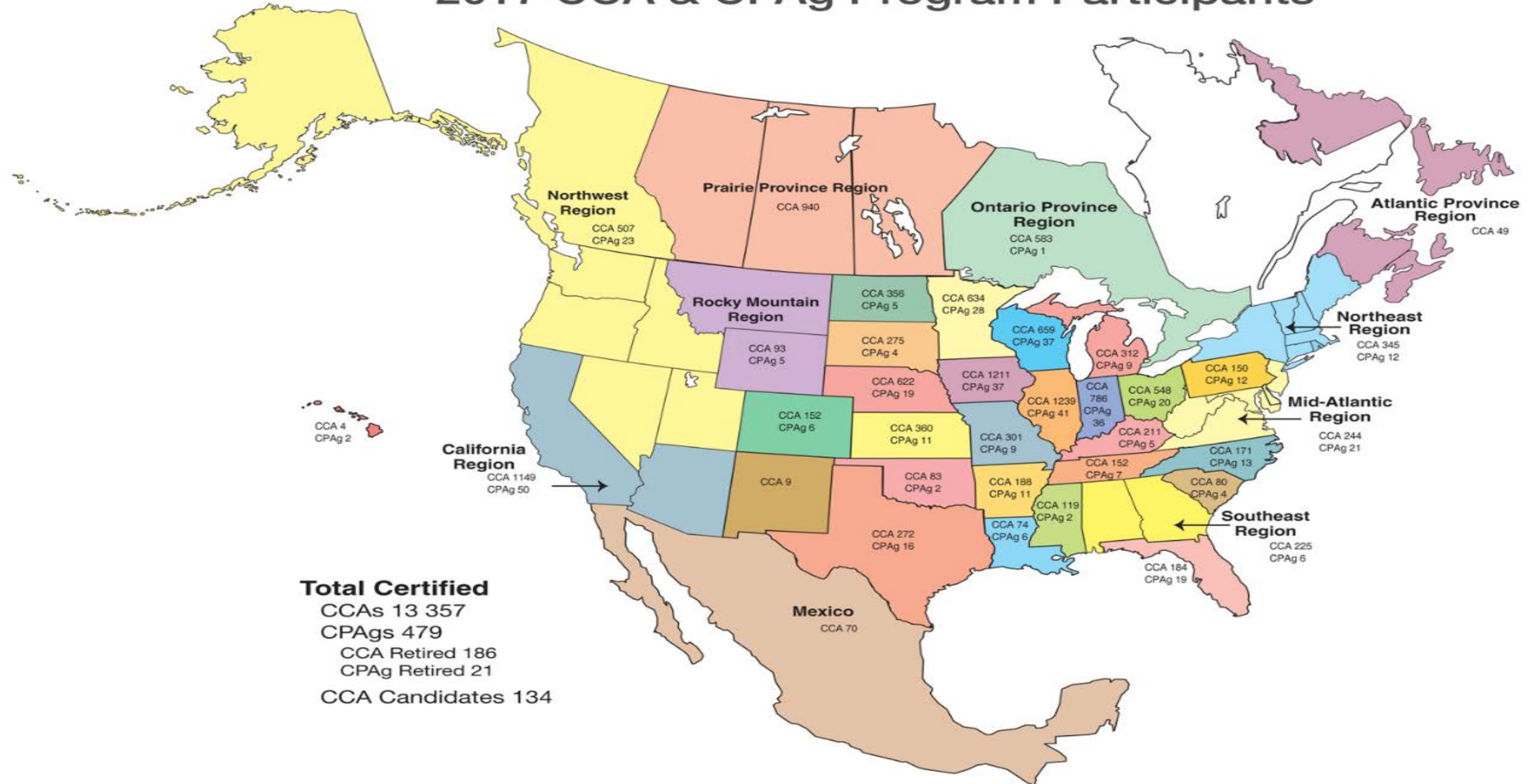
Value

- Creditability
 - Professionalism (#1 reason)
- Opportunities
 - Jobs, advancement
- Motivation
 - Continuing education (life long learning) and Ethics
- Ability
 - Performance
- Validation
 - Peers/profession says you are ...

CCA – defines the profession

- Requirements:
 - Exams – pass two comprehensive exams
 - Nutrient Management
 - Soil and Water Management
 - Integrated Pest Management
 - Crop Management
 - Education
 - Experience
 - Ethics
- Maintain:
 - 40 hours of continuing education every two years

2017 CCA & CPAg Program Participants



Survey Findings - Profile

- Education
 - 73% have at least a BS degree (55% BS, 15% Masters, 3% PhD)
 - 14% Associate
 - 13% HS
- Work – top mentioned
 - 32% salesperson/agronomist at retail outlet/cooperative
 - 30% seed/chemical/fertilizer company rep
 - 14% Self employed agronomist/consultant
 - 5% government

Influence (survey data)

- \$1 – 5,000,000 annually in sales / CCA
 - Products and services
- \$13 – 65,000,000,000 as a group
- Top products:
 - Fertilizers
 - Crop Protection
 - Seed

CCA Specialties

- Voluntary - It is for CCAs who have or want to concentrate their work in a specific subject matter area, like nutrient management.
- It allows CCAs to prove their knowledge, advance their skills and draw awareness to their abilities.
- Medical profession comparison - There are family practice doctors, generalist (CCA) and there are medical specialists, Ex. cardiologist (CCA-4RNMS).

CCA Specialties

CCAs – 13,357 (North America)

Certified Professional Agronomist (CPAg) – 479

4R Nutrient Management Specialist (4RNMS) – 284, started Aug 2015, Regions
– 2, 4, 6 done (eastern North America); 1 and 3 starting

Sustainability Specialist (SSp) – 98, started Aug 2016

Resistance Management Specialist (RMS) – 73, started Aug 2016

Precision Ag – underdevelopment, August 2018/February 2019

Thank you

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Why CCA?

TRACI BULTEMEIER, MS, CCA, CPAG

DOWDUPONT PIONEER

FARMER, AGRONOMIST, TERRITORY SALES MANAGER

WIFE, MOM, CANCER SURVIVOR, COOK, GREASE MONKEY, TRUCK DRIVER, BILL PAYER, VETERINARIAN, DOCTOR AND MANURE HAULER

My background:

- ▶ Grew up on livestock/crop farm in eastern Ohio
- ▶ Actively farm with my husband: corn, soybeans, sheep, poultry
 - ▶ Have strong relationship with local Farm Service Agency and NRCS offices
 - ▶ Participate in the conservation programs thru NRCS and FSA
 - ▶ We focus on reducing inputs and maximizing returns
- ▶ Master's in Agronomy from The Ohio State University
- ▶ CCA since 2001 and CPAg since 2005
- ▶ With DowDuPont Pioneer as agronomist/sales manager since 2003

Certified Crop Advisors:

- ▶ Take 2 exams that are set at expected minimums as set by a panel of their peers, industry experts, and academics
 - ▶ Specialty exams
 - ▶ Angoff analysis
 - ▶ Does self regulation through voluntary participation work? CCA is a great example of success
- ▶ Have continuing education requirements (20 hours per year)
- ▶ Have hands on experience in production agriculture
- ▶ Have a WIDE circle of contacts
- ▶ Are well rounded
 - ▶ Nutrient Management
 - ▶ Crop Management
 - ▶ Pest Management
 - ▶ Soil and Water

CCAs continued

- ▶ Are in industry, private sector, equipment, farmers, and others
- ▶ Spend part of our days meeting with and advising farmers, the other part of the day is spent researching those conversations!
 - ▶ Contacting peers, university personnel, NRCS, FSA, State Chemist Office, EPA, SWCD, etc.
 - ▶ 2 way communication and information exchange
- ▶ Outside of work, CCAs are leaders in their communities and activities that may not have a large agricultural influence
 - ▶ Part of the ethics agreement to speak carefully, truthfully (and kindly)

Building a Strong Relationship

- ▶ How can the CCA program benefit the local, state and federal government?
 - ▶ Feet on the street
 - ▶ Knowing what can be managed and what makes sense to be managed
 - ▶ CCAs are trusted by their clients and will be followed
 - ▶ Be the liaison between the farmer and the local, state and federal government
- ▶ How can the state agencies benefit the CCA?
 - ▶ Provide good options for farmers via income and solid practices
 - ▶ Knowledge source
 - ▶ Seat on the board of directors for each state CCA board (ex. IN, IL and OH)
 - ▶ Source of media training – how to talk to the public and the media

In Closing...

- ▶ Conservation has a direct tie to the farmer producer
 - ▶ CCAs have direct tie to the farmer producer
- ▶ We all have a job to do:
 - ▶ Preserve the land and the environment that is our future while producing enough food to feed an ever increasing population
 - ▶ Industry focus is to be more efficient with input overall that is in sync with environmental concerns – CCAs can respect both the environmental side and lead the farmer producer because he will be more efficient and to be participating in conservation programs

Illinois Certified Crop Adviser Program



TREVOR SAMPLE, CCA

COORDINATOR, ILLINOIS NUTRIENT LOSS REDUCTION STRATEGY

ILLINOIS ENVIRONMENTAL PROTECTION AGENCY

Illinois Certified Crop Adviser Board

- ▶ Approximately 1,200 CCAs are certified in Illinois
- ▶ 10 appointed Board Members
- ▶ 4 Ex-officio Members
- ▶ Board Members serve 3-year terms
 - ▶ Chairs serve two-year terms
 - ▶ Incoming, Chair, Past Chair

Illinois CCA Board		
Name	Affiliation	Board Position
Scott Lager, CHS Inc.	Retail Dealer	Chairman; Exam Chair
Eric Ifft, Bayer Crop Science	Agricultural Chemical Manufacturer	Incoming Chair
Matt Montgomery, Pioneer Hybrids	Seed Industry Representative	Secretary- Treasurer
Tom Kelley, Syngenta	State Fertilizer and Chemical Association	Past Chairman
Roger Leach, U.S. Bank	Professional Farm Manager	
Doug Schemmer	Farmer	
Adam Dexter, West Central FS	Regional Cooperative	
Kevin McKee, Landmark Cooperative	At Large Representative	
Mike Wilson, Wabash Valey Service Co.	At Large Representative	
Kelli Bassett	At Large Representative	
N Dennis Bowman, Extention Educator	Extension	Ex-officio
Doug Owens, Illinois Depart. of Agriculture	State Department of Agriculture	Ex-officio
Brett Roberts, USDA-NRCS	Natural Resources Conservation Service	Ex-officio
		Ex-officio; Standards and Ethics Chair
Trevor Sample, Illinois EPA	State Environmental Regulatory Agency	

Illinois CCA Board Functions

- ▶ Administer CCA International and Local Tri-State Tests
- ▶ Assist with Tri-State test development
- ▶ Host Illinois CCA Convention and Ag Masters Conference annually
- ▶ CCA certification status-appeals and Ethics Standards
- ▶ Board-approved Continuing Education Units
- ▶ Two board meetings per year with separate committee meetings and conference calls, and emails.

New Opportunities

- ▶ 2013-2015 Illinois CCA Board representatives involved in the development of the Illinois Nutrient Loss Reduction Strategy
- ▶ **Provides program visibility to the industry and non-traditional partners and emphasizes the value of being a CCA.**
- ▶ Illinois CCA Board representative on Illinois Nutrient Research and Education Council.
- ▶ Participate in Illinois Soybean Association "Soy Envoys" program
- ▶ Attends "Alphabet Soup Group" quarterly meetings

CCAs- Advocates for Water Quality

- ▶ CCA required to earn 40 hours of Continuing Education Units (CEUs)
 - ▶ Two year cycle
- ▶ Minimum 5 hours in four categories:
 - ▶ Crop Management
 - ▶ Integrated Pest Management
 - ▶ **Nutrient Management**
 - ▶ **Soil and Water**
- ▶ In the last few years, the ICCA Board has added 4R Nutrient Management and Sustainability Specialty certifications
- ▶ Illinois leads nation with 64 4R Specialist CCAs



CCAs- Advocates for Water Quality

- ▶ As States implement their Nutrient Strategies, CCAs are at the forefront of providing technical assistance to farmers as they adopt new practices to reduce nutrient losses.
 - ▶ Tillage Practices/residue mgt.
 - ▶ Cover Crops
 - ▶ Advanced Nutrient Management
 - ▶ Soil Health Strategies



CCAs- Advocates for Water Quality

- ▶ Additional considerations
 - ▶ Watershed Planning and Implementation
 - ▶ TMDL Implementation Plan development
 - ▶ Municipal Sludge applications
 - ▶ 319 projects

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