FREP PROJECT PROPOSAL

California Department of Food and Agriculture
Fertilizer Research and Education Program

A. COVER PAGE:

Project Title:	California Certified Crop Adviser FREP Educational Project
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Supporters:	California Association of Pest Control Advisers (CAPCA) Western Plant Health Association (WPHA)
Project Leader:	Dr. Dan Putnam UCCE Specialist
Funding Request:	2012 (Jan-Dec): $49,988 2013 (Jan-Dec): $49,988 2014 (Jan-Dec): $49,988 Total request for thirty six (36) months funding: $149,964
In Kind Funding:	FREP does not require matching funds by UC.
Period:	January 1, 2012 – December 31, 2014 (36 Months)

B. EXECUTIVE SUMMARY:

Crop management skill certification is probably the key mechanism for assuring continuing education of the cadre of individuals and companies involved with fertilizer and resource management.

It is becoming increasingly rare that those who most influence decisions on farms in California are the farmers themselves or the landowners. The decision-makers on farms who impact resource-use the most are increasingly skilled advisors for either pest management or for fertilizer recommendations, as well as managing a complex regulatory environment. These professionals are either independent, or a part of a larger support business. They are the conduit of information from many sources (regulatory, university training, written materials, personal experience) to make rapid decisions in the field, or to make long-term management decisions.

As demand increases for expertise and knowledge of nutrient management practices, the importance of the CA CCA certification program also increases greatly, and fits squarely within FREP's on-going educational mission. A fully competent, trained cadre of nutrient-knowledgeable advisors is the goal of FREP, and not coincidentally, the goal of the CA CCA program.

Among the key goals of the Fertilizer Research and Education Program of CDFA is to promote education of key players (professional technicians, farmers, farm employees, fertilizer applicators, service companies, and other service providers) with regards to the judicious use of fertilizers (and other resources) in California's crop production systems. Of these goals, FREP has targeted the desire to emphasize the importance to reduce nitrate contamination in agriculture. The question arises as to what mechanism exists to best assure sum-total improvement in knowledge among practitioners in California.

Educational goals can be met by formal methods (e.g. degree programs), semi-formal methods (e.g. certificate programs) or informal methods (e.g. attending an occasional lecture, reading an article, or attending a field day). The CCA certification program requires experience, education, and on-going training. These requirements have proved invaluable to one's knowledge and ability to make consultations that are vital to address the use of fertilizers for economic sustainability and compliance with regulatory requirements.

The CCA program, historically, has not been as compelling as the CA PCA program, primarily due to the fact that it is not 'required' for practitioners in the same fashion as the PCA program is for pesticide recommendations (although this may change in the future). However, requirements for expertise (and certification) with regards to nutrient management will likely become much greater in the immediate future as the public demands continual improvements in water quality, nutrient management, with the concomitant changes in the regulatory environment. Actions by the various regional water control boards and proposed legislation requiring more "labeling" information on fertilizer will establish a greater need for CCAs and educational training.

Here, we request funding for support of the CA CCA program which has as its continued goal to: 1) provide a needs-based mechanism for the provision of educational credits and certification of qualified individuals, to promote the educational goals of FREP with regards to soil, water, crop, and resource management, 2) Enhance to viability of Crop Adviser Certification by several

marketing methods. A third party (CAPCA) will be sub-contracted to administer the day-to-day operations of the CCA program. We will contract with a knowledgeable consultant to discover methods to enhance the viability of the program, under the leadership of the CA CCA board, CCA members, and CCA clients. The main 'audience' for this will be the CCA members themselves, service companies who can (and should) promote the CCA program amongst employees, regulatory and resource management agencies and other interested individuals.

We recognize the requirement for program evaluation and will create evaluation criteria for the key aspects such as CEU administration, self-sufficiency and membership.

The all-volunteer CA CCA board is committed to improving the viability and vitality of the CCA program in California with the goal to improve the educational opportunities of California agriculture related to fertilizers, farm management, and agricultural sustainability.

C. JUSTIFICATION

What is the Problem?
With the exception of rangeland, virtually all of the agricultural value in California is created through the use of irrigation. California farmland is some of the most productive in the world, with water being the primary limiting factor. The use of irrigation and the complex hydrology of California's coastal and central valleys, accompanied by the (necessary) intensification of agriculture create the need for a high level of expertise with regards to resource management. Additionally, the increasingly-regulated environment requires that decisions are made by the most highly-trained individuals who have the training and expertise to make critical crop management decisions.

In the context of this proposal, these trends illustrate that 1) Crop intensification will likely continue in California given limited land base and continued urban demand, 2) An ever-urbanized state will provide increased pressure on agriculture to control practices, particularly related to the environmental and water quality. Pesticides have long been the focus to examine their impacts, mitigate any harm and to regulate them to protect the health of the general public.

The concern and challenge that CDFA FREP and CA CCA share is that the public/regulatory eye has now turned to the fertilizer industry and that nitrate contamination may be having an impact on our water supplies and our health. This is the case particularly in the Salinas Valley and the Southern San Joaquin Valley, but concerns about fertilizer impacts have risen in all the agricultural regions of the state.

Regulation and the Need for Education
Governmental agencies are increasingly interested in regulating different components of California's agriculture to protect the natural environmental resources.

The Department of Pesticide Regulation (CAL EPA), the California State Water Resources Control Board, regional water control boards and the California Air Resources Board are three of the primary state-based regulatory agencies with jurisdiction over resource management. Conformance to high standards of monitoring of nutrients and pesticides has become top of mind by these agencies, and may also be required by other agencies such as for eligibility for funds from the Natural Resources Conservation Service, a Federal USDA agency.

The complexity of the range or regulation pertaining to water, nutrients and pesticides has and will continue to intensify if for no other reason than the politics of California. These policy positions have amplified the need for knowledgeable plant nutrient management specialists who have the ability to communicate to producers in farmer-friendly ways. Our growers need to be in compliance with, and ahead of the curve for inevitable tighter regulations relating to fertilizer use that are likely to be there in the future. There is a need for educational curricula, learning opportunities, and a mechanism to provide public assurance of expertise in these areas. This mechanism is where the CA CCA program is currently (and can increasingly) be involved.

Current Situation

The State of California has a license program under the regulatory authority of the Cal EPA Department of Pesticide Regulation that oversees and certifies pest control advisers to write recommendations on restricted pesticides and chemicals.

The California Association of Pest Control Advisers (CAPCA) is a voluntary non-profit organization that represents 3000 licensed Pest Control Advisers (PCAs) who provide a range of pest management services and are certified and licensed by CDPR to perform these services. Virtually all of the current CCAs are also PCAs, so the relationship between the two programs is important.

Unlike the PCA program that addresses pest management issues, the CA CCA program emphasizes fertilizer and plant nutrient management issues and provides overall crop-production recommendations. Certified Crop Advisers are best suited to address and advise agricultural producers on fertilizer use and issues as they impact and are impacted by regulations and environmental laws. The CA CCA program should be of strong interest to the FREP program, since Certified Crop Advisers consist of the largest single body of expertise on fertilizers and management of nutrients in the state.

The California Certified Crop Adviser (CCA) Program is a voluntary, non-profit organization that represents the Certified Crop Advisers who provide nutrient recommendations to private applicators, agricultural producers such as the dairy industry, and governmental agencies tasked with the stewardship of the State's natural resources. CA CCA with the cooperation of CDFA has been instrumental to minimizing regulatory requirements germane to the use of fertilizer in California.

While PCAs are required to keep up their educational efforts and license due to the mandatory requirements of the program, currently CCA is an optional program, driven primarily by the pride and professionalism of the members, as well as the demands of the clientele. It is highly dependent upon word-of-mouth and clientele demand for success. This requires dedicated efforts to articulate the value of pursuing and maintaining a CCA certification. The CCA certification provides the growers a resource professional to assist in growing a profitable crop as well as being compliant with regulatory requirements. To accomplish and recognize the importance of nutrient management, the CA CCA board continues their marketing and recruitment effort to get more qualified individuals to become CCA certified.

There is a strong need for greater incentives for members of the public involved with decision-making pertaining to fertilizers to increase their knowledge base. The CA CCA program itself fits in entirely with the educational objectives of FREP.

In this proposal, we will attempt to enhance the operational aspects of the CA CCA program, and at the same time improve a marketing program which will be of great educational value to both industrial and agricultural audiences. The core value of the proposal is to continue to have a professional and efficient program administration servicing the CCA goals and objects and their continuing education requirements.

The public need can be better met by a stronger CA CCA program, because it will provide a core communications element not exhibited to date for explaining the value and benefits of professional consultation for fertilizer use and the sound stewardship of our environmental resources as the urbanization of agricultural lands continues.

There exists many opportunities in the CA CCA program to work with growers and to develop incentives for growers to utilize the skills and knowledge of CCAs in their production operations as the State becomes more and more active with regards to environmental regulation. Specifically, nutrient management plans (NMPs) will likely be an important component of the future of many types of farming operations, driven by permitting and public agencies.

D. PROJECT OBJECTIVES:

The CA CCA program compliments the PCA license by providing whole-farm agronomic expertise on crop production, and a mechanism to assure a high level of public education surrounding that expertise. The CA CCA program has enjoyed significant accomplishments in the core administration and membership growth for the last three years and has a significant base support continues to come from the pest control adviser.

The CA CCA program has been diligent in addressing other opportunities to enhance the program's growth, which is to assure the future of the program and assist to establish its value as an asset in public education related to fertilizers, soil resource management, and crop production. Our goal continues to build on the marketing and public awareness opportunities to recruit new candidates to obtain their CA CCA certification. Likewise, our ongoing goal is to identify the value of CCA certification to members and to the producers and governmental agencies responsible for regulatory oversight of nutrient management programs.

With this current funding our objectives are to:

1) **Provide responsible program administration, leadership and CCA awareness** for CA fertilizer industry. The challenge to broaden the CCA role is critical to educating a somewhat knowledgeable constituency, regulatory authorities and to the general public who all seem to be non science based or unaware of production agriculture.
2) **Strengthen CA CCA program certifications through improved communications**, marketing/ recruitment techniques and identifying the value and return on investment for having a CCA certification. The CA CCA program will work more closely with large crop production companies seeking their support to have employees become CCAs. Career awareness efforts will be continued at college and university events and at all public presentations and identified trade shows and conferences. CA CCA goal is to expand and enhance the knowledge of the programs purpose, vision, and its role in the fertilizer industry.
3) **Implement a workable plan towards sustainability as an organization**. The CA CCA Board will work to expand alternative sources for funding to include fees for CEU workshops and exams, pursuing sustaining associate member support and increasing

certification dues. This will be towards the goal of less dependence upon FREP funding for its operations.

4) **Efficiently administer the CA CCA program on a day to day basis** providing services to ICCA, CDFA/FREP and all CA CCA certificate holders or candidates.

5) **Project management evaluation and deliverables** will be viewed at each CA CCA Board meetings and shared with Project manager and CDFA representative.

F. WORKPLANS AND METHODS

WORKPLANS AND METHODS - 2012

A. The CA CCA work plan for the first twelve (12) months of the project is to be directed on building the organizational structure required to complete the objectives and goals identified in the proposal. For the 2012 year:

Objective 1) Responsible Program Administration, Leadership and CCA Outreach Awareness

The CA CCA Board of Directors will consider approaches to messaging the CCA role in the stewardship of our natural resources and how to provide the educational awareness message regarding nutrient management practices. The CA CCA Board will encourage new director membership to embrace the leadership opportunities of the Board and to have a freshness of direction and comply with ICCA guidelines.

Task 1: Establish discussions with CA fertilizer companies to determine their interests and needs as to mitigating environmental challenges. Additionally, engage affiliated industry association representatives seeking their opinions and support on this endeavor. Encourage these entities to serve on CA CCA Board and participate actively in providing guidance.

Task 1.1. CA CCA Public Relations Committee to address fertilizer/environmental issues identified from these meetings and the establish a strategy for the CA CCA Board to take to mitigate the perceived negative impact of fertilizer use, education approaches for producers to be more environmentally awareness of public opinion, and create an grass roots effort for educating legislators and regulatory agency staff. The Public Relations Committee and the marketing consultant will coordinate efforts to identify key issues and messages.

Task 2: Expand working relationships with affiliated fertilizer industry organizations and personnel such as WPHA.

Task 3: Redesign informational materials to address the concerns identified by the Public Relations committee and maximize media tools to distribute message.

Task 3.1. Produce current informational/recruiting brochures and CA CCA certification opportunities. The CA CCA Marketing committee, with assistance from the consultant, will identify the informational material resources.

Task 3.2. Produce CA CCA Power Point presentations for general use in all educational venues articulating nutrient management programs and concerns and how CDFA/FREP is

supporting the awareness efforts. The CA CCA marketing consultant will assist the various CA CCA committee chairs in developing Power Point presentations.

Task 3.3. Maintain current exhibit booth and materials for use as a CA CCA informational forum. CA CCA Marketing Committee will coordinate exhibit booth utilization.

Task 4: CA CCA Board will continue to solicit diversified representation complying with ICCA guidelines for Board composition.

Task 4.1. CA CCA Board will conduct bi-annual elections for board seats and endeavor to have new representatives seated.

Task 5: CA CCA Board will provide guidance and evaluations regarding Cooperator and Marketing Consultant services on behalf of the grant Principle

Objective 2) Strengthen Program & Certifications through Awareness of CA CCA Role

Task 1: *Communicate benefits of being a certified crop adviser*

Task 1.1: Deliver the CA CCA messages established in Objective 1) via web/social media, printed materials, professional meetings, display booths, and messages delivered to producers, manufacturers, marketers, and service groups, and all CEU meetings. CA CCA volunteers will engage and coordinate the communications efforts as applicable.

Task 1.2: CCA members will coordinate and display the CCA exhibit booth at the industry annual conferences and at the FREP Annual Conference.

Task 1.3: Crop Protection Associations and businesses will be encouraged to publish articles drafted by the CA CCA Board of Directors or UCCE Advisors. Social media tools as well as E-newsletters will be marketed to targeted audiences by the Cooperator or marketing consultant.

Task 1.4: CA CCA marketing committee will review and utilize other CCA program outreach strategies if they are germane to the California program to maximize the CCA value message.

Task1.5: CA CCA membership committee and volunteers to participate in regional meetings to prospect for potential CCA candidates and to address any questions or concerns that current certificate holders may have.

Task 2: *Identify, develop and promote CEU for CCA specialty crop/nutrient environment*

Task 2.1: CA CCA Board of Directors will continue to seek the support from CEU sponsors to offer approved CCA educational courses to assist with meeting the certification requirements. CA CCA Directors will continue to coordinate with Cooperator to review course offerings and make recommendations of subject matter for new course offerings for on-line classes as well as conventional classes. Outreach to the regulated fertilizer community will be a new priority for CA CCA Board to assist in modernizing the core CEU courses being offered.

The CA CCA Board of Directors will continue to address, support and promote manure management certification educational venues. The CA CCA Credential Review Committee Chair will continue to expedite members' pursuit of becoming certified. The CA CCA Testing Committee will review California test questions as appropriate to modify the CCA exam for 2013.

Task 2.2: The Cooperator will post CEU meetings on both the CA CCA web site, in the CAPCA *Adviser Magazine.*

Task 3: *Recruit new CA CCA certificate candidates.*

Task 3.1: Identify and outline potential sources for new CA CCAs.

- CA CCA Marketing/Membership committee members will address in year one of the program, with the assistance of a qualified consultant, which of the target audiences for membership have presented the best results and which venues potentially have new resource candidates. Consultant will identify which Federal, California and local agriculture programs in which CCAs have a competitive advantage regarding providing assistance to growers.
- CAPCA's membership continues to offer an excellent resource for future CCA recruitment. Currently 85% of the CA CCA members are also CAPCA members.
- WPHA is the association representing the CA fertilizer industry and hosts a number of nutrient management conferences, student dinners and would continue to be a vital resource for soliciting their member's employees to become a CA CCA.
- CEU sponsors. CEU sponsors are a potential source for providing some positive messaging to their attendees to investigate the CCA certification and membership opportunities.
- UCCE. The university system in California, whether UC or CSU, may provide both a source of announcing the value of the CCA program as well as membership base especially to students who are engaged in agronomy studies. UCCE extension personnel are well positioned to include valuable resource information about CA CCA nutrient management programs.
- NRCS/USDA. The agency agronomists are potential members and their general program outreach to all growers and the public are tremendous resource opportunities for articulating the positives being realized through the CDFA/FREP CA CCA program.
- New university graduates. Communications with agricultural schools with students in plant science or agronomy are definitely a high possibility for new members. CAPCA's SWS Educational Fund Pathway to PCA offers an excellent opportunity for CA CCA to partner to identify future nutrient management professionals at the junior college and university levels for agricultural oriented students.
- Fertilizer Companies. Fertilizer industry representatives such as Agrium, Simplot, Yara, Calamco, H Baker Brothers, Mosaic and the Organic Fertilizer industry operating in California are vested partners.
- Retail Agri-Dealers. Companies of interest are Simplot Growers Solutions, Wilbur Ellis, Helena, Target Specialty Products, Crop Production Services and the Lyman/Tremont Group are few of the larger providers but all provide bundle services to their clients that include fertilizer and nutrient management consulting.

Task 3.2: Devise and implement recruitment activities for each category of potential CA CCA candidates:

- Cooperator working with ICCA will provide notification for certification renewals- October 20012.
- CEU sponsors. Cooperator will notify CEU sponsors to keep them apprised of the CA CCA program and CEU approval process-throughout 2012
- UCCE. CA CCA Board will update an outreach plan in April 2012.
- NRCS. CA CCA Board will update an outreach plan in April 2012.
- New university graduates. CA CCA Board will market the certification program for potential university graduates in first quarter of 2012. Promote program through the university departments, WPHA student dinners and the SWS Pathway to PCA campaign. Quarterly
- Fertilizer & Pest Management Companies. CA CCA Board of Directors, with a qualified consultant, will develop a revised outreach plan in April 2012.

Task 3.3: Improve study guides and testing assistance for certification.
CCA testing committee will provide recommendations to the CCA Board in June 2012 for future exams, and in each year after this point.

Task 4: *Retain current CCA certificate holders.*

Task 4.1: CA CCA Board via the Cooperator communicates bi-annually to all current CCAs advising where they can obtain CEU courses, plus contact numbers if they have questions or concerns for the certification. May/October 2012.

Task. 4.2: CA CCA Board of Directors will review membership status and trends and make personal contacts to retain CCAs during 2012. The CA CCA certificate holder demographics are not unlike many other industries that are known as baby boomers and retirement is approaching most of them within the next ten years. Unknown is how much CCA consulting they will do when retirement kicks in and retention of the CCA certification becomes an issue.

Task 4.3: Cooperator will administer the CA CCA web site to provide current membership information and activities to maximize retention through a contracted vendor. Weekly

Objective 3) Planning, Long Term Goals, and Sustainability for the CA CCA Program.

CA CCA Board of Directors continues to consider and address the challenges and opportunities to becoming less dependent on FREP funding. The value of having certified crop advisors on the ground serves as an excellent resource and messenger for the CDFA/FREP program as CA becomes more concerned about their drinking water and source points for contamination. The health and growth of the CA CCA program serves everyone.

Task 1: CA CCA Board of Directors will continue to examine alternative opportunities during 2012 to identify revenue alternatives with some FREP support as the goal of sustainability is being pursued.

Task 2: Explore income opportunities to increase CA CCA member revenues. The CA CCA Board will review plans and programs submitted by the Marketing committee and qualified consultant to increase the CCA numbers and non dues revenue. The CA CCA Board of Directors will consider implementing an increase in dues effective in 2013.

Task 2.1. Launch an associate sustaining supporter program for manufacturers and retailers. The CA CCA Marketing committee in coordination with the marketing consultant will develop during 2012 a plan to encourage financial supporter for the activities of the CA CCA program. June 2012

Task 2.2: The CA CCA marketing committee will continue an outreach effort for recruiting new CCAs as well as encouraging existing CCAs to maintain their certification and pay their dues in 2012. Continuous

Task 3: Develop ways of increasing CA CCA involvement to strengthen implementation of the CA CCA program.

Task 3.1: The CA CCA marketing committee will continue to recruit CA CCAs, who are not CA CCA Board members, as volunteers to assist in the building up of the CCA program, including serving on the marketing or public relations committee for conducting outreach presentations. The goal is to have 50% of members of each CA CCA committees to be non-CA CCA Board members.

Task 3.2: The CA CCA membership committee will coordinate an annual CA CCA conference for the purpose of sharing information, building networking among Ca CCAs during program year 2012. The current venue coordinates with the CA ASA membership, while the goal is to have more time for the event itself or to reconnect with the annual FREP Conference and provide a CCA seminar opportunity at that venue. February 2012

Task 3.3: Maximize the CA CCA presence in the ICCA program.

CA CCA leadership has established an excellent relationship with the ICCA staff and the leadership of the ICCA organization. The CA CCA Chair represents the CA program as a voting ICCA director; and currently CA CCA past Chair is a regional voting director on the ICCA Board as well as Marketing Committee Chair. Additionally, the CA CCA Board has representations seated on the ICCA testing committee. The Cooperator's staff is in daily contact with ICCA western regional staff regarding certifications and CEU issues.

Objective 4) Efficiently Administer the CA CCA Program

Task 1: Execute and support the administration the CA CCA continuing education (CE) approval process. The Cooperator provides daily management services for approval of CEU approval from CEU sponsors.

CA CCA will contract with the Cooperator to perform the following:

Task 1.1: Administer the approval of CEU sponsor requests for the accreditation of CCA CEUs and training courses. Daily

Task 1.2: Supports ICCA documentation to enable the ICCA to track hours and de-conflict any discrepancies. Weekly

Task 1.3: Address and resolves CA CCA certificate holders' questions/concerns. Daily

Task 1.4: Cooperator, on behalf of the project manager, will prepare the draft quarterly reports; annual reports and final reports for submission to FREP.

Task 2: Administer the CA CCA website.

CA CCA will contract to perform the following:

Task 2.1: Provide CA CCA certificate holders access to CEU information and announcements. Cooperator will provide any document, meeting announcements, data, CEU, or message updates to the CA CCA portion of the website as directed by the CA CCA Chair or members of the Executive committee. The website and face book page will be maintained internally by Cooperator to provide CA CCA greater control over the content of items displayed. Weekly

Objective 5) Implement an evaluation plan to review services and deliverables

The CA CCA Board of Directors in coordination with the project manager would on a semi-annual basis discuss the administration of the program; consulting services provided and determine if program goals are being addressed.

WORKPLANS AND METHODS 2013

B. The CA CCA work plan for the second year (2013):

Objective 1) Responsible Program Administration, Leadership and CCA Program Awareness.

The CA CCA Board of Directors strategy would be to utilize the findings from their industry meetings to convey to every audience the role and value the Certified Crop Adviser has in the California regulatory environment. The educational information that will be conveyed will be selected depending on knowledge of the audience but in all cases an explanation of knowledge and experience regarding fertilizer use and applications will be included. The stewardship aspects will be a key message and importance of good business practices for the application and amounts would be meaningful to unfamiliar agricultural audiences.

Task 1: The CA CCA Board will insure the appropriate committees, marketing consultant and volunteers are engaged to deliver an educational strategy to inform environmental groups, regulatory agencies and legislative representatives that the CCA program can bring a working experience to the table in the stewardship of the environmental resources from a fertilizer/nutrient perspective. Meetings will be conducted on a quarterly basis during 2013.

Task 1.1 CA CCA Board will maximize resources of public relations committee-2013

Task 1.2 The CA CCA Board will review Board vacancies or term limits and make appropriate replacements.

Task 2: The CA CCA Board will identify and appoint the appropriate committee members and volunteers engage and enhance the CA CCA working relationship with the Western Plant Health Association staff and elected leadership. Industry fertilizer representatives will be consulted to financially support and to conduct two technical workshops in 2013 with the assistance of the marketing consultant or the Marketing committee.

Task 3: The CA CCA Public Relations committee will distribute, along with the Marketing Committee, information media releases, recruiting brochures, Power Point presentations and exhibit booth displays at identified venues and audiences such as the CAPCA and WPHA annual Conferences. 2013

Objective 2) Strengthen Program & Certifications through Awareness of CCA role.

Task 1: Communicate benefits of being a certified crop adviser in California.

Task 1.1: The CA CCA Board of Directors will cause the appropriate committees and volunteers to messaging monthly the benefits of being a certified crop adviser. The volunteers will accomplish this public relations endeavor via web site, E-newsletters, social media tools, *CAPCA Adviser* magazine, professional CEU seminars and workshops, sponsor notifications, and fertilizer manufacturers and service support companies. Monthly

Task 2: Identify, develop and promote CEU for CCA specialty crop/nutrient environment.

Task 2.1: CA CCA Board and appropriate committees will distribute via the web site and *CAPCA Adviser* magazine a calendar of seminars featuring crop/nutrient courses approved for CEU credit. Cooperator will coordinate with course sponsors to maximize publications and CEU opportunities, Bi-monthly-2013.

CA CCA Board will coordinate with various Ag publications, sponsors, and industry related organizations and commodity boards to present required CCA nutrient management CEUs to maximize professional development opportunities for membership. Monthly

Task 3: Recruit new CCA certificate holders.

Task 3.1: The CA CCA Marketing and Membership Committees will execute strategies identified in 2012 for recruitment into the CCA program. Outreach programs developed in 2012 will be implemented to encourage PCAs, fertilizer manufacturers and pest management service companies along with new university graduates to consider CCA certification. The CA CCA Board will offer pre exam study seminars prior to each CCA exam period to assist potential candidates, the outreach strategies will be conducted by committee members, marketing consultant and volunteers on a monthly basis.

Task 3.2: The CA CCA Testing Committee will coordinate with the Marketing committee to announce to potential members and universities new study guides for testing assistance. October 2013.

Task 4: Retain current CCA certificate holders.

Task 4.1: The CA CCA Board will cause the membership committee and volunteers to engage in personal contact with CCAs electing not to renew their active certifications to encourage them to continue in the program. The membership committee will strive to coordinate with the ICCA office to identify CA CCA members struggling with CEU requirements to assist in directing these individuals to sponsors offering the required classes or program courses. Bi-Annually-2013

Task 4.2: Cooperator will administer the CA CCA web site to provide current CCA information and activities to maximize retention and reference the ICCA web site for CEU tracking. Cooperator will provide the administrative support needed to maintain written contact with CCAs regarding their certification status and CEU sponsors offering the course or seminar information. A mailing will be done in October 2013

Objective 3) Planning, Long Term Goals, and Sustainability for the CA CCA Program

Task 1: CA CCA Board of Directors will announce in April 2012 if a dues increase will be enacted for 2013.

Task 1.1: The CA CCA Board of Directors, with counsel from a qualified consultant and the membership committee, will have identified the realistic goals of CCA recruitment and retention from data reviewed in 2012 and regulatory requirements being activated. Revenue generated by an increase in membership and dues may still require financial support from FREP and industry. The goal is a 10% increase in members annually. The unknown is the number of CCA retiring during the period of the grant.

Task 1.2: The CA CCA Board of Directors will pursue an associate membership drive during 2012/2013 period. Quarterly

Task 1.3: The CA CCA Board will also be continuing to provide CEU seminars for a fee to increase non-dues income and may partner with other industry organizations to accomplish this task. March/August 2013

A key aspect of long-term sustainability of this program is ongoing recognition and support by the fertilizer industry, farmers, advisors, and government regulators. A key aspect is not the cost of the program but the **value**. Emphasis of this program will be on enhancing its value to both participants and others. Thus ongoing support of this educational/certification program is a key goal for all of concerned. We will make efforts during this period to secure support by different concerned industries (fertilizer and others), and by government agencies who are most concerned with ongoing management of nutrients, and increasing the competency of concerned parties for the management of nutrients. The CA CCA program is the key mechanism for accomplishing increased competency of the agricultural sector, and it should have increased value in the future in this role.

Task 2: Develop ways of increasing CA CCA involvement.

Task 2.1: The CA CCA Board of Directors will strive for committee representation to be comprised of a minimum of 50% non Board members to increase CCA involvement.

Task 2.2: The CA CCA Board will utilize volunteers and marketing consultant to maximize outreach presentations to existing and potential CCA candidates. Monthly

Task 2.3: The CA CCA Board of Directors and Membership committee will commence an annual conference and meeting of the organization for information sharing and CEU credit in the first quarter of 2012 and will be continue this annual conference venue with the assistance of the California Agronomy Association or CDFA/FREP. February 2013

Task 2.4: The CA CCA leadership will maintain a close business relationship with ICCA staff and elected leadership.

Objective 4) Efficiently Administer the CA CCA Program

Task 1: CA CCA will contract to provide the administrative services required to maintain the program at the highest efficiency level.

Task 1.1: Cooperator will address CA CCA concerns and issues on a daily basis, coordinate with CEU sponsors for timely submission of course completion.

Task 2: Administer the CA CCA website.

Task 2.1: CA CCA will contract to administer the CCA website. Cooperator will post all information as requested by the CA CCA Executive committee. Weekly

Task 2.2: Cooperator on behalf of the CA CCA Project manager develops drafts of the quarterly, annual and final reports for the project manager to submit to FREP. Quarterly

Objective 5) Implement an Evaluation Plan to Review Services and deliverables

CA CCA Board will no later than August 2013 review services and report to project manager.

WORKPLANS AND METHODS 2014

C. CA CCA work plan for the third year (2014) is to be directed to continuation of previous strategies and goals coupled with program evaluation.

Objective 1) Responsible Program Administration, Leadership and CCA Outreach Awareness

The CA CCA Board of Directors will evaluate successes & shortcomings by conducting an electronic survey of CCAs to determine if the role of a certified crop advisor has gained awareness and that the program continues to be a viable industry resource.

Task 1: The CA CCA Board will create an electronic survey to be presented to the CA CCAs to measure the awareness of CCA certification role and value.

Task 1.1: Implement survey in first quarter of 2014.

Task 2: The CA CCA Board and industry partners will address the continued value of conducting technical workshops and identify continuance of the programs in 2014. Evaluation completed first quarter of 2014.

Task 2.1: Identify attendance and evaluation forms as to key deliverables required for CA CCA CEU requirements. March 2014.

Task 3: CA CCA Public Relation materials will be re-evaluated and updated by CA CCA Board of Directors. Consultant will advise as to recommendations to modernize message to all media and members from lessons learned during previous two years.

Objective 2) Strengthen Program & Certifications through Awareness of CA CCA Role

Task 1: Communicate benefits of possessing a Certified Crop Advisor credential in California.

Task1.1 The CA CCA Board and industry partners will continue to utilize all media venues to articulate the role and value a CCA has in the stewardship of our environmental resources and the increased sustainability achieved through proper nutrient management. Monthly

Task 2: Identify, develop and promote CEUs for CCA Specialty Crop/nutrient environment.

Task 2.1: CA CCA Board and industry partners will maximize exposure of professional CEU courses offered both on the internet and in a seminar environment. University research and resource materials will be assimilated into a web related directory to maximize access by CCAs. Bi-annually

Task 3: Recruit New CCA candidates.

Task 3.1: CA CCA Board of Directors will measure in first half of 2013 effectiveness of recruitment strategies implemented in 2009. The first cycle of potential graduates exposed to a four year awareness campaign will be available for the workforce. The shared recruitment efforts of industry partners such as WPHA and CAPCA will additionally be available for evaluation and redesign recommendations to encourage new CCA recruitment.

Task 3.2: CA CCA Board of Directors will continue to utilize Public Relations, Marketing and Testing Committees to identify resources and venues to attract new CCAs. Quarterly

Task 3.3: CA CCA Board will keep agronomy profession aware of CA regulatory requirements especially as new ground and surface water regulations will focus on nitrate levels and will require CCA certifications to obtain management plans for use of the products.

Task 4: Retain Current CCAs.

Task 4.1: CA CCA Board will continue personal contact with CCAs not electing to renew their certification. The CA CCA Board anticipates that a successful program of offering hard to obtain CEU courses will be advantageous to members and therefore they will elect to continue their active status. As the regulatory requirements increase in the

water area, CCAs will have a much larger role to play and the requirements to possess the CA CCA certification more valuable. Quarterly

Task 4.2: CA CCA Board and Cooperator will continue to maintain a close working relationship with ICCA western staff to anticipate challenges that may be an obstacle to CCAs maintaining their certification will be continued. Quarterly

Objective 3) Planning, Long Term Goals, and sustainability for the CA CCA Program

Task 1: CA CCA fee increase considered in January 2014.

Task 1.1: CA CCA Board will evaluate efforts from recent years of recruiting and awareness efforts to determine if the 10% increase in CCA certificate holders or more is an obtainable goal. Increased CCA numbers, increased dues, CEU seminars, annual meeting and industry sustainable membership fees are basic revenue sources. The balance of having a voluntary CA CCA certification program to assist nutrient management partners or facing a regulated license such as the pest control adviser will depend upon the political mood of the California Regulatory agencies. FREP grant funds enable the CCA program to survive as an organization providing services to CCAs and to provide the educational awareness for the fertilizer industry on a voluntary basis. March 2014.

Task 2: Develop ways of increasing CA CCA involvement.

Task 1.1: The implementation of outreach, recruitment and an annual meeting supported by CEU seminar courses will be a measurement to determining program involvement. CA CCA Board will analyze participation ratios with previous program numbers. March 2014

Objective 4) Efficiently Administer the CA CCA Program

Task 1: CA CCA Board will evaluate options to contract and provide these services in 2014. The CA CCA program administrator has consistently reduced costs and increased services. The future costs for program administration may be a challenge. March 2014.

Task 1.1: Implementation of web based reporting and administration will be reviewed as well as future requirements for certification requirements. June 2014.

<u>Project Management, Evaluation and Outreach:</u>

University of California Davis will contract with a qualified vendor (CAPCA) to administer the CA CCA program, implementing and executing those areas of educational and professional outreach as identified in the objectives section. CA CCA will also contract with a qualified consultant to provide the marketing and public relations objectives.

The cooperator (CAPCA) will coordinate CEU sponsor awareness and work to insure CCA CEU credits are reported by ICCA for certification requirements. The cooperator will respond to CA CCA questions and concerns coordinating with CA CCA leadership and the ICCA office.

Cooperator will assist in outreach by publishing editorial articles and CCA professional development information in the *CAPCA Adviser* magazine.

Cooperator (CAPCA) will coordinate and support CCA tests and materials in California. Cooperator will provide the day-to-day administration of the CA CCA program and provide consultation with limited staff services to the CA CCA Board of Directors for the conduct of their Board meetings. Cooperator will provide CA CCA with web site administration as required.

The evaluation and completion of the above mentioned project activities by the project manager will be provided to FREP in quarterly reports along with CA CCA financial reports and will be prepared by Cooperator.

The Marketing Consultant (S Beckley & Associates) will be contracted to implement the marketing components of this grant. The CA CCA Board of Directors in coordination with the Marketing and Membership committees with the assistance of the marketing consultant will actively engage in a public relations outreach campaign to educate and inform growers, regulatory agencies, agricultural associations (specifically-Western Growers, CA Farm Bureau, Western Plant Health Association, and CAPCA), fertilizer manufacturers and pest management service companies the role and importance the certified crop adviser plays in nutrient management and in the stewardship of our natural resources.

Both the Cooperator and the qualified marketing consultant will provide limited administrative and organizational support to the CA CCA Board of Directors in achieving the maximum exposure of the CA CCA program as possible. The CA CCA Board of Directors will cause the various projects and programs to be implemented and provide the professional oversight of the volunteers actually conducting the outreach.

The CA CCA Board of Directors have identified during the previous program year, the development of an evaluation plan would be essential and implemented to track and evaluate the major components contained in the proposal. The CA CCA Board of Directors will address the progress and findings during each quarterly Board meeting and more often by the Executive Committee if required. The findings of the tracking/evaluation of the project activities would be included in the quarterly reports to FREP.

G. Budget Justification:

The CA CCA FREP proposal is for a thirty six (36) month project. Total funds being requested are $149,964. This grant will be administered through UC Department of Plant Sciences. The bulk of the funding is through subcontractors CAPCA, who will administer the program, and through S Beckley & Associates, who will do the outreach and marketing aspects. The principles (CA CCA Board and subcontractors) will work closely to implement this project, and so many of the duties may be integrated across these units. For example, CAPCA will implement the management and logistics of the program, while S Beckley & Associates will conduct much of the outreach activities – however, CAPCA will assist in outreach efforts as well, through existing channels (magazine, web, membership meetings). The CA CCA board is heavily involved in the marketing aspects, and has a marketing committee and will participate heavily. The CA CCA board will need to authorize contacts and decisions which would heavily impact the viability of this outreach program.

The Excel budget document file is attached to the proposal as directed.

The funds for the Program management services are exclusively for salaries. Other expenses, including travel, equipment, materials, newsletters, telephone, web maintenance, and general support will be provided by CA CCA funds or by the Cooperator. Funds for S. Beckley & Associates are for consulting fees and miscellaneous expenses.

H. Deliverables:

Deliverables	Due Date
Interim Report w/Invoice For services1/1/12--6/30/12	7/31/2012
Annual Report w/Invoice For services 7/1/12--12/31/12	1/31/2013
Interim Report w/Invoice For Services 1/1/13--6/30/13	7/31/2013
Annual Report w/Invoice For services 7/1/13--12/31/13	1/31/2014
Interim Report w/Invoice For Services 1/1/14--6/30/14	7/31/2014
Final Report w/Invoice For Services 7/1/14--12/31/14	1/31/2015