

CALIFORNIA CERTIFIED CROP ADVISORS

CDFA/FREP-2012
EDUCATIONAL PROJECT



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CALIFORNIA CCA PROGRAM

- Voluntary Nutrient Certification Program
- Certification Standards established by ICCA of the American Society of Agronomy
- International & CA exam requirements, minimum of two years of consulting experience and 40 hours of CEUs every two years to maintain certification standards
- Nutrient Management Consulting
- CA CCA Board oversees programs



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CA CCA Key Areas of Interest

- Education/Certification
- Soil & Water Management
- Nutrient Management
- Manure Management
- Best Management Practices for Environmental Impact Mitigation



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CA CCA FREP Educational Project Justification

- The Educational Project provided a needs-based mechanism for the educational credit & certification of qualified individuals to promote the educational goals of FREP.
- Educational goals include soil, water, crop and resource management; enhancement of the viability of CCA certification through all marketing/outreach venues to include the general public.



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CALIFORNIA CCA Educational Project Objectives

- Broaden CA CCA identification & role in CA regulatory environment
- Increase & strengthen CA CCA membership
- Outline multi-tiered, long-term plans toward self-sustainability as an organization
- Efficiently administer and coordinate the CEUs while maintaining communications and flow of information to the stakeholders.



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CALIFORNIA CCA Educational Project Abstract/Summary

- CCA educational outreach was successful in that certifications increased by 30% during the grant period with fewer dropouts.
- CA CCA nutrient management expertise was recognized for manure management planning and for best management planning and reporting for nitrogen utilization
- CCA project incorporated dues & non dues strategies to establish foundation for self-sustainability



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CA CCA Abstract/Summary

- Administration of CCA certification and CEU approvals were achieved in an efficient & timely manner by project partner CAPCA.
- Introduction of an educational awareness outreach marketing effort came to fruition during the period and CA was recognized as fast growing state for new CCA certifications. The leadership of the CA CCA organization achieved goals of expanding the program, elected to Chair the national program and recognized for nutrient expertise by CA regulatory agencies.



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CALIFORNIA CCA Educational Project Results/Conclusions

- The challenge to identify the value of obtaining and maintaining a CCA certification and the value the certification brings to the holder of the certification as well as the value of the expertise they enjoy with the judicious use of fertilizers (and other nutrient resources) in California's crop production systems is being recognized due to the educational awareness efforts enabled by the CDFA/FREP project funding.



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CALIFORNIA CCA Educational Project Recognition

- This project was funded by a grant from the California Department of Food & Agriculture's Fertilizer Research & Education Program(FREP) and the Fertilizer Advisory Board.
- FREP provides funding to conduct research & education projects to advance the environmentally safe and agronomical sound use and handling of fertilizing materials.



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