



ReadexResearch

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**CERTIFIED
CROP ADVISER**

2013 CERTIFICANT SURVEY

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FINDINGS

FINDINGS: About This Research

About This Study

This Internet survey of emailable Certified Crop Advisors (CCA) was conducted on behalf of the American Society of Agronomy (ASA) to learn certificate holders' satisfaction with and suggestions for the certification and its associated benefits. It was conducted by Readex Research, an independent research firm.

The survey was designed jointly by ASA staff and Readex Research, building on a similar effort undertaken in 2005. The invitation to participate was emailed to 6,000 emailable CCA Certificate holders. Data was collected via the internet between March 5 and March 12, 2013.

A total of 2,063 sample members responded (34% response rate). Because a significant fraction of those invited to participate chose not to do so, the possible effects of nonresponse bias on these results should be considered. Percentages based on all 2,063 responses are subject to a margin of error of $\pm 2.0\%$ at the 95% confidence level. Percentages calculated on smaller tabulation bases — for example, those with 1 – 9 years of tenure — are subject to more statistical variability.

About This Report

This initial Findings section provides a narrative summary of key survey results, with selected comparisons between important segments of the population of interest. Where comparable, findings from the 2005 Member Survey are also discussed. The section ends with a recap of conclusions and recommendations.

The Tables section of the report presents one set of tables with survey results broken out by a number of variables.

The Comments section includes complete verbatim reproductions of respondents' answers, in their own words, to the survey's open-ended questions.

The Appendix provides additional details of survey methodology, as well as a copy of the survey instrument itself.

This report was prepared for ASA by Readex Research in accordance with accepted research standards and practices. This report contains all survey results that were provided to ASA.

FINDINGS: Certificant Profile

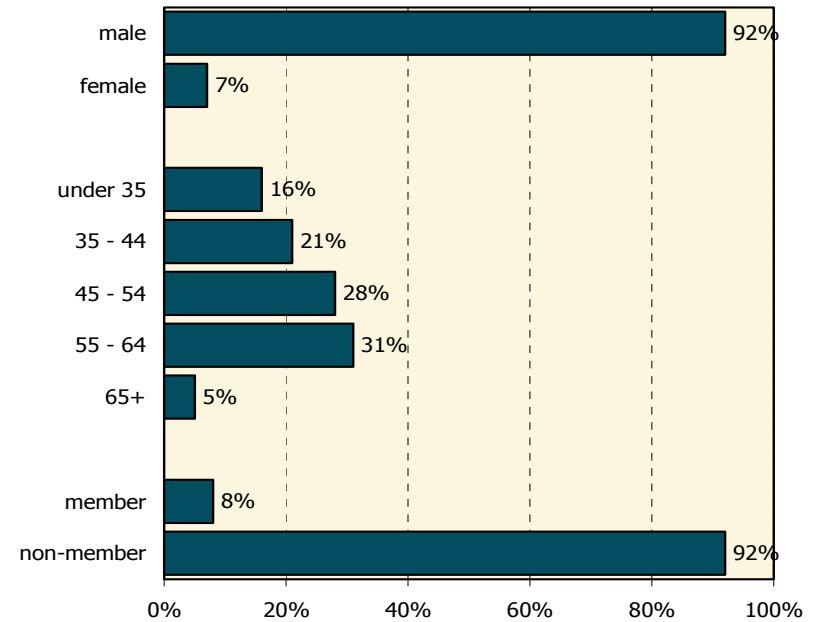
This survey represents the 12,318 non-retired Certified Crop Advisers.

92% of certificate holders are male, and 7% female (1% did not answer this question) [TABLE 86].

Median age for certificate holders is 50, with 36% being 55 years of age or older, and 16% under the age of 35. [TABLE 85]

8% of certificate holders are members of American Society of Agronomy, the Crop Science Society of America, and/or the Soil Science Society of America. [TABLE 88]

Exhibit 1
Certificant Characteristics

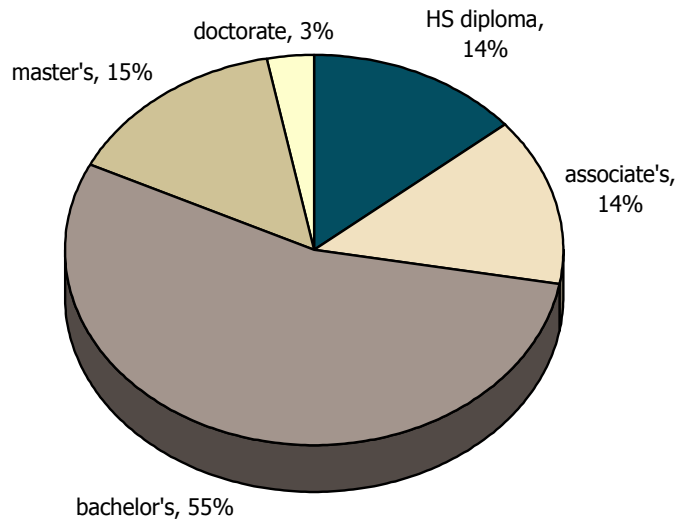


base: 2,063 respondents

FINDINGS: Certificant Profile

Just over half (55%) of certificate holders have a bachelor's as their highest degree earned. 15% have a master's, and 3% have a doctorate. 14% have a high school diploma or equivalent, and 14% have an associate's degree. Those over the age of 35 are more likely to have an associate's degree or high school diploma as their highest degree earned, while the percentage of certificate holders with a bachelor's degree decreases as age increases. [TABLE 87]

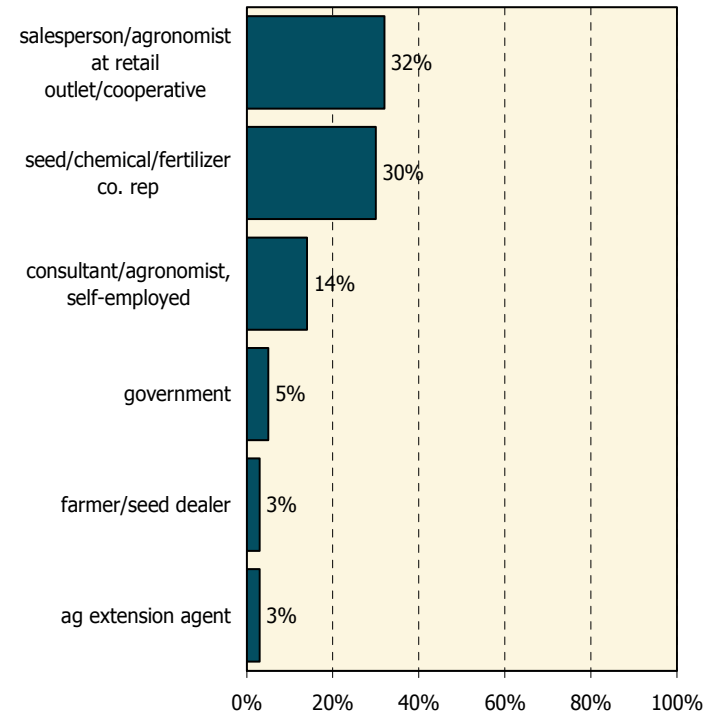
Exhibit 2 Education



base: 2,063 respondents

Certificate holders work primarily as salespeople or agronomists at retail outlets/cooperatives (32%), as seed/chemical/fertilizer company representatives (30%), and as self-employed consultant/agronomists (14%). No other type of employment was mentioned by more than 5% of certificate holders. [TABLE 81]

Exhibit 3 Employment – Top Mentions



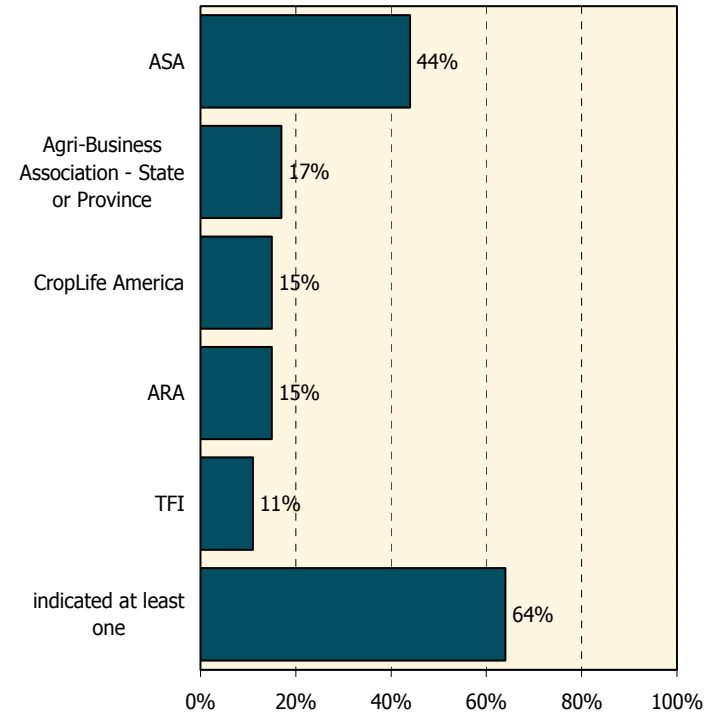
base: 2,063 respondents

FINDINGS: Certificant Profile

Certificate holders were presented with a list of 17 professional and scientific societies, and asked which they are currently members of. The top five mentions are shown below; the others were not indicated by more than 4% of certificate holders. Two-thirds (64%) of certificate holders are members of at least one of the listed societies. [TABLE 80]

According to member file data, just 8% of the sample are members of ASA, yet 44% of certificants report membership. It may be that since certificants receive communications about the program from ASA, as well as the publication *Crops & Soils*, quite a few believe they are members when in fact they are not.

Exhibit 4
Professional Memberships – Top Mentions



base: 2,063 respondents (multiple answers)

FINDINGS: CCA Program

Certificate holders hold their primary certification from the states and provinces listed below. Almost one-half (47%) of respondents hold their primary certification in a state within the Midwest Census designation. Another 12% of respondents are from Canada. [TABLE 1]

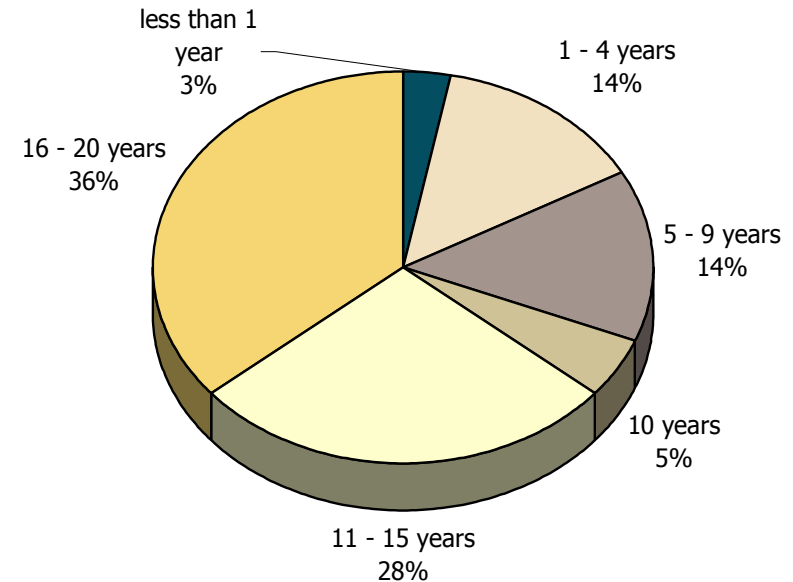
Exhibit 5
State/Province of Primary CCA Certification

Illinois	189	9%	Washington	31	2%	Vermont	4	<1%
Iowa	188	9%	Pennsylvania	28	1%	West Virginia	3	<1%
Wisconsin	119	6%	Arkansas	27	1%	Massachusetts	2	<1%
Indiana	114	6%	Colorado	26	1%	New Mexico	2	<1%
California	99	5%	Idaho	25	1%	Utah	2	<1%
Minnesota	97	5%	Tennessee	23	1%	Arizona	1	<1%
Nebraska	92	4%	Mississippi	20	1%	Nevada	1	<1%
Ohio	80	4%	Georgia	16	1%	New Jersey	1	<1%
Kansas	49	2%	Alabama	15	1%	Rhode Island	1	<1%
North Dakota	45	2%	Oklahoma	15	1%	Canada	244	12%
Michigan	42	2%	Oregon	13	1%	Ontario	103	5%
New York	42	2%	Louisiana	12	1%	Alberta	50	2%
Missouri	41	2%	Montana	10	<1%	Saskatchewan	43	2%
Texas	41	2%	South Carolina	10	<1%	Manitoba	38	2%
South Dakota	35	2%	Maine	9	<1%	British Columbia	2	<1%
Kentucky	33	2%	Virginia	9	<1%	New Brunswick	2	<1%
Florida	32	2%	Delaware	7	<1%	Prince Edward Island	2	<1%
North Carolina	31	2%	Maryland	6	<1%	Newfoundland and Labrador	1	<1%
			Wyoming	5	<1%	Nova Scotia	1	<1%

base: 2,063 respondents

One-third (36%) of certificate holders have been a CCA for 16 – 20 years, and another one-quarter (28%) for 11 – 15 years. The average number of years is 12.2, and the typical (median) number of years is 13. Those with a HS diploma/associate's degree have a slightly higher average number of years of tenure than do those with a bachelor's degree. [TABLE 2]

Exhibit 6
Years as a CCA



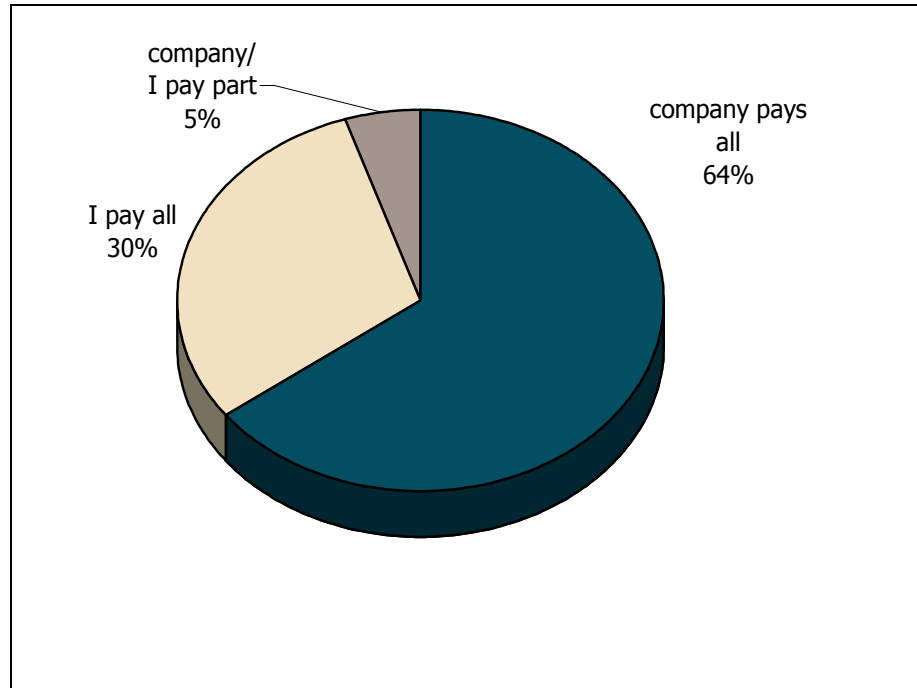
base: 2,063 respondents

FINDINGS: CCA Program

For a majority (64%) of certificate holders the annual CCA certification fee is paid for by their company; 30% pay for the fee themselves. A higher percentage of those age 55 or older and those with an advanced degree pay the entire fee themselves.

[TABLE 57]

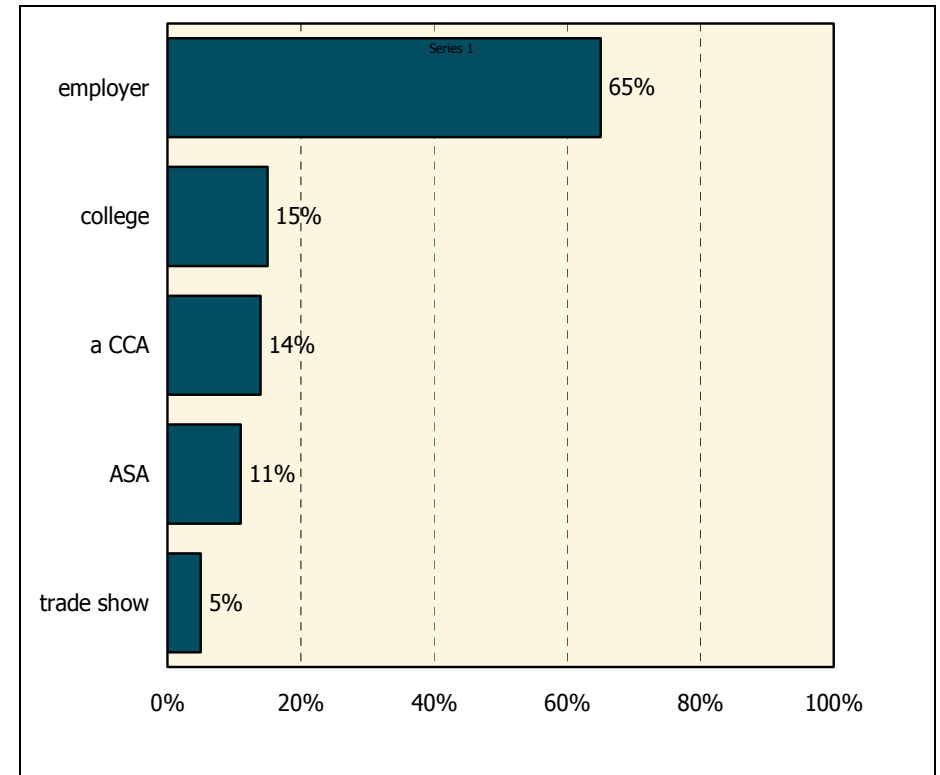
Exhibit 7
How Annual CCA Certification Fee is Paid



base: 2,063 respondents

A majority of certificate holders (65%) first learned about the CCA program from their employer. Another 15% learned about the program in college, 14% from another CCA, 11% from ASA, and 5% at a trade show. Those with less than 10 years as a CCA are more likely to have learned about the program in college, from another CCA, and less likely to have learned about it from ASA. [TABLE 3]

Exhibit 8
Where/When First Learned About CCA Program



base: 2,063 respondents (multiple answers)

FINDINGS: CCA Program

Certificate holders have a wide variety of reasons for earning and maintaining their certification. One of the top reasons, chosen by almost three-quarters of certificate holders (74% initially earning, 73% maintaining) is that the certification conveys professionalism to my customers. This finding is consistent with the study from 2005. A higher percentage of certificate holders under age 35 gave this as a reason for initially earning the certification than did those who are older. [TABLES 4 AND 5]

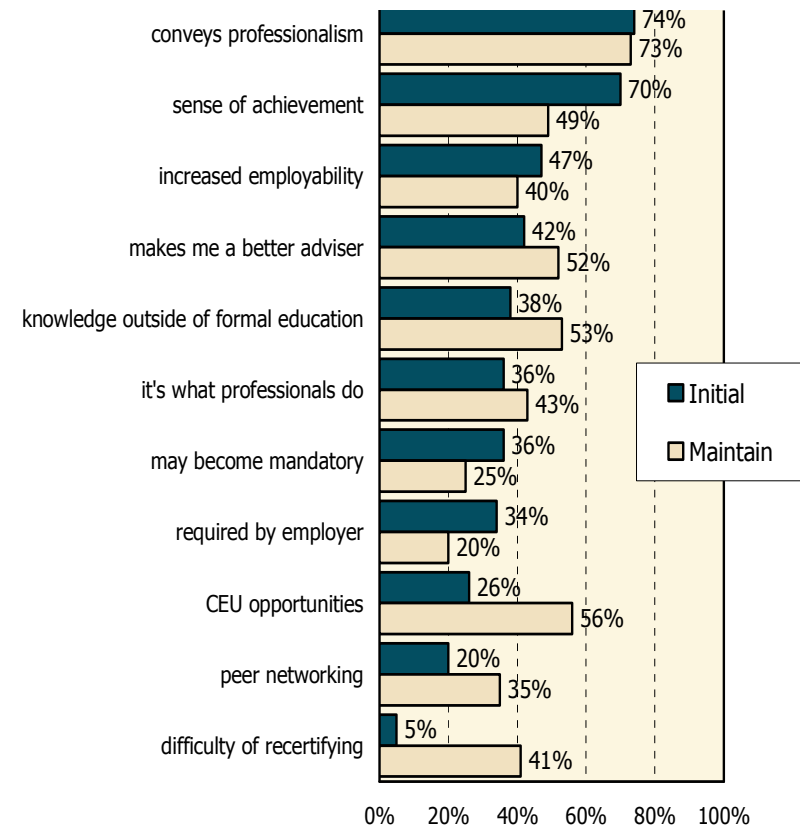
A top reason chosen for initially earning the certification, chosen by 70%, is *personal sense of achievement*; just half (49%) chose that as a reason for maintaining it. This reason is chosen for initially earning the certification by a higher percentage of those under age 35, and for both initially earning and maintaining it by those with a HS diploma/associate degree.

Other reasons with a higher percentage of certificate holders' choosing as why they initially earned the certification versus why they maintain it include *increased job advancement/employability* (47% versus 40%), *may become mandatory* (36% versus 25%), and *required by employer* (34% versus 20%). Those under 35 years of age are more likely to choose *increased job advancement/employability* as a reason for both initially earning and recertifying, while those 35 years of age or older are more likely to choose *may become mandatory* as a reason for initially earning the certification.

The reasons given by the highest percentage for maintaining the certification include *CEU opportunities* (56%), *provides an outline to gain agronomic knowledge outside of a formal education* (53%), and *makes me a better advisor* (52%); these reasons were chosen by significantly fewer as to why the certificate was initially earned (26%, 38%, and 42% respectively).

Other reasons chosen by a higher percentage of certificate holders as a reason for maintaining the certification versus why initially earning it include *it's what professionals do* (43% versus 36%), *difficulty of recertifying* (41% versus 5%), and *peer networking opportunities* (35% versus 20%). Those with tenure of 10 years or more were more likely to cite *difficulty of recertifying*, and those under age 35 were more likely to choose *peer networking opportunities*.

Exhibit 9
Reasons for Initial Earning/Maintaining Certification - Chart 1 of 2



base: 2,063 respondents (multiple answers)

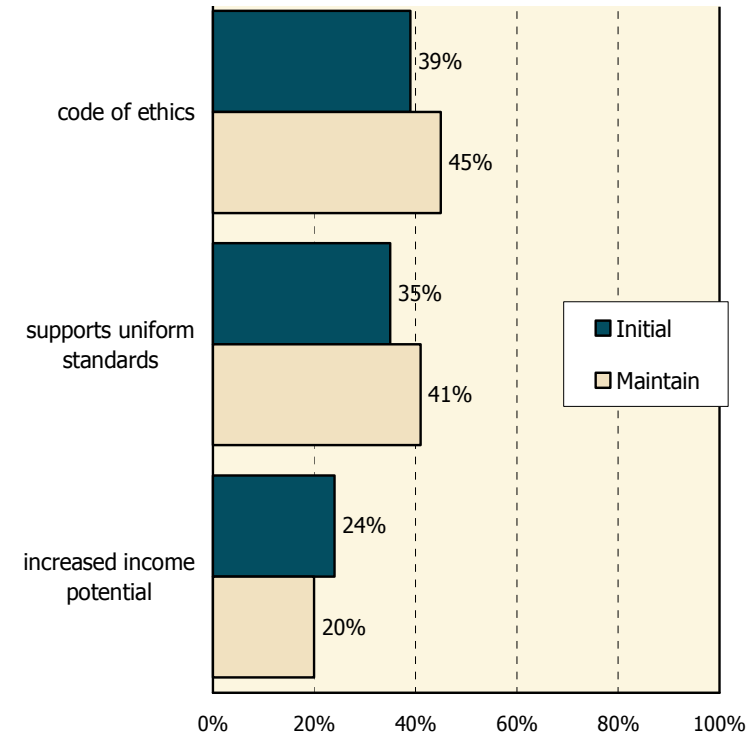
FINDINGS: CCA Program

Other reasons, show in the chart to the right, were chosen by similar percentages of certificate holders as reasons for initially earning the certification, and for maintaining it.

A higher percentage of those age 35 or older, and those with a HS/associates degree were more likely to choose *code of ethics* as a reason to initially certify and maintain certification.

A higher percentage of those younger than age 35, and those with a HS/associates degree were more likely to choose *increased income potential* as a reason to initially certify and maintain certification.

Exhibit 10
Reasons for Initial Earning/Maintaining Certification - Chart 2 of 2



base: 2,063 respondents (multiple answers)

FINDINGS: CCA Program

Almost all certificate holders (98%) have been involved in CCA program activities in the past two years. [TABLE 6]

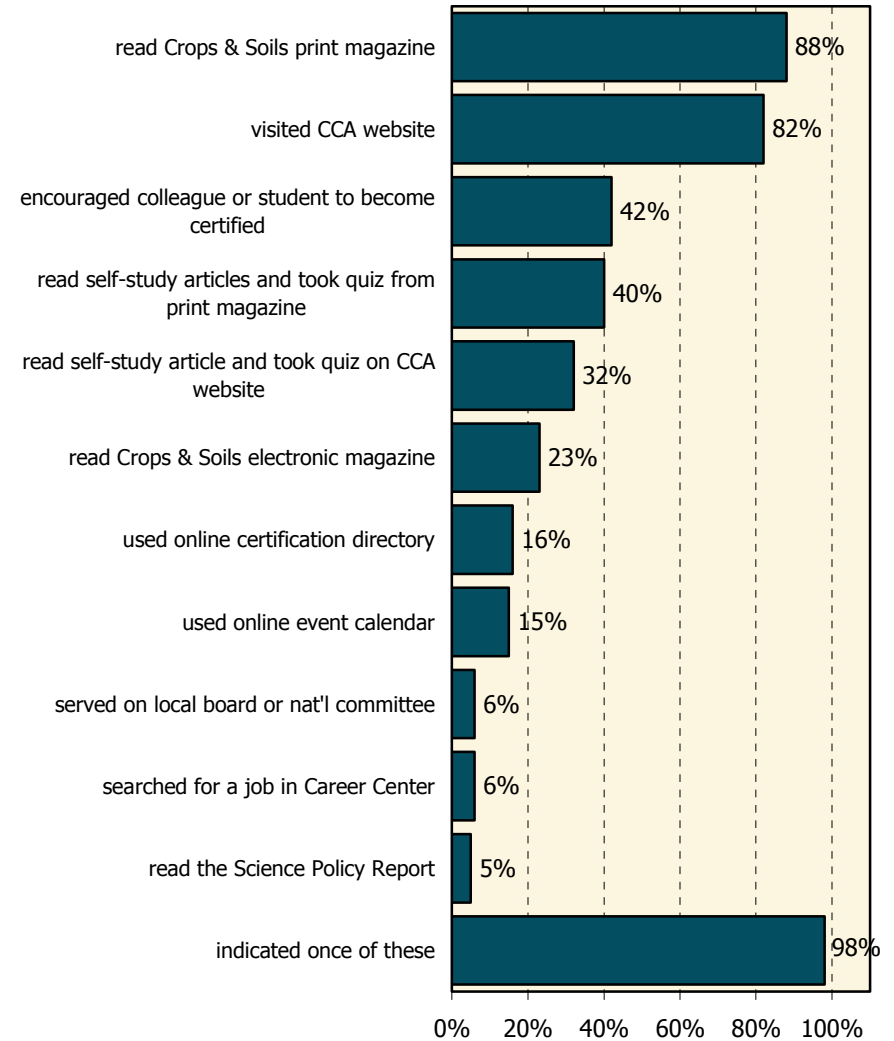
The activities mentioned by the highest percentage of certificate holders are *read Crops & Soils print magazine* (88%), and *visited CCA website* (82%). Those age 55+ are more likely to *read Crops & Soils print magazine*, and those younger than age 35 are more likely to have *visited CCA website*.

Roughly one-third or more have *encouraged a colleague or student to become certified* (42%), *have read self-study articles and took a quiz from the print magazine* (40%), and *have read a self-study article and took a quiz on the CCA website* (32%). Those younger than age 35 are more likely to have *encouraged a colleague or student to become certified*, while those age 35 or older are more likely to have *read a self-study article and taken a quiz from the print magazine or the CCA website*.

About one-quarter have *read Crops & Soils electronic magazine*; those age 35 or older are more likely to have done so.

A higher percentage of certificate holders who are satisfied overall with the program are more likely to be involved in a wide range of CCA program activities than are those who are neutral or dissatisfied; they are more likely to have *read Crops & Soils print magazine*, *visited CCA website*, *encouraged a colleague or student to become certified*, *read Crops & Soils electronic magazine*, *used the online certification directory*, and *used the online event calendar* than those who are neutral or not satisfied with the certification program.

Exhibit 11
Involvement in CCA Program Activities



base: 2,063 respondents (multiple answers)

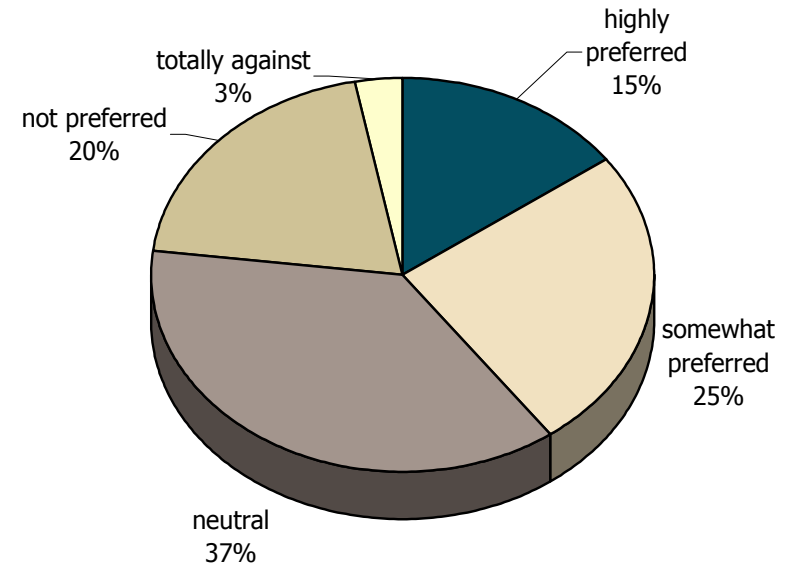
FINDINGS: CCA Program

There was a variety of reaction when asked about their preference for an electronic-only version of *Crops & Soils*; the complete statement was presented to certificate holders as follows:

The growing concerns of print publishing (use of natural resources, chemicals used in paper and printing inks, delivery fuel use, etc.), combined with the increasingly reader-friendly experience that electronic publishing allows (enhanced breadth and depth of content and interactivity; real-time links, embedded videos, polls, etc.), may make an electronic-only Crops & Soils magazine more valuable to readers. Please rate your preference for an electronic-only version of Crops & Soils.

Two-fifths (40%) highly or somewhat preferred an electronic version, one-third (37%) were neutral, and 20% did not prefer it. Only 3% said they were totally against the idea. [TABLE 7]

Exhibit 12
Preference for an Electronic-Only Version of *Crops & Soils*



base: 2,063 respondents

FINDINGS: CCA Program

Certificants were asked the importance of, and their satisfaction with, nine services/activities offered by ICCA. They were asked the following:

1) Please rate the importance of the services/activities of the *ICCA program*.

(1 to 5 scale; 1 = not at all important, 5 = very important)

2) Please rate your satisfaction with the services/activities of the *ICCA program*.

(1 to 5 scale; 1 = very dissatisfied, 5 = very satisfied plus "no experience with")

The chart at right shows the percentage rating each offering important (4 or 5), and the percentage rating themselves satisfied (4 or 5) among those who gave a rating. [TABLES 8 AND 20]

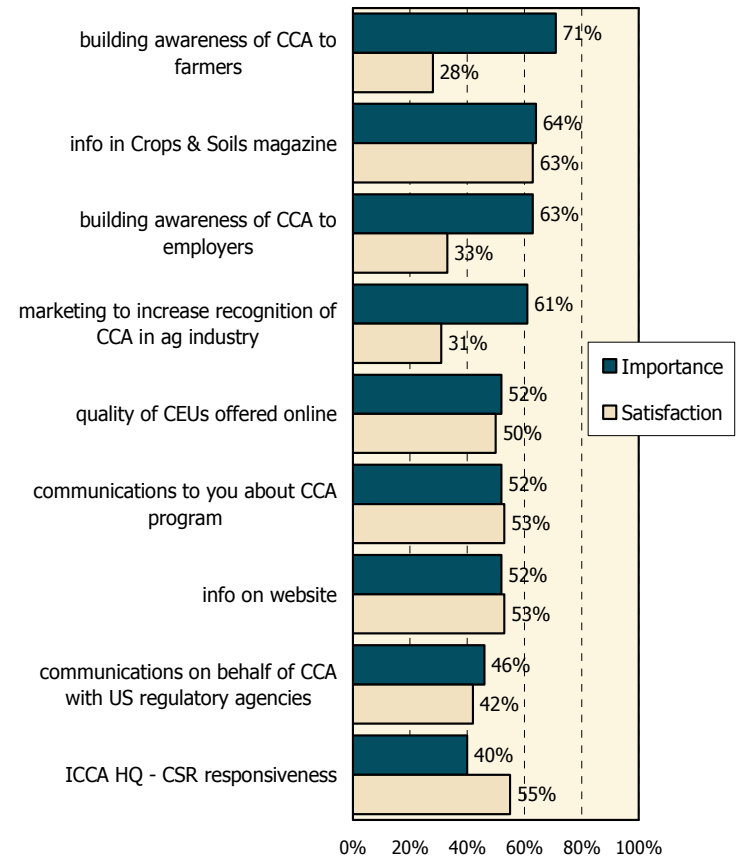
While *building awareness of CCA to farmers* is of highest importance to certificate holders, satisfaction received the lowest rating. Other services/attributes with large gaps in importance and satisfaction are *building awareness of CCA to employers* (63% versus 33%), and *marketing to increase recognition of CCA in ag industry* (61% versus 31%).

For all other attributes the satisfaction levels are on par with the importance ratings. Half or more of certificants are satisfied with *the information in Crops & Soils magazine* (63%), *the Customer Service Representatives Responsiveness at ICCA Headquarters* (55%), *information on the website* (53%), *communications to you about CCA program* (53%), and *quality of CEUs offered online* (50%).

A high percentage of certificants said they had no experience with these services/activities: *ICCA HQ – Customer Service Rep responsiveness* (34%), *communications on behalf of CCA program with U.S. regulatory agencies* (24%), and *quality of CEUs offered online* (18%).

All ICCA services/activities asked about are of greater importance to those who are satisfied with the overall program versus those who are neutral or not satisfied. In addition, those who are satisfied with the overall program are also more likely to be satisfied with all of the ICCA services/activities asked about than those who are neutral or not satisfied with the program.

Exhibit 13
Importance and Satisfaction with ICCA Services/Activities



Importance base: 2,063 respondents
Satisfaction base: among those providing a rating

FINDINGS: CCA Program

Certificants were asked the importance of, and their satisfaction with, eight CCA activities in their state/province/region. They were asked the following:

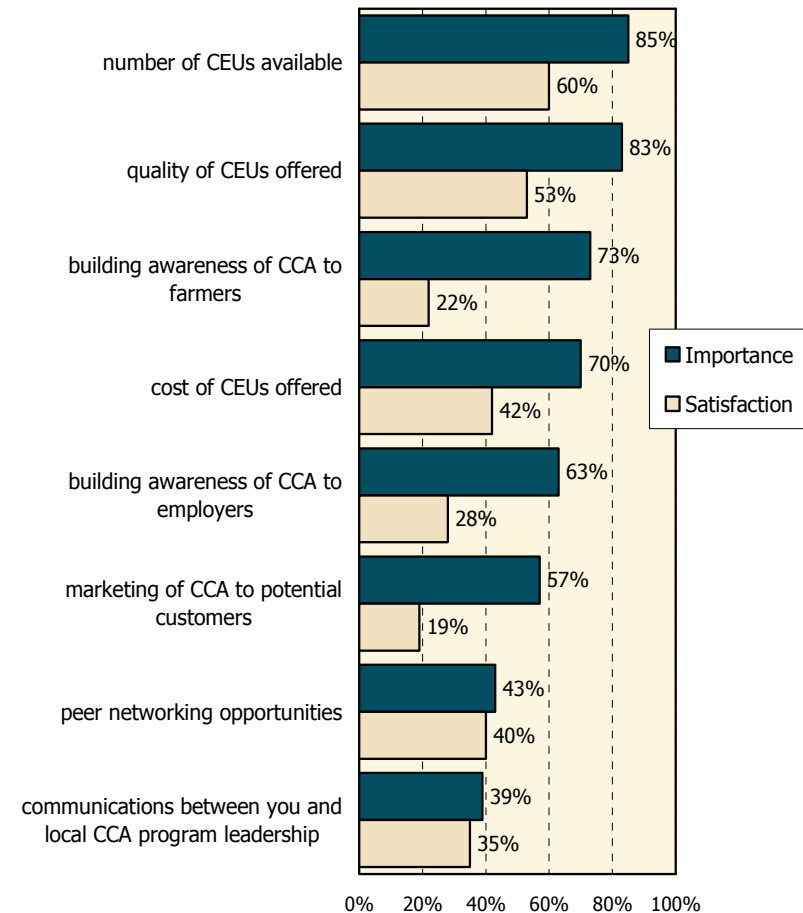
- 1) Please rate the importance of the CCA activities in your state/province/region.
(1 to 5 scale; 1 = not at all important, 5 = very important)
- 2) Please rate your satisfaction with the CCA activities in your state/province/region.
(1 to 5 scale; 1 = very dissatisfied, 5 = very satisfied plus "no experience with")

The chart at right shows the percentage rating each offering important (4 or 5), and the percentage rating themselves satisfied (4 or 5) among those who gave a rating. [TABLES 32 AND 43]

There are gaps between importance and satisfaction on the six activities rated most important. Especially large gaps are seen in *building awareness of CCA to farmers*, (51 percentage points), *marketing of CCA to potential customers* (38 percentage points), and *building awareness of CCA to employers* (35 percentage points).

As seen with the ICCA services/activities, all CCA activities in the state/province/region asked about are of greater importance to those who are satisfied with the overall program versus those who are neutral or not satisfied. In addition, those who are satisfied with the overall program are also more likely to be satisfied with all of the ICCA services/activities asked about than those who are neutral or not satisfied with the program.

Exhibit 14
Importance and Satisfaction with State/Province/Regional CCA Activities



Importance base: 2,063 respondents
Satisfaction base: among those providing a rating

FINDINGS: CCA Program

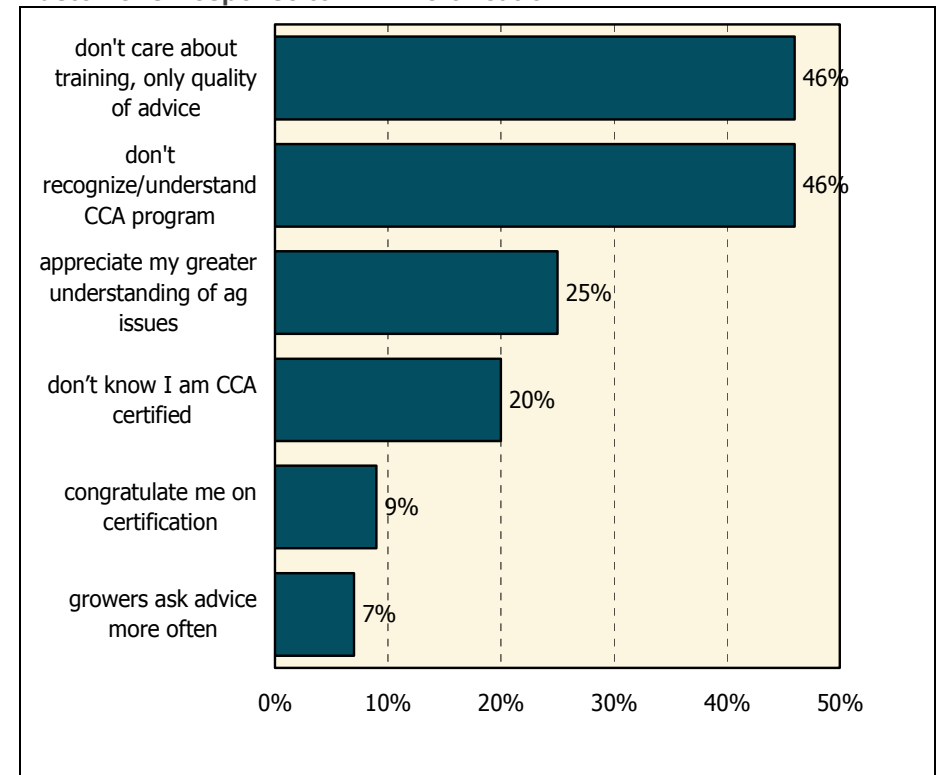
When asked how their customers have responded to their CCA certification, close to half of certificate holders say their customers *don't care about the training, only the quality of their agronomic advice* (46%), and that *they don't seem to recognize/understand the CCA program* (46%). In addition, 20% say that their customers *don't know they are CCA certified*. A higher percentage of those who are neutral or dissatisfied with the program cite these responses compared with those who are satisfied. [TABLE 54]

A higher percentage of those who are satisfied with the program overall are more likely to say their customers *appreciate their greater understanding of agricultural issues, congratulate them on earning their certification, and that growers ask their advice more often since they have become CCA certified*.

A higher percentage of those with ten or more years of tenure are more likely to say their customers *don't care about the training, only the quality of their agronomic advice*.

There is varying experience among those with less than ten years of tenure and those younger than age 35, as these segments are more likely to say both that their customers *don't know they are CCA certified*, and that they *congratulated them on earning their certification*.

Exhibit 15
Customer's Response to CCA Certification



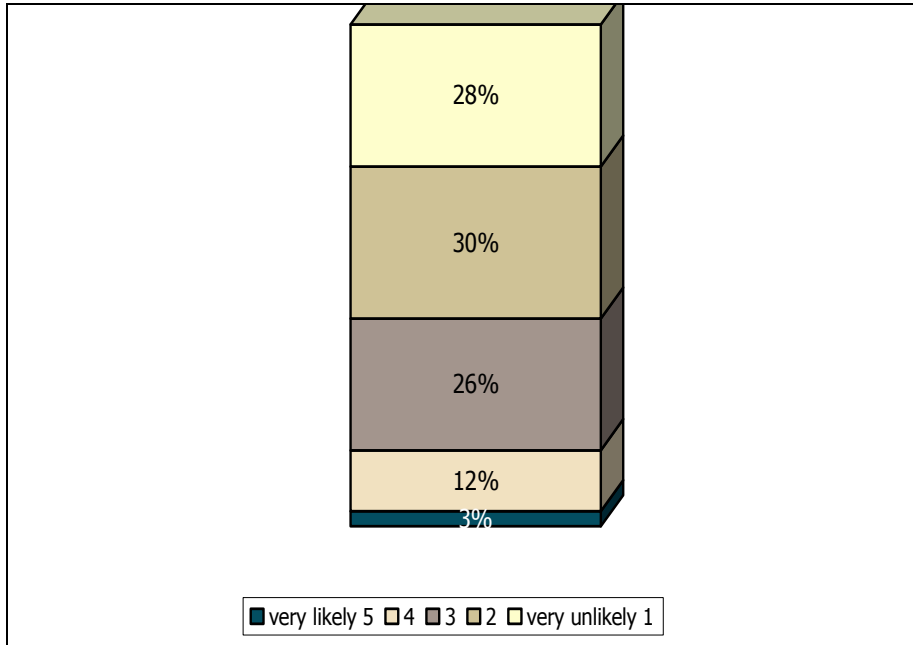
base: 2,063 respondents (multiple answers)

FINDINGS: CCA Program

Certificate holders were asked if they were aware of the “That’s Sound Advice Campaign”; more than three-quarters (78%) said they were not aware of the program. Those who are satisfied with the program, those with less than ten years of tenure, and those younger than 35 years of age are more likely to be aware of the campaign. [TABLE 55]

Just 15% say they are likely to attend a national CCA conference. Those who are satisfied with the program, those with less than 10 years of tenure, and those younger than age 35 are more likely to attend. [TABLE 56]

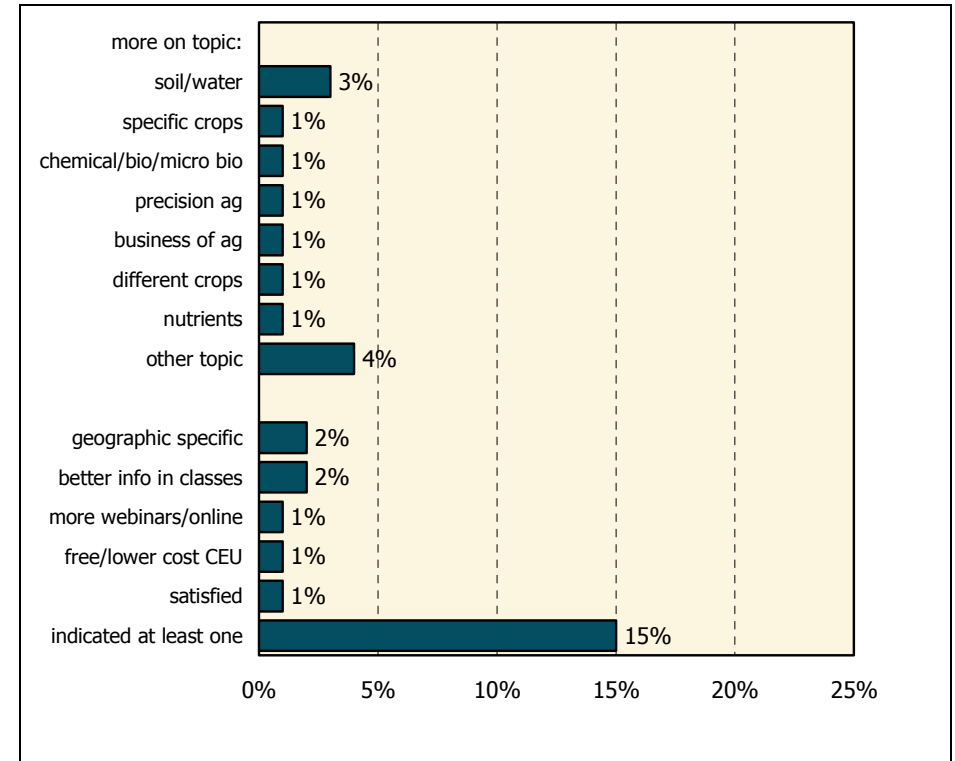
Exhibit 16
Likelihood to Attend National CCA Conference



base: 2,063 respondents

Certificate holders were asked in an open-ended fashion what specific topics they would like to see offered through the ASA Educational offerings (webinars, online courses, etc.). Only 15% offered an opinion, shown below. The complete text of their comments can be found in the Comments section of the report. [TABLE 58]

Exhibit 17
Desired Topics for ASA Educational Offerings

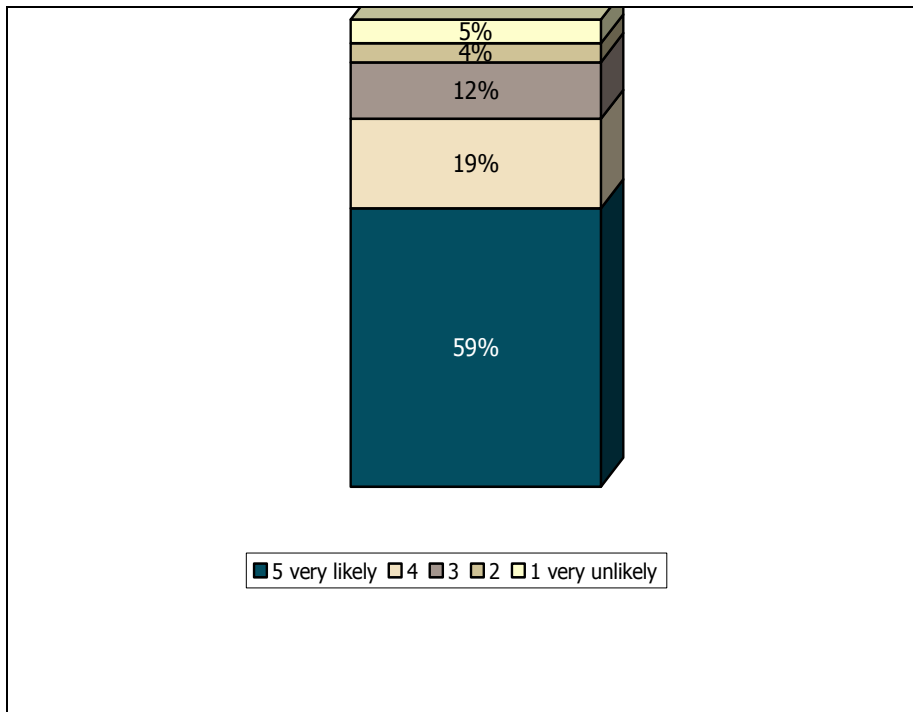


base: 2,063 respondents (open-ended answers)

FINDINGS: Overall Evaluations

Most certificate holders (78%) say are likely to maintain their CCA certification five years from now; this is down from 89% in 2005. About one-tenth (12%) are neutral, and 9% are unlikely to do so. Likelihood to maintain certification decreases with age, and increases with overall satisfaction with the certification program. A higher percentage of those with less than ten years of tenure say they will maintain their certification, while those with an advanced degree are less likely to maintain their certification. [TABLE 59]

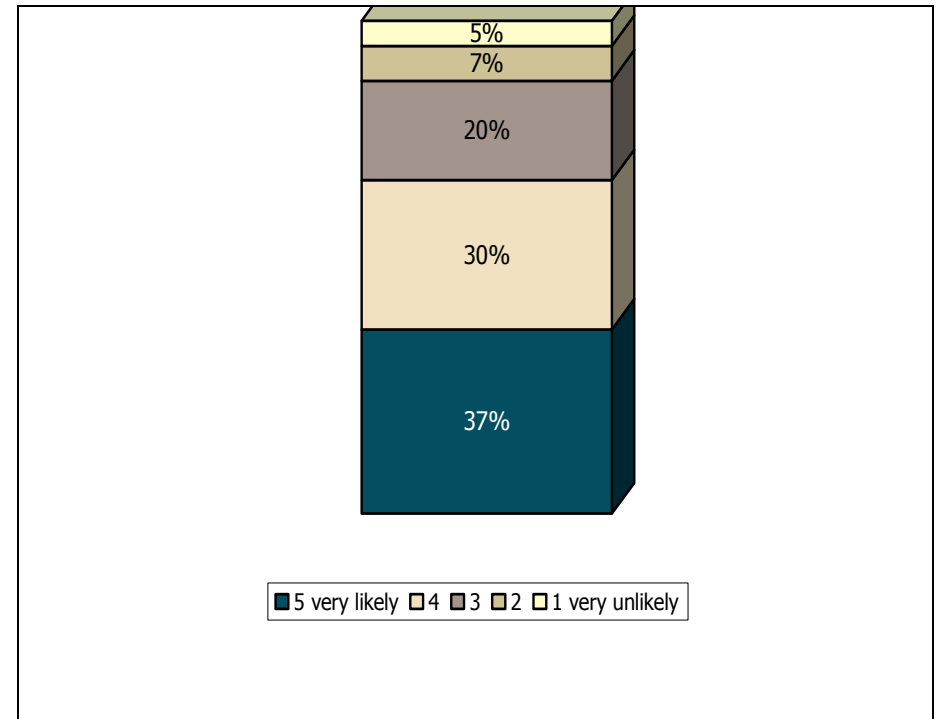
Exhibit 18
Likelihood to Maintain CCA Certification Five Years From Now



base: 2,063 respondents

Two-thirds (67%) are likely to recommend CCA certification to a colleague (down from 77% in 2005), 20% are neutral, and 12% are not likely to do so. The likelihood to recommend the CCA certification increases with overall satisfaction with the certification program. In addition, those with less than ten years of tenure are more likely to say they would recommend the certification, as are those with a HS diploma or associate's degree. [TABLE 60]

Exhibit 19
Likelihood to Recommend CCA Certification to a Colleague

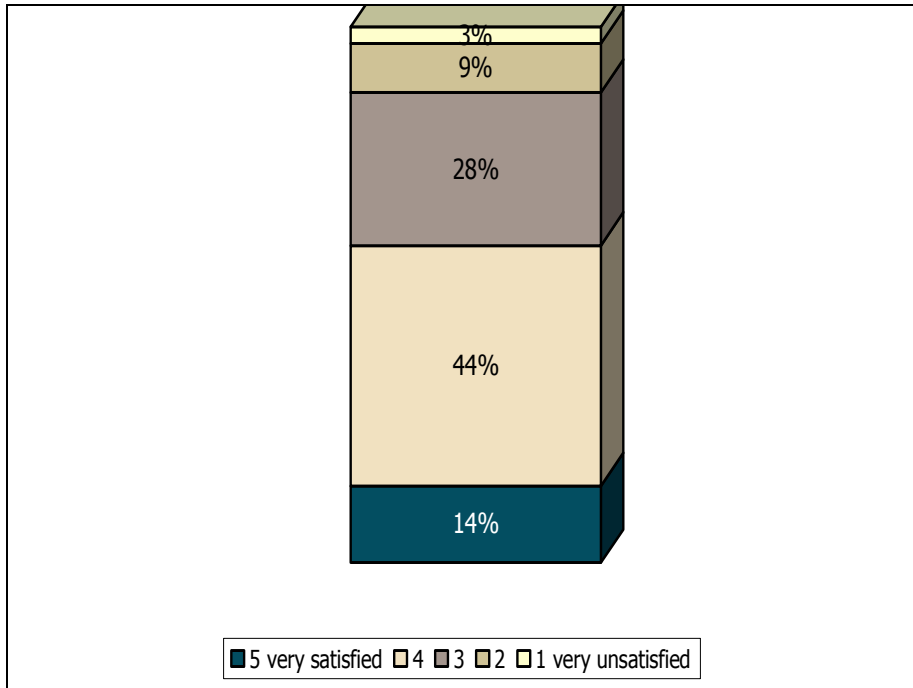


base: 2,063 respondents

FINDINGS: Overall Evaluations

A majority (58%) of certificate holders say they are satisfied with the CCA program, down from 78% in 2005. Another 28% are neutral, and 12% are dissatisfied. Those with less than ten years of tenure are more likely to be satisfied than are those with more tenure. [TABLE 61]

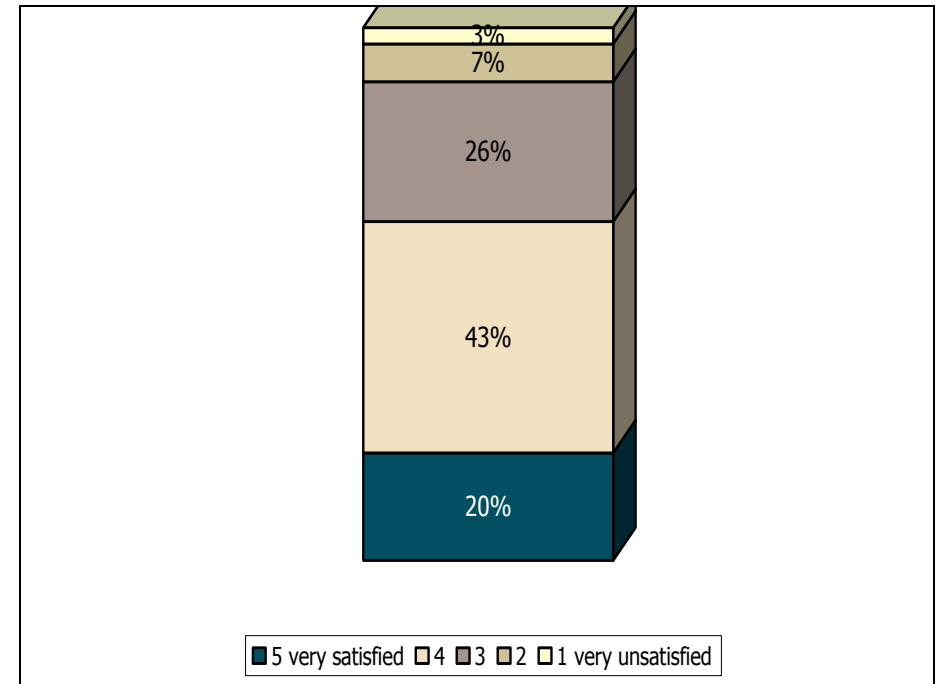
Exhibit 20
Overall Satisfaction with CCA Program



base: 2,063 respondents

A slightly higher percentage (63%) are satisfied with the CCA certification. One-quarter (26%) are neutral, and 12% are dissatisfied. Again, a higher percentage of those with less than ten years of tenure are more satisfied. In addition, a higher percentage of those under the age of 35 are satisfied, as well as those with a HS diploma or associate's degree. [TABLE 62]

Exhibit 21
Overall Satisfaction with CCA Certification



base: 2,063 respondents

Certificate holders were asked if they had any additional comments regarding the CCA program or their certification. About one-fifth (18%) offered an opinion; a complete transcription of these comments, which have been associated with the certificant's overall rating of the program, can be found in the Comments section of the report. The highest percentage of comments has to do with CEUs and certification (8%). [TABLE 63]

FINDINGS: Certificants' Concern for Agricultural Issues

Certificate holders were presented with a list of eleven agricultural issues, and asked to express their concern with these issues on a scale from 1 to 5 with 1 = not at all concerned and 5 = very concerned. The chart at right shows the percentage rating each concern a 4 or 5.

The top three concerns (given a rating of 4 or 5) shared by 80% or more certificate holders are *the effect of government regulations on your business* (84%), *recruiting and retaining good staff* (81%), and *maintaining company profitability* (80%). Three-quarters (73%) of certificate holders selected *staying up-to-date on agronomic information*, and two-thirds named *declining customer base* (loss of farmers) (65%) and *complying with staff training requirements* (i.e. DOT, HAZMAT, security, etc.) (63%). Increasing price sensitivity by customers was chosen by 61%. [TABLE 64]

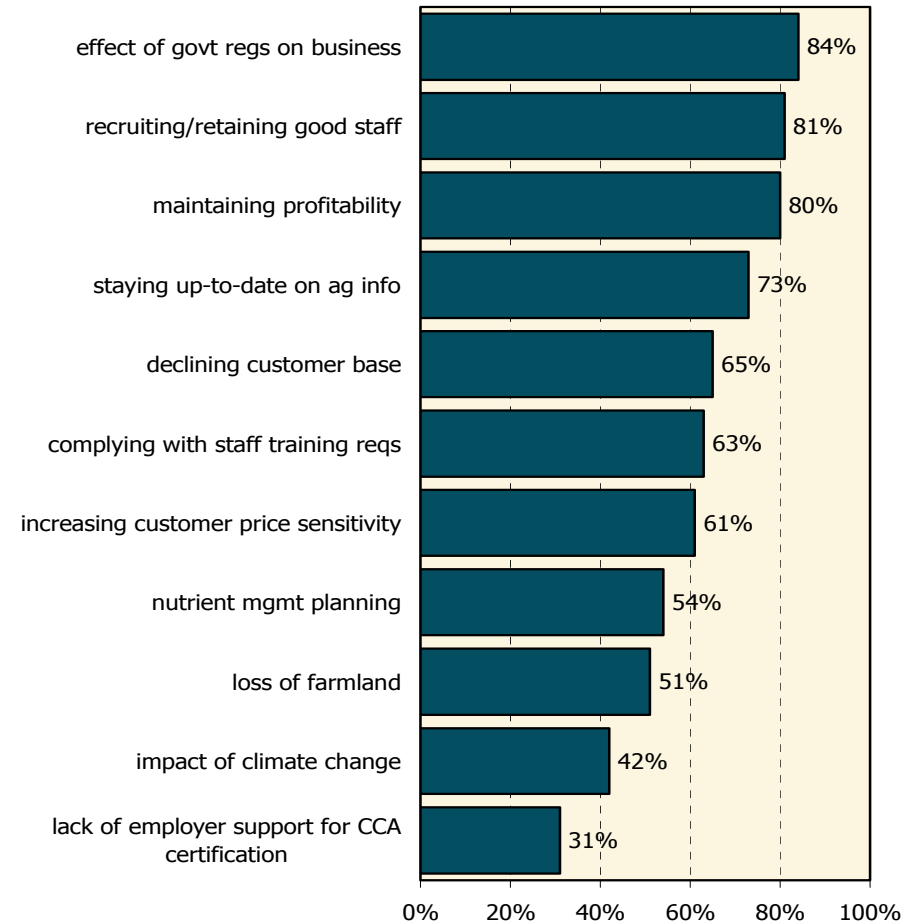
Other concerns chosen by roughly half are *nutrient management planning as a profit center* (54%) and *loss of farmland to urban development* (51%).

Of less importance, chosen by 42%, is *impact of climate change on agricultural production*. Fewer than one-third (31%) selected *lack of employer support for CCA certification*.

Those with a higher degree of education express less concern on all but one of the issues asked about than do those with a HS diploma/associate's degree. The exception is *loss of farmland due to urban development*.

A higher percentage of those 55 years or age or older are concerned about *staying up-to-date on agronomic information* and *loss of farmland to urban development*, and those under 35 years of age are less likely to be concerned with *declining customer base* (loss of farmers), and *complying with staff training requirements* (i.e. DOT, HAZMAT, security, etc.)

Exhibit 22
Concern for Agriculture Issues



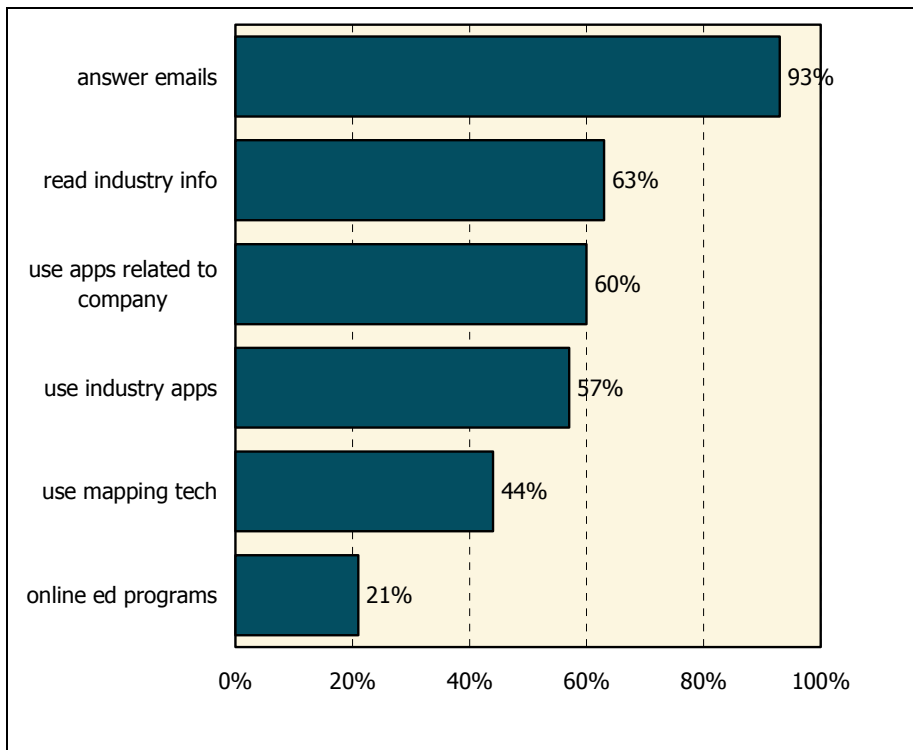
base: 2,063 respondents (multiple answers)

FINDINGS: Social Media and Communications

A majority of certificate holders – 80% - currently use a smartphone or tablet. Among those who do not, 49% plan on having one within the next two years, and 33% said they were not sure. The percentage of those who currently use a smartphone or tablet increases as age decreases. [TABLES 82 AND 83]

Most (93%) use their smartphones or tablets to *answer emails*. Half or more use them to *read industry information* (63%), *use apps related to their company* (60%), or *use industry apps* (57%). The percentage of those who *read industry information* and *use industry apps* increases as age decreases. [TABLE 84]

Exhibit 23 How Smartphone/Tablet is Used in Business/Work



base: those who currently use a smartphone or tablet (multiple answers)

FINDINGS: Social Media and Communications

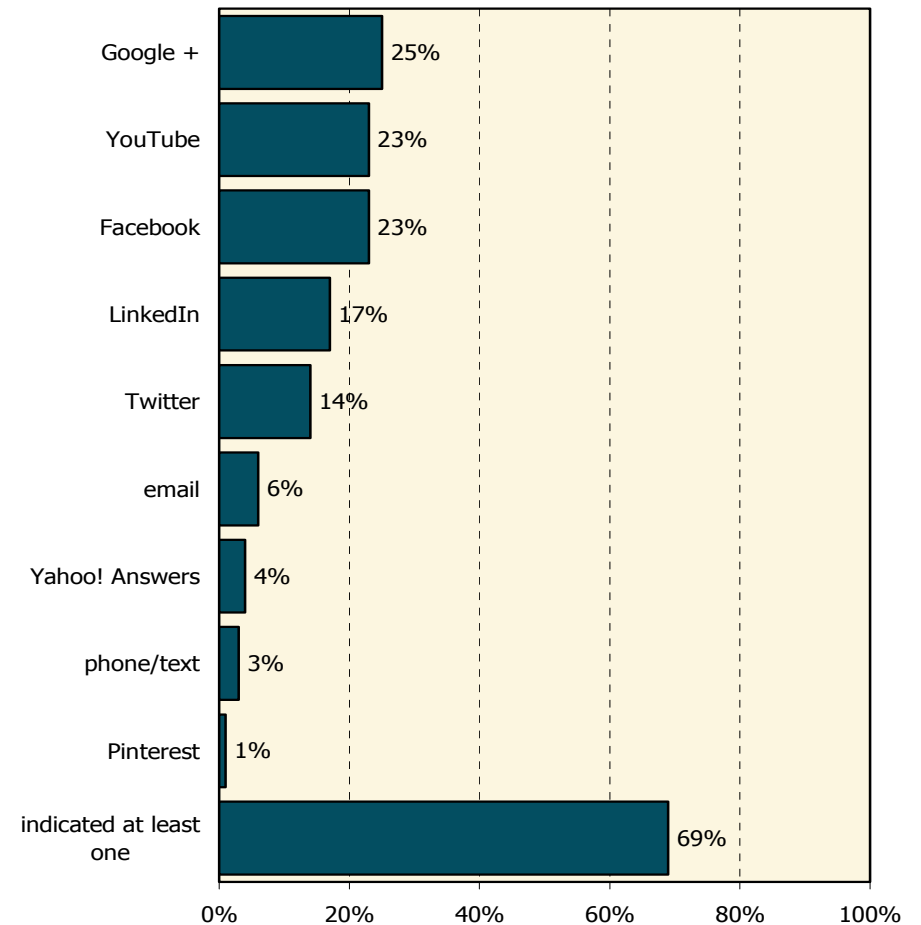
Certificate holders were asked which social media avenues they use for business-related activities. 69% indicated they use at least one of the options. Google + (25%), YouTube (23%), and Facebook (23%) are used by roughly one-quarter of certificate holders. LinkedIn is used by 17%, and Twitter by 14%. None of the other choices offered were selected by more than 4% of certificate holders. However, 6% of respondents wrote in “email,” and 3% wrote in “phone/text.” [TABLE 79]

The percentage of certificate holders who use Google + increases as their age increases, while younger certificate holders are more likely to use Facebook and Twitter. Those age 55 and older are less likely to use YouTube.

A higher percentage of those with a HS diploma/associate’s degree use Google +, while a lower percentage use YouTube and LinkedIn than do those with more advanced degrees.

Exhibit 24

Social Media Used for Business-Related Activities



base: 2,063 respondents (multiple answers)

FINDINGS: Conclusions and Recommendations

This section calls out some conclusions and offers recommendations from the point of view of the certificant holder, as represented by this data. It does not take into account the goals and objectives, or the mandates and constraints of the program.

1. The CCA program is generally good at delivering sufficient value such that three-quarters (78%) of certificants say they will likely maintain their certification in the next five years. However, there is some concern due to a decrease in scores on key measures from the last time a survey was undertaken in 2005. The percentage of respondents likely to maintain their certification decreased from 89% in 2005 to 78%. The likelihood to recommend the CCA certification to a colleague has decreased from 77% in 2005 to 67%, and overall satisfaction has gone down from 78% in 2005 to 58%.

2. What are the reasons for obtaining and maintaining the certification?

Understanding these reasons are key to attracting new applicants, and retaining current certificants. The number one reason for obtaining and maintaining certification is that it *conveys professionalism*. An additional top-rated reason for earning the certification is a *sense of personal achievement*. Other reasons for maintaining the certification that garnered a high percentage of mentions include *CEU opportunities* and *provides an outline to gain agronomic knowledge outside of a formal education*. So the most important activities that the program must do to attract new applicants and retain certificants are to promote and publicize the high level of professionalism the certification connotes, and provide opportunities for learning.

3. These reasons are reinforced when one examines the services and activities that certificants are engaged in, and deemed most important by certificants. The top two activities engaged in – *reading Crops & Soils print magazine* (88%), and *visiting the CCA website* (82%) are education-oriented activities. The most important service activity of the ICCA to certificants is *building awareness of CCA to farmers*, named by 71%. Only 28% are satisfied with the job the ICCA is doing. Several other related services – *building awareness of CCA to employers*, and *marketing to increase recognition of CCA in ag industry*, also have major gaps in how important they are rated, and how satisfied certificants are with the job the ICCA is doing.

4. At the local level there is a similar story. When asked to rate importance of and their satisfaction with CCA activities, the largest gaps again exist for *building awareness of CCA to farmers*, *building awareness of CCA to employers*, and *marketing of CCA to potential customers*. Certificants do not feel that the value of the certificate program is being effectively communicated to those who matter the most. When asked if they were aware of the “That’s Sound Advice” campaign, more than three-quarters said they were not aware. And the top two responses to the question “how have your customers responded to your certification,” named by almost half, were “*my customers don’t care about training, only quality of advice*” and/or “*customers don’t recognize/understand the CCA program.*”

5. A secondary need to publicizing the value of the program is improving the continuing education program at the local level. All three dimensions of CEUs offered – number, quality, and cost – are rated highly important, yet satisfaction levels are 25 to 30 percentage points lower. Education is a critical offering and required in order to maintain certification, but needs in this area are not being met.

6. The idea of *Crops & Soils* published in an electronic-only format was received positively by 40% of certificants; another 37% were neutral to the idea. Caution should be used in changing the delivery of the publication, as it is a primary way that certificate holders are involved with the program, and is a critical component in delivering the education benefit that is so highly valued.

FINDINGS: Conclusions and Recommendations

7. Finally, the Comments section offer many heartfelt thoughts and ideas about the CCA certification and program, as well as specific topics they would like to see offered through the ASA Educational offerings.

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

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013	Importance of ICCA Services/Activities: Communications on Behalf of CCA Program With U.S. Regulatory Agencies	067	Concern for Agriculture Issues: Maintaining Company Profitability
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053	Satisfaction With CCA Activities: Building Awareness of the Value of the CCA Credential to Farmers		

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 000 page 1

Key To Tables

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
	a	b	c	d	e	f	g	h	i	j	k	l	m
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063	1209	584	255	648	668	739	323	995	740	574	1127	354
margin of error at 95% confidence (percentage points):	±2.0	±2.6	±3.7	±5.7	±3.5	±3.5	±3.3	±5.0	±2.9	±3.3	±3.8	±2.7	±4.5

The margin of error for results based on fewer than 30 responses cannot be meaningfully calculated and the results are considered statistically unstable.

Segment	Description
TOTAL	all respondents
OVERALL SATISFACTION	indicated overall satisfaction with CCA program as
satisfied	5 or 4
neutral	3
not satisfied	2 or 1
TENURE	indicated CCA tenure as
1 - 9	1 – 9 years
10 - 15	10 – 15 years
16 - 20	16 – 20 years
AGE	indicated age as
<35	less than 35 years
35 - 54	35 – 54 years
55+	55 years or older
EDUCATION	indicated highest level of education as
HS diploma/associate's	HS diploma or associate's degree
bachelor's	bachelor's degree
advanced degree	master's or doctorate degree

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 001 page 1

State/Province of Primary CCA Certification

1. What is the state/province of your primary CCA certification?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
Illinois	189 9%	121 10%	48 8%	20 8%	43 7%	54 8%	90 12%	31 10%	85 9%	73 10%	56 10%	97 9%	34 10%
Iowa	188 9%	119 10%	42 7%	26 10%	51 8%	73 11%	64 9%	25 8%	95 10%	68 9%	62 11%	108 10%	18 5%
Wisconsin	119 6%	77 6%	28 5%	14 6%	41 6%	38 6%	40 5%	22 7%	71 7%	26 4%	24 4%	78 7%	18 5%
Indiana	114 6%	68 6%	32 5%	14 5%	28 4%	42 6%	44 6%	9 3%	60 6%	43 6%	36 6%	59 5%	19 5%
California	99 5%	56 5%	33 6%	11 4%	55 8%	15 2%	28 4%	15 5%	37 4%	48 6%	11 2%	70 6%	18 5%
Minnesota	97 5%	47 4%	36 6%	14 6%	20 3%	34 5%	42 6%	16 5%	57 6%	25 3%	31 5%	48 4%	19 5%
Nebraska	92 4%	35 3%	34 6%	21 8%	31 5%	27 4%	34 5%	12 4%	47 5%	32 4%	30 5%	48 4%	14 4%
Ohio	80 4%	40 3%	23 4%	14 6%	17 3%	28 4%	35 5%	8 2%	42 4%	30 4%	29 5%	39 3%	12 3%
Kansas	49 2%	26 2%	16 3%	6 2%	19 3%	18 3%	12 2%	12 4%	28 3%	9 1%	10 2%	31 3%	8 2%
North Dakota	45 2%	28 2%	11 2%	6 2%	17 3%	11 2%	17 2%	11 4%	20 2%	13 2%	5 1%	33 3%	7 2%
Michigan	42 2%	24 2%	11 2%	7 3%	9 1%	11 2%	22 3%	6 2%	17 2%	19 3%	14 3%	21 2%	7 2%
New York	42 2%	28 2%	10 2%	4 2%	13 2%	11 2%	16 2%	7 2%	23 2%	11 1%	8 1%	27 2%	5 2%
Missouri	41 2%	18 1%	15 3%	7 3%	9 1%	14 2%	18 2%	5 2%	15 2%	21 3%	8 1%	18 2%	15 4%
Texas	41 2%	23 2%	10 2%	7 3%	9 1%	17 3%	14 2%	3 1%	17 2%	20 3%	5 1%	28 3%	7 2%
South Dakota	35 2%	16 1%	14 2%	4 2%	5 1%	18 3%	11 2%	3 1%	20 2%	11 2%	10 2%	17 2%	7 2%
Kentucky	33 2%	21 2%	11 2%	1 0%	12 2%	7 1%	13 2%	6 2%	15 2%	12 2%	3 1%	21 2%	8 2%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 001 page 2

State/Province of Primary CCA Certification

1. What is the state/province of your primary CCA certification?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
Florida	32 2%	19 2%	10 2%	3 1%	13 2%	10 2%	9 1%	3 1%	16 2%	13 2%	1 0%	19 2%	10 3%
Washington	31 2%	15 1%	11 2%	5 2%	9 1%	8 1%	13 2%	3 1%	16 2%	12 2%	11 2%	16 1%	4 1%
North Carolina	31 1%	14 1%	14 2%	2 1%	5 1%	9 1%	16 2%	2 1%	18 2%	11 1%	9 2%	14 1%	8 2%
Pennsylvania	28 1%	17 1%	11 2%	1 0%	6 1%	10 2%	12 2%	3 1%	10 1%	14 2%	5 1%	13 1%	8 2%
Arkansas	27 1%	16 1%	7 1%	4 2%	12 2%	5 1%	9 1%	6 2%	15 2%	6 1%	3 1%	16 1%	8 2%
Colorado	26 1%	13 1%	8 1%	4 2%	11 2%	9 1%	6 1%	3 1%	13 1%	10 1%	4 1%	16 1%	7 2%
Idaho	25 1%	17 1%	6 1%	2 1%	5 1%	8 1%	12 2%	1 0%	10 1%	14 2%	10 2%	14 1%	1 0%
Tennessee	23 1%	13 1%	5 1%	5 2%	7 1%	5 1%	11 1%	4 1%	11 1%	8 1%	4 1%	13 1%	6 2%
Mississippi	20 1%	11 1%	6 1%	2 1%	5 1%	5 1%	10 1%	3 1%	7 1%	10 1%	1 0%	14 1%	5 1%
Georgia	16 1%	12 1%	1 0%	3 1%	3 0%	4 1%	9 1%	2 1%	5 0%	9 1%	2 0%	9 1%	4 1%
Alabama	15 1%	8 1%	5 1%	2 1%	1 0%	5 1%	9 1%	1 0%	5 1%	9 1%	2 0%	7 1%	6 2%
Oklahoma	15 1%	8 1%	3 0%	4 2%	1 0%	6 1%	8 1%	1 0%	7 1%	7 1%	1 0%	6 1%	8 2%
Oregon	13 1%	4 0%	6 1%	3 1%	2 0%	6 1%	5 1%	2 1%	4 0%	7 1%	4 1%	7 1%	2 0%
Louisiana	12 1%	7 1%	5 1%	1 0%	4 1%	5 1%	4 0%	0 0%	7 1%	5 1%	2 0%	5 0%	5 1%
Montana	10 0%	3 0%	3 0%	4 2%	2 0%	6 1%	2 0%	2 1%	4 0%	4 1%	4 1%	5 0%	1 0%
South Carolina	10 0%	3 0%	6 1%	0 0%	2 0%	3 0%	5 1%	2 1%	4 0%	4 1%	0 0%	5 0%	5 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 001 page 3

State/Province of Primary CCA Certification

1. What is the state/province of your primary CCA certification?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
Maine	9 0%	8 1%	1 0%	0 0%	5 1%	2 0%	3 0%	1 0%	2 0%	6 1%	1 0%	3 0%	5 2%
Virginia	9 0%	2 0%	6 1%	1 0%	4 1%	2 0%	3 0%	1 0%	4 0%	4 0%	5 1%	3 0%	1 0%
Delaware	7 0%	7 1%	0 0%	0 0%	2 0%	3 0%	2 0%	1 0%	4 0%	2 0%	2 0%	5 0%	0 0%
Maryland	6 0%	4 0%	1 0%	1 0%	2 0%	0 0%	4 1%	0 0%	1 0%	4 0%	2 0%	2 0%	2 0%
Wyoming	5 0%	3 0%	2 0%	0 0%	4 1%	0 0%	1 0%	2 1%	2 0%	1 0%	0 0%	3 0%	2 1%
Vermont	4 0%	2 0%	2 0%	0 0%	2 0%	1 0%	1 0%	1 0%	1 0%	2 0%	2 0%	1 0%	1 0%
West Virginia	3 0%	0 0%	2 0%	1 0%	2 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%	3 0%	0 0%
New Mexico	2 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%	1 0%
Utah	2 0%	2 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	1 0%	1 0%	0 0%
Massachusetts	2 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%
Nevada	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%
New Jersey	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%
Rhode Island	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%
Arizona	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 001 page 4

State/Province of Primary CCA Certification

1. What is the state/province of your primary CCA certification?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
Canada:	244 12%	182 15%	50 8%	12 5%	113 17%	93 14%	38 5%	62 19%	125 13%	57 8%	112 20%	112 10%	19 5%
Ontario	103 5%	74 6%	23 4%	6 2%	43 7%	36 5%	24 3%	27 8%	42 4%	34 5%	47 8%	48 4%	9 3%
Alberta	50 2%	34 3%	12 2%	4 2%	22 3%	23 3%	5 1%	13 4%	31 3%	6 1%	17 3%	30 3%	2 1%
Saskatchewan	43 2%	34 3%	7 1%	2 1%	23 4%	17 2%	4 1%	10 3%	27 3%	6 1%	28 5%	11 1%	4 1%
Manitoba	38 2%	32 3%	6 1%	0 0%	19 3%	15 2%	4 1%	9 3%	22 2%	8 1%	19 3%	18 2%	2 1%
British Columbia	2 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	1 0%	0 0%
New Brunswick	2 0%	2 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	1 0%	0 0%	2 0%	0 0%
Prince Edward Island	2 0%	2 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%
Newfoundland and Labrador	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%
Nova Scotia	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%
no answer	127 6%	74 6%	37 6%	14 6%	44 7%	40 6%	43 6%	24 7%	48 5%	55 7%	38 7%	67 6%	22 6%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 002 page 1

CCA Tenure

2. How many years have you been a CCA?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
16 - 20 years	739 36%	394 33%	229 39%	114 45%	0 0%	0 0%	739 100%	0 0%	335 34%	400 54%	218 38%	366 32%	154 44%
11 - 15 years	570 28%	337 28%	153 26%	75 29%	0 0%	570 85%	0 0%	6 2%	332 33%	232 31%	189 33%	296 26%	81 23%
10 years	98 5%	60 5%	20 3%	18 7%	0 0%	98 15%	0 0%	10 3%	64 6%	22 3%	23 4%	57 5%	16 5%
5 - 9 years	296 14%	172 14%	92 16%	29 11%	296 46%	0 0%	0 0%	104 32%	146 15%	46 6%	74 13%	176 16%	44 12%
1 - 4 years	286 14%	192 16%	76 13%	15 6%	286 44%	0 0%	0 0%	160 49%	95 10%	31 4%	58 10%	179 16%	50 14%
less than 1 year	66 3%	51 4%	13 2%	2 1%	66 10%	0 0%	0 0%	42 13%	16 2%	8 1%	11 2%	47 4%	8 2%
mean:	12.2	11.8	12.6	13.9	4.8	13.1	18.0	4.6	12.7	14.9	13.0	11.7	12.8
standard error:	0.12	0.17	0.23	0.30	0.10	0.04	0.00	0.16	0.16	0.16	0.22	0.17	0.29
median:	13	13	14	15	5	13	18	4	14	16	14	13	15
no answer	8 0%	3 0%	2 0%	3 1%	0 0%	0 0%	0 0%	0 0%	7 1%	1 0%	1 0%	6 1%	1 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 003 page 1

Where/When First Learned About CCA Program

3. When/where did you first learn about the CCA program?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
from employer	1343 65%	777 64%	382 65%	176 69%	360 56%	476 71%	501 68%	158 49%	716 72%	467 63%	440 77%	741 66%	156 44%
in college	316 15%	183 15%	97 17%	34 13%	199 31%	76 11%	40 5%	165 51%	134 14%	17 2%	31 5%	201 18%	84 24%
from a CCA	293 14%	197 16%	75 13%	19 7%	146 23%	85 13%	60 8%	71 22%	115 12%	104 14%	74 13%	163 14%	53 15%
from ASA	231 11%	136 11%	66 11%	26 10%	31 5%	61 9%	139 19%	7 2%	86 9%	136 18%	38 7%	110 10%	82 23%
at a trade show	99 5%	56 5%	27 5%	13 5%	23 3%	28 4%	48 7%	3 1%	42 4%	54 7%	39 7%	44 4%	17 5%
in high school	7 0%	4 0%	2 0%	0 0%	5 1%	1 0%	1 0%	6 2%	0 0%	1 0%	3 1%	3 0%	1 0%
indicated at least one	2055 100%	1205 100%	581 100%	253 99%	647 100%	666 100%	734 99%	323 100%	992 100%	735 99%	572 100%	1122 100%	352 100%
no answer	8 0%	4 0%	3 0%	2 1%	1 0%	2 0%	5 1%	0 0%	3 0%	5 1%	2 0%	5 0%	1 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 004 page 1

Primary Reasons for Initially Earning CCA

4. What are your primary reasons for initially earning your CCA?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
conveys professionalism to my customers	1534 74%	968 80%	408 70%	146 57%	492 76%	467 70%	571 77%	260 81%	721 73%	549 74%	423 74%	857 76%	249 70%
personal sense of achievement	1444 70%	911 75%	370 63%	149 59%	475 73%	456 68%	509 69%	253 78%	680 68%	508 69%	425 74%	775 69%	236 67%
increased job advancement/ employability	968 47%	600 50%	261 45%	101 40%	355 55%	302 45%	310 42%	202 63%	487 49%	278 38%	268 47%	549 49%	147 41%
makes me a better adviser	872 42%	602 50%	209 36%	53 21%	297 46%	269 40%	304 41%	144 45%	388 39%	340 46%	279 49%	469 42%	122 35%
provides a code of ethics	797 39%	517 43%	206 35%	69 27%	200 31%	242 36%	352 48%	86 27%	365 37%	346 47%	267 47%	412 37%	113 32%
provides an outline to gain agronomic knowledge outside of a formal education	784 38%	542 45%	198 34%	36 14%	256 39%	237 35%	291 39%	135 42%	353 35%	294 40%	256 45%	418 37%	108 30%
think it may become mandatory	749 36%	393 32%	213 37%	139 55%	170 26%	249 37%	325 44%	76 24%	412 41%	260 35%	230 40%	414 37%	103 29%
it's what professionals do	733 36%	462 38%	205 35%	62 24%	216 33%	223 33%	293 40%	117 36%	349 35%	264 36%	207 36%	395 35%	127 36%
supports uniform standards for the industry	719 35%	466 39%	176 30%	71 28%	194 30%	226 34%	297 40%	103 32%	327 33%	288 39%	216 38%	386 34%	115 32%
required by employer	707 34%	380 31%	221 38%	104 41%	224 35%	237 35%	240 33%	114 35%	372 37%	220 30%	204 36%	389 34%	110 31%
continuing education (CEU opportunities)	537 26%	371 31%	127 22%	33 13%	159 25%	180 27%	197 27%	87 27%	208 21%	242 33%	154 27%	294 26%	89 25%
increased income potential	494 24%	308 26%	129 22%	53 21%	184 28%	159 24%	150 20%	105 33%	262 26%	127 17%	166 29%	274 24%	53 15%
peer networking opportunities	405 20%	270 22%	101 17%	30 12%	137 21%	120 18%	148 20%	78 24%	185 19%	142 19%	104 18%	225 20%	75 21%
difficulty of recertifying	104 5%	63 5%	25 4%	16 6%	25 4%	32 5%	47 6%	14 4%	49 5%	41 6%	38 7%	54 5%	11 3%
indicated at least one	2022 98%	1186 98%	573 98%	250 98%	636 98%	652 98%	726 98%	318 99%	975 98%	723 98%	561 98%	1106 98%	347 98%
no answer	41 2%	24 2%	12 2%	5 2%	12 2%	16 2%	13 2%	5 1%	20 2%	17 2%	13 2%	21 2%	7 2%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 005 page 1

Primary Reasons for Maintaining CCA

5. What are your primary reasons for maintaining your CCA?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
conveys professionalism to my customers	1509 73%	998 83%	400 68%	98 38%	499 77%	478 72%	530 72%	241 75%	704 71%	560 76%	447 78%	819 73%	238 67%
continuing education (CEU opportunities)	1152 56%	810 67%	283 48%	50 20%	367 57%	381 57%	403 55%	182 56%	516 52%	455 61%	366 64%	607 54%	175 49%
provides an outline to gain agronomic knowledge outside of a formal education	1095 53%	779 64%	260 45%	46 18%	343 53%	356 53%	395 53%	165 51%	506 51%	420 57%	357 62%	577 51%	157 44%
makes me a better adviser	1077 52%	794 66%	241 41%	33 13%	361 56%	346 52%	369 50%	165 51%	489 49%	422 57%	360 63%	558 49%	155 44%
personal sense of achievement	1011 49%	690 57%	245 42%	66 26%	313 48%	331 50%	366 50%	160 49%	438 44%	412 56%	331 58%	518 46%	156 44%
provides a code of ethics	919 45%	651 54%	218 37%	42 17%	268 41%	281 42%	368 50%	113 35%	423 43%	380 51%	318 55%	467 41%	129 37%
it's what professionals do	890 43%	600 50%	237 41%	48 19%	266 41%	284 42%	340 46%	136 42%	430 43%	323 44%	257 45%	478 42%	151 43%
difficulty of recertifying	854 41%	464 38%	267 46%	119 47%	235 36%	283 42%	334 45%	128 40%	434 44%	289 39%	263 46%	470 42%	120 34%
supports uniform standards for the industry	847 41%	609 50%	190 33%	43 17%	265 41%	264 40%	318 43%	133 41%	389 39%	322 44%	268 47%	444 39%	132 37%
increased job advancement/ employability	831 40%	581 48%	200 34%	43 17%	356 55%	244 37%	229 31%	198 61%	395 40%	238 32%	245 43%	455 40%	128 36%
peer networking opportunities	721 35%	516 43%	167 29%	31 12%	242 37%	230 34%	248 34%	134 42%	337 34%	250 34%	202 35%	401 36%	114 32%
think it may become mandatory	510 25%	280 23%	160 27%	67 26%	173 27%	146 22%	188 25%	85 26%	252 25%	172 23%	155 27%	283 25%	70 20%
increased income potential	414 20%	303 25%	87 15%	19 7%	169 26%	118 18%	127 17%	97 30%	185 19%	132 18%	140 24%	220 19%	53 15%
required by employer	412 20%	254 21%	116 20%	41 16%	163 25%	122 18%	124 17%	83 26%	203 20%	125 17%	127 22%	237 21%	47 13%
indicated at least one	2033 99%	1203 99%	575 98%	240 94%	640 99%	659 99%	728 99%	319 99%	979 98%	730 99%	568 99%	1106 98%	351 99%
no answer	30 1%	7 1%	9 2%	14 6%	8 1%	9 1%	11 1%	4 1%	16 2%	10 1%	6 1%	21 2%	3 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 006 page 1

Involvement in CCA Program Activities

6. In the past 2 years, in which of these ways (if any) have you been involved in the CCA program activities?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
read <i>Crops & Soils</i> print magazine	1814 88%	1105 91%	500 86%	196 77%	574 89%	590 88%	642 87%	281 87%	851 86%	679 92%	509 89%	990 88%	309 87%
visited CCA website	1690 82%	1052 87%	454 78%	171 67%	568 88%	547 82%	569 77%	293 91%	822 83%	571 77%	466 81%	926 82%	290 82%
encouraged a colleague or student to become certified	872 42%	637 53%	198 34%	32 13%	312 48%	255 38%	302 41%	162 50%	407 41%	302 41%	256 45%	477 42%	134 38%
read self-study articles and took quiz from <i>Crops & Soils</i> print magazine	822 40%	497 41%	231 40%	89 35%	193 30%	308 46%	316 43%	76 24%	401 40%	343 46%	262 46%	433 38%	122 35%
read self-study article and took quiz on CCA website	654 32%	385 32%	186 32%	79 31%	154 24%	257 39%	240 32%	68 21%	331 33%	254 34%	187 33%	354 31%	107 30%
read <i>Crops & Soils</i> electronic magazine	479 23%	323 27%	121 21%	29 11%	145 22%	156 23%	178 24%	53 16%	237 24%	188 25%	142 25%	247 22%	89 25%
used online certification directory	332 16%	242 20%	66 11%	22 9%	111 17%	100 15%	120 16%	63 20%	157 16%	111 15%	102 18%	167 15%	61 17%
used online event calendar	316 15%	222 18%	76 13%	16 6%	108 17%	104 16%	101 14%	48 15%	151 15%	116 16%	93 16%	161 14%	60 17%
served on a local board or national committee	133 6%	95 8%	31 5%	5 2%	20 3%	29 4%	83 11%	10 3%	54 5%	67 9%	21 4%	71 6%	41 12%
searched for a job in the Career Center	116 6%	80 7%	31 5%	4 2%	63 10%	34 5%	19 3%	34 10%	61 6%	21 3%	32 6%	52 5%	31 9%
read the Science Policy Report	97 5%	73 6%	20 3%	3 1%	27 4%	31 5%	39 5%	17 5%	38 4%	43 6%	25 4%	42 4%	30 9%
indicated at least one	2022 98%	1200 99%	571 98%	237 93%	643 99%	653 98%	718 97%	320 99%	964 97%	734 99%	565 99%	1100 98%	348 98%
none of these	41 2%	9 1%	13 2%	18 7%	5 1%	15 2%	21 3%	3 1%	31 3%	6 1%	8 1%	27 2%	6 2%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 007 page 1

Preference for an Electronic-Only Version of *Crops & Soils*

7. The growing concerns of print publishing (use of natural resources, chemicals used in paper and printing inks, delivery fuel use, etc.), combined with the increasingly reader-friendly experience that electronic publishing allows (enhanced breadth and depth of content and interactivity; real-time links, embedded videos, polls, etc.), may make an electronic-only *Crops & Soils* magazine more valuable for readers. Please rate your preference for an electronic-only version of *Crops & Soils*.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
highly preferred	314 15%	182 15%	81 14%	49 19%	98 15%	93 14%	122 16%	44 14%	169 17%	100 13%	69 12%	179 16%	66 19%
somewhat preferred	516 25%	328 27%	130 22%	54 21%	155 24%	176 26%	181 25%	71 22%	282 28%	162 22%	150 26%	274 24%	90 25%
neutral	764 37%	431 36%	244 42%	85 33%	244 38%	256 38%	261 35%	131 41%	359 36%	273 37%	220 38%	432 38%	107 30%
not preferred	404 20%	241 20%	110 19%	49 19%	131 20%	125 19%	147 20%	67 21%	161 16%	174 24%	112 20%	212 19%	77 22%
totally against	61 3%	28 2%	16 3%	17 7%	19 3%	17 3%	25 3%	10 3%	23 2%	29 4%	19 3%	29 3%	13 4%
no answer	4 0%	0 0%	3 1%	1 0%	1 0%	0 0%	3 0%	0 0%	1 0%	3 0%	3 1%	1 0%	0 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 008 page 1

Importance of ICCA Services/Activities: Important Summary

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
IMPORTANT SUMMARY (rated 4 or 5 on a 5-point scale where 5 = very important and 1 = not at all important)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
building awareness of the value of the CCA credential to farmers	1465 71%	950 79%	375 64%	130 51%	491 76%	463 69%	506 68%	247 77%	702 71%	512 69%	406 71%	818 73%	234 66%
information in <i>Crops & Soils</i> magazine	1319 64%	920 76%	305 52%	85 33%	456 70%	426 64%	432 58%	227 70%	591 59%	498 67%	365 64%	724 64%	224 63%
building awareness of the value of the CCA credential to employers	1297 63%	856 71%	321 55%	111 43%	455 70%	405 61%	435 59%	229 71%	621 62%	445 60%	358 62%	720 64%	213 60%
marketing to increase recognition of the CCA program in agricultural industry	1258 61%	830 69%	310 53%	110 43%	431 67%	388 58%	436 59%	226 70%	608 61%	421 57%	328 57%	709 63%	214 61%
quality of CEUs offered online	1075 52%	717 59%	251 43%	100 39%	358 55%	362 54%	351 48%	181 56%	520 52%	373 50%	296 52%	590 52%	183 52%
communications to you about the CCA program	1070 52%	790 65%	215 37%	56 22%	379 59%	311 47%	377 51%	187 58%	497 50%	384 52%	300 52%	589 52%	177 50%
information provided on the website	1063 52%	764 63%	237 41%	55 22%	392 60%	323 48%	343 46%	197 61%	499 50%	366 49%	286 50%	590 52%	182 51%
communications on behalf of CCA program with U.S. regulatory agencies	953 46%	626 52%	235 40%	85 34%	301 47%	286 43%	360 49%	143 44%	468 47%	338 46%	253 44%	539 48%	158 45%
ICCA Headquarters - Customer Service Representatives responsiveness	822 40%	577 48%	181 31%	60 23%	275 42%	252 38%	293 40%	122 38%	398 40%	301 41%	210 37%	470 42%	140 40%
indicated at least one	1851 90%	1146 95%	497 85%	195 77%	600 93%	593 89%	650 88%	302 93%	876 88%	669 90%	511 89%	1018 90%	315 89%
indicated none	212 10%	63 5%	88 15%	59 23%	48 7%	75 11%	89 12%	21 7%	118 12%	71 10%	63 11%	110 10%	39 11%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 009 page 1

Importance of ICCA Services/Activities: Not Important Summary

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
NOT IMPORTANT SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very important and 1 = not at all important)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
communications on behalf of CCA program with U.S. regulatory agencies	274 13%	137 11%	68 12%	67 26%	97 15%	101 15%	76 10%	57 18%	124 12%	93 13%	77 13%	152 14%	43 12%
ICCA Headquarters - Customer Service Representatives responsiveness	272 13%	108 9%	97 17%	66 26%	85 13%	97 15%	89 12%	51 16%	128 13%	92 12%	72 13%	139 12%	60 17%
quality of CEUs offered online	208 10%	96 8%	58 10%	52 20%	61 9%	62 9%	84 11%	29 9%	98 10%	80 11%	56 10%	115 10%	36 10%
information provided on the website	175 8%	51 4%	51 9%	69 27%	39 6%	64 10%	72 10%	29 9%	77 8%	67 9%	45 8%	97 9%	31 9%
communications to you about the CCA program	171 8%	41 3%	55 9%	74 29%	39 6%	62 9%	70 9%	23 7%	82 8%	66 9%	40 7%	88 8%	41 12%
marketing to increase recognition of the CCA program in agricultural industry	158 8%	41 3%	56 10%	60 24%	44 7%	54 8%	60 8%	23 7%	74 7%	60 8%	38 7%	82 7%	39 11%
building awareness of the value of the CCA credential to employers	157 8%	39 3%	59 10%	57 22%	32 5%	55 8%	67 9%	18 6%	73 7%	64 9%	38 7%	79 7%	39 11%
building awareness of the value of the CCA credential to farmers	114 6%	25 2%	40 7%	49 19%	20 3%	39 6%	53 7%	11 4%	51 5%	50 7%	25 4%	59 5%	29 8%
information in <i>Crops & Soils</i> magazine	92 4%	23 2%	28 5%	40 16%	26 4%	31 5%	34 5%	19 6%	47 5%	25 3%	17 3%	56 5%	19 5%
indicated at least one	715 35%	331 27%	230 39%	148 58%	213 33%	247 37%	252 34%	116 36%	345 35%	253 34%	193 34%	393 35%	126 36%
indicated none	1348 65%	878 73%	354 61%	107 42%	435 67%	421 63%	488 66%	207 64%	650 65%	487 66%	380 66%	735 65%	227 64%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 010 page 1

Importance of ICCA Services/Activities: Mean Summary

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MEAN SUMMARY (5 = very important; 1 = not at all important)													
base: those rating each													
building awareness of the value of the CCA credential to farmers	4.1	4.2	4.0	3.5	4.2	4.0	4.0	4.2	4.1	4.0	4.1	4.1	3.9
building awareness of the value of the CCA credential to employers	3.9	4.0	3.7	3.3	4.0	3.8	3.8	4.1	3.8	3.8	3.9	3.9	3.8
marketing to increase recognition of the CCA program in agricultural industry	3.8	4.0	3.7	3.3	3.9	3.7	3.8	4.0	3.8	3.7	3.8	3.9	3.8
information in <i>Crops & Soils</i> magazine	3.8	4.0	3.6	3.2	3.9	3.8	3.7	3.9	3.7	3.9	3.8	3.8	3.8
quality of CEUs offered online	3.6	3.7	3.5	3.2	3.7	3.6	3.5	3.7	3.6	3.5	3.6	3.6	3.6
information provided on the website	3.6	3.8	3.4	2.8	3.8	3.5	3.5	3.7	3.6	3.6	3.6	3.6	3.6
communications to you about the CCA program	3.6	3.8	3.4	2.9	3.7	3.5	3.6	3.7	3.5	3.6	3.6	3.6	3.5
communications on behalf of CCA program with U.S. regulatory agencies	3.5	3.6	3.4	3.1	3.5	3.4	3.6	3.4	3.5	3.5	3.5	3.5	3.5
ICCA Headquarters - Customer Service Representatives responsiveness	3.4	3.6	3.2	2.9	3.5	3.3	3.4	3.4	3.4	3.4	3.4	3.4	3.4

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 011 page 1

Importance of ICCA Services/Activities: Communications to You About the CCA Program

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
COMMUNICATIONS TO YOU ABOUT THE CCA PROGRAM													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	296 14%	221 18%	58 10%	15 6%	114 18%	82 12%	99 13%	56 17%	120 12%	119 16%	84 15%	157 14%	54 15%
4	774 38%	569 47%	156 27%	41 16%	265 41%	229 34%	277 38%	130 40%	377 38%	265 36%	216 38%	432 38%	123 35%
3	709 34%	326 27%	271 46%	108 42%	201 31%	261 39%	242 33%	101 31%	357 36%	249 34%	207 36%	384 34%	114 32%
2	110 5%	30 2%	36 6%	43 17%	23 4%	41 6%	44 6%	11 4%	57 6%	40 5%	28 5%	54 5%	26 7%
1 - not at all important	61 3%	11 1%	19 3%	32 12%	16 2%	21 3%	25 3%	11 4%	25 2%	25 3%	12 2%	34 3%	15 4%
mean:	3.6	3.8	3.4	2.9	3.7	3.5	3.6	3.7	3.5	3.6	3.6	3.6	3.5
standard error:	0.02	0.02	0.04	0.07	0.04	0.04	0.04	0.05	0.03	0.04	0.04	0.03	0.05
no answer	113 5%	52 4%	44 8%	17 7%	28 4%	34 5%	51 7%	12 4%	59 6%	41 6%	26 5%	66 6%	22 6%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 012 page 1

Importance of ICCA Services/Activities: Information Provided on the Website

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
INFORMATION PROVIDED ON THE WEBSITE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	310 15%	231 19%	63 11%	14 5%	130 20%	86 13%	94 13%	74 23%	128 13%	108 15%	85 15%	164 15%	59 17%
4	753 36%	533 44%	174 30%	41 16%	261 40%	237 35%	250 34%	123 38%	370 37%	257 35%	201 35%	426 38%	123 35%
3	692 34%	331 27%	249 43%	109 43%	185 29%	238 36%	266 36%	89 27%	347 35%	256 35%	205 36%	373 33%	113 32%
2	103 5%	35 3%	32 6%	34 13%	23 4%	35 5%	44 6%	18 5%	43 4%	41 5%	26 5%	53 5%	21 6%
1 - not at all important	72 3%	17 1%	19 3%	36 14%	16 2%	29 4%	28 4%	11 4%	34 3%	27 4%	19 3%	43 4%	10 3%
mean:	3.6	3.8	3.4	2.8	3.8	3.5	3.5	3.7	3.6	3.6	3.6	3.6	3.6
standard error:	0.02	0.02	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.05
no answer	133 6%	63 5%	48 8%	21 8%	32 5%	43 6%	58 8%	8 3%	72 7%	51 7%	37 6%	68 6%	28 8%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 013 page 1

Importance of ICCA Services/Activities: Communications on Behalf of CCA Program With U.S. Regulatory Agencies

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
COMMUNICATIONS ON BEHALF OF CCA PROGRAM WITH U.S. REGULATORY AGENCIES													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	382 18%	261 22%	81 14%	38 15%	126 19%	113 17%	143 19%	58 18%	182 18%	139 19%	94 16%	228 20%	57 16%
4	571 28%	366 30%	154 26%	47 18%	176 27%	173 26%	217 29%	85 26%	287 29%	199 27%	159 28%	310 28%	100 28%
3	622 30%	338 28%	207 35%	71 28%	181 28%	221 33%	217 29%	89 28%	293 29%	238 32%	184 32%	322 29%	114 32%
2	137 7%	76 6%	30 5%	30 12%	49 8%	53 8%	35 5%	26 8%	66 7%	45 6%	39 7%	78 7%	20 6%
1 - not at all important	137 7%	60 5%	38 7%	38 15%	47 7%	49 7%	41 6%	31 10%	58 6%	49 7%	38 7%	75 7%	23 6%
mean:	3.5	3.6	3.4	3.1	3.5	3.4	3.6	3.4	3.5	3.5	3.5	3.5	3.5
standard error:	0.03	0.03	0.05	0.09	0.05	0.05	0.04	0.07	0.04	0.04	0.05	0.04	0.06
no answer	214 10%	108 9%	74 13%	31 12%	69 11%	60 9%	85 12%	34 10%	109 11%	70 9%	59 10%	115 10%	39 11%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 014 page 1

Importance of ICCA Services/Activities: Marketing to Increase Recognition of the CCA Program in Agricultural Industry

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MARKETING TO INCREASE RECOGNITION OF THE CCA PROGRAM IN AGRICULTURAL INDUSTRY													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	530 26%	334 28%	135 23%	58 23%	188 29%	156 23%	184 25%	104 32%	249 25%	174 24%	135 23%	298 26%	93 26%
4	728 35%	496 41%	175 30%	52 21%	243 37%	232 35%	252 34%	122 38%	359 36%	246 33%	194 34%	411 36%	121 34%
3	503 24%	270 22%	170 29%	58 23%	132 20%	185 28%	183 25%	59 18%	240 24%	203 27%	167 29%	260 23%	74 21%
2	98 5%	32 3%	40 7%	24 9%	31 5%	30 5%	35 5%	13 4%	51 5%	34 5%	24 4%	49 4%	24 7%
1 - not at all important	60 3%	8 1%	16 3%	36 14%	12 2%	23 3%	25 3%	10 3%	24 2%	27 4%	13 2%	33 3%	14 4%
mean:	3.8	4.0	3.7	3.3	3.9	3.7	3.8	4.0	3.8	3.7	3.8	3.9	3.8
standard error:	0.02	0.02	0.04	0.09	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
no answer	144 7%	69 6%	48 8%	26 10%	41 6%	41 6%	60 8%	14 4%	73 7%	56 8%	40 7%	77 7%	27 8%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 015 page 1

Importance of ICCA Services/Activities: Quality of CEUs Offered Online

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
QUALITY OF CEUS OFFERED ONLINE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	360 17%	251 21%	80 14%	28 11%	131 20%	108 16%	120 16%	73 23%	177 18%	109 15%	91 16%	202 18%	65 18%
4	714 35%	466 39%	171 29%	72 28%	227 35%	254 38%	231 31%	108 33%	343 34%	264 36%	205 36%	388 34%	118 33%
3	591 29%	304 25%	207 35%	75 29%	170 26%	191 29%	229 31%	85 26%	285 29%	222 30%	175 31%	324 29%	91 26%
2	115 6%	61 5%	33 6%	19 8%	33 5%	33 5%	48 6%	15 5%	60 6%	38 5%	40 7%	56 5%	17 5%
1 - not at all important	93 5%	35 3%	25 4%	32 13%	28 4%	29 4%	36 5%	13 4%	38 4%	42 6%	16 3%	59 5%	19 5%
mean:	3.6	3.7	3.5	3.2	3.7	3.6	3.5	3.7	3.6	3.5	3.6	3.6	3.6
standard error:	0.02	0.03	0.04	0.08	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
no answer	189 9%	92 8%	68 12%	28 11%	59 9%	53 8%	75 10%	29 9%	92 9%	66 9%	46 8%	98 9%	44 12%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 016 page 1

Importance of ICCA Services/Activities: ICCA Headquarters - Customer Service Representatives Responsiveness

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
ICCA HEADQUARTERS - CUSTOMER SERVICE REPRESENTATIVES RESPONSIVENESS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	296 14%	222 18%	52 9%	21 8%	114 18%	86 13%	96 13%	54 17%	128 13%	114 15%	77 13%	162 14%	54 15%
4	527 26%	356 29%	129 22%	38 15%	161 25%	166 25%	198 27%	68 21%	270 27%	186 25%	133 23%	307 27%	86 24%
3	676 33%	366 30%	208 36%	92 36%	206 32%	224 34%	244 33%	105 33%	334 34%	236 32%	207 36%	365 32%	100 28%
2	145 7%	66 5%	56 10%	23 9%	46 7%	52 8%	46 6%	26 8%	69 7%	48 7%	46 8%	62 6%	35 10%
1 - not at all important	127 6%	42 3%	42 7%	43 17%	39 6%	45 7%	43 6%	25 8%	59 6%	44 6%	26 5%	76 7%	25 7%
mean:	3.4	3.6	3.2	2.9	3.5	3.3	3.4	3.4	3.4	3.4	3.4	3.4	3.4
standard error:	0.03	0.03	0.05	0.08	0.05	0.05	0.04	0.07	0.04	0.04	0.05	0.03	0.06
no answer	293 14%	157 13%	97 17%	37 15%	83 13%	94 14%	113 15%	45 14%	136 14%	111 15%	85 15%	154 14%	53 15%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 017 page 1

Importance of ICCA Services/Activities: Building Awareness of the Value of the CCA Credential to Employers

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO EMPLOYERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	572 28%	361 30%	145 25%	62 24%	215 33%	169 25%	185 25%	119 37%	266 27%	184 25%	154 27%	328 29%	87 25%
4	726 35%	495 41%	176 30%	49 19%	240 37%	236 35%	250 34%	110 34%	354 36%	261 35%	204 35%	393 35%	126 36%
3	465 23%	240 20%	159 27%	64 25%	122 19%	163 24%	178 24%	59 18%	226 23%	180 24%	138 24%	254 22%	74 21%
2	93 5%	27 2%	42 7%	22 9%	18 3%	34 5%	41 6%	12 4%	42 4%	38 5%	28 5%	42 4%	23 6%
1 - not at all important	64 3%	12 1%	17 3%	35 14%	14 2%	21 3%	26 4%	6 2%	32 3%	26 4%	10 2%	38 3%	16 5%
mean:	3.9	4.0	3.7	3.3	4.0	3.8	3.8	4.1	3.8	3.8	3.9	3.9	3.8
standard error:	0.02	0.03	0.05	0.09	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
no answer	143 7%	74 6%	46 8%	23 9%	39 6%	44 7%	58 8%	16 5%	75 7%	52 7%	40 7%	74 7%	28 8%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 018 page 1

Importance of ICCA Services/Activities: Building Awareness of the Value of the CCA Credential to Farmers

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO FARMERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	783 38%	502 42%	196 34%	79 31%	283 44%	232 35%	265 36%	150 46%	377 38%	254 34%	229 40%	437 39%	113 32%
4	682 33%	448 37%	179 31%	50 20%	208 32%	231 35%	241 33%	97 30%	325 33%	259 35%	177 31%	381 34%	121 34%
3	347 17%	166 14%	122 21%	54 21%	98 15%	124 19%	124 17%	49 15%	167 17%	132 18%	108 19%	176 16%	63 18%
2	57 3%	17 1%	26 4%	14 6%	8 1%	18 3%	31 4%	6 2%	24 2%	26 4%	16 3%	27 2%	13 4%
1 - not at all important	56 3%	8 1%	14 2%	35 14%	12 2%	21 3%	23 3%	5 2%	27 3%	24 3%	9 2%	31 3%	16 4%
mean:	4.1	4.2	4.0	3.5	4.2	4.0	4.0	4.2	4.1	4.0	4.1	4.1	3.9
standard error:	0.02	0.02	0.04	0.09	0.04	0.04	0.04	0.05	0.03	0.04	0.04	0.03	0.06
no answer	137 7%	68 6%	47 8%	22 9%	39 6%	42 6%	56 8%	16 5%	75 8%	46 6%	35 6%	75 7%	28 8%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 019 page 1

Importance of ICCA Services/Activities: Information in *Crops & Soils* Magazine

8. Please rate the importance of the services/activities of the ICCA Program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
INFORMATION IN <i>CROPS & SOILS</i> MAGAZINE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	379 18%	280 23%	79 13%	18 7%	153 24%	102 15%	124 17%	78 24%	152 15%	149 20%	107 19%	200 18%	71 20%
4	940 46%	640 53%	226 39%	67 26%	303 47%	324 49%	308 42%	149 46%	439 44%	349 47%	258 45%	524 47%	154 43%
3	538 26%	219 18%	207 35%	108 43%	141 22%	178 27%	218 29%	69 21%	295 30%	174 23%	156 27%	287 25%	93 26%
2	54 3%	16 1%	21 4%	18 7%	19 3%	18 3%	17 2%	13 4%	27 3%	14 2%	6 1%	35 3%	12 3%
1 - not at all important	38 2%	7 1%	7 1%	22 9%	7 1%	13 2%	18 2%	6 2%	20 2%	11 2%	10 2%	21 2%	7 2%
mean:	3.8	4.0	3.6	3.2	3.9	3.8	3.7	3.9	3.7	3.9	3.8	3.8	3.8
standard error:	0.02	0.02	0.04	0.07	0.03	0.03	0.03	0.05	0.03	0.03	0.04	0.03	0.05
no answer	114 6%	47 4%	45 8%	21 8%	24 4%	33 5%	55 7%	8 3%	61 6%	43 6%	36 6%	60 5%	17 5%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 020 page 1

Satisfaction With ICCA Services/Activities: Satisfied Summary

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
SATISFIED SUMMARY (rated 4 or 5 on a 5-point scale where 5 = very satisfied and 1 = very dissatisfied)													
base: those rating each													
information in <i>Crops & Soils</i> magazine	1149 63%	835 77%	232 45%	73 34%	405 69%	368 62%	370 57%	205 68%	526 60%	414 64%	304 61%	624 62%	217 68%
ICCA Headquarters - Customer Service Representatives responsiveness	668 55%	487 66%	139 42%	39 29%	217 59%	202 53%	245 54%	103 61%	310 54%	253 55%	178 52%	376 58%	111 54%
information provided on the website	926 53%	700 66%	183 38%	36 18%	335 60%	285 51%	300 49%	172 59%	434 51%	318 53%	264 55%	503 52%	155 52%
communications to you about the CCA program	937 53%	731 68%	158 33%	40 19%	331 58%	275 49%	325 51%	172 59%	433 50%	330 53%	263 54%	516 52%	155 51%
quality of CEUs offered online	767 50%	583 63%	142 33%	35 19%	241 53%	252 49%	271 48%	120 54%	366 48%	279 50%	217 48%	417 50%	128 51%
communications on behalf of CCA program with U.S. regulatory agencies	588 42%	454 53%	104 28%	25 15%	175 43%	183 40%	226 43%	92 45%	270 39%	226 44%	178 46%	324 42%	84 35%
building awareness of the value of the CCA credential to employers	557 33%	480 49%	69 15%	5 3%	206 39%	167 31%	182 31%	105 38%	250 31%	200 34%	169 37%	300 33%	87 31%
marketing to increase recognition of the CCA program in agricultural industry	520 31%	441 44%	68 15%	7 4%	184 35%	154 29%	181 30%	95 35%	241 30%	184 32%	146 32%	285 31%	88 31%
building awareness of the value of the CCA credential to farmers	475 28%	410 40%	53 11%	9 5%	169 31%	164 30%	141 23%	86 30%	215 26%	175 29%	139 29%	265 28%	71 25%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 021 page 1

Satisfaction With ICCA Services/Activities: Dissatisfied Summary

8. Please rate your satisfaction with the services/activities of the ICCA program.

TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----			
	satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree	
DISSATISFIED SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very satisfied and 1 = very dissatisfied)													
base: those rating each													
building awareness of the value of the CCA credential to farmers	568 33%	191 19%	221 46%	152 75%	158 29%	190 34%	215 35%	93 33%	302 36%	173 28%	140 29%	330 35%	97 34%
marketing to increase recognition of the CCA program in agricultural industry	400 24%	114 11%	148 32%	136 71%	110 21%	135 25%	153 26%	62 23%	214 27%	123 21%	91 20%	233 25%	74 26%
building awareness of the value of the CCA credential to employers	393 24%	110 11%	149 31%	131 66%	99 19%	134 25%	156 26%	60 22%	200 25%	131 23%	99 21%	227 25%	66 23%
quality of CEUs offered online	176 11%	53 6%	63 15%	59 33%	51 11%	65 12%	60 11%	18 8%	84 11%	74 13%	52 12%	96 11%	29 11%
communications on behalf of CCA program with U.S. regulatory agencies	149 11%	45 5%	40 11%	63 38%	34 8%	54 12%	61 12%	20 10%	84 12%	43 8%	35 9%	90 12%	22 9%
ICCA Headquarters - Customer Service Representatives responsiveness	95 8%	27 4%	26 8%	40 31%	27 7%	39 10%	29 6%	9 6%	53 9%	33 7%	21 6%	58 9%	17 8%
communications to you about the CCA program	116 7%	14 1%	39 8%	63 30%	35 6%	42 7%	40 6%	20 7%	66 8%	29 5%	25 5%	65 7%	26 8%
information in <i>Crops & Soils</i> magazine	99 5%	22 2%	40 8%	37 17%	31 5%	29 5%	38 6%	17 6%	49 6%	33 5%	26 5%	58 6%	15 5%
information provided on the website	83 5%	16 2%	24 5%	43 22%	20 4%	33 6%	30 5%	12 4%	50 6%	20 3%	20 4%	49 5%	14 5%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 022 page 1

Satisfaction With ICCA Services/Activities: Mean Summary

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MEAN SUMMARY (5 = very satisfied; 1 = very dissatisfied)													
base: those rating each													
information in <i>Crops & Soils</i> magazine	3.7	4.0	3.4	3.2	3.8	3.7	3.6	3.8	3.7	3.8	3.7	3.7	3.8
ICCA Headquarters - Customer Service Representatives responsiveness	3.7	3.9	3.5	2.9	3.8	3.6	3.7	3.8	3.6	3.7	3.7	3.7	3.6
information provided on the website	3.6	3.8	3.4	2.9	3.7	3.6	3.6	3.7	3.6	3.6	3.7	3.6	3.6
communications to you about the CCA program	3.6	3.8	3.3	2.8	3.6	3.5	3.6	3.6	3.5	3.6	3.6	3.6	3.5
quality of CEUs offered online	3.5	3.8	3.2	2.8	3.5	3.5	3.5	3.6	3.5	3.5	3.5	3.5	3.5
communications on behalf of CCA program with U.S. regulatory agencies	3.4	3.6	3.2	2.6	3.4	3.3	3.4	3.4	3.3	3.4	3.5	3.4	3.3
building awareness of the value of the CCA credential to employers	3.1	3.4	2.8	2.0	3.2	3.0	3.0	3.2	3.0	3.1	3.1	3.1	3.0
marketing to increase recognition of the CCA program in agricultural industry	3.1	3.4	2.8	2.0	3.2	3.0	3.0	3.1	3.0	3.1	3.1	3.0	3.1
building awareness of the value of the CCA credential to farmers	2.9	3.3	2.5	1.8	3.0	2.9	2.8	2.9	2.8	3.0	3.0	2.8	2.8

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 023 page 1

Satisfaction With ICCA Services/Activities: Communications to You About the CCA Program

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
COMMUNICATIONS TO YOU ABOUT THE CCA PROGRAM													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	141 7%	55 5%	56 10%	30 12%	38 6%	49 7%	55 7%	17 5%	67 7%	56 8%	34 6%	75 7%	30 8%
no answer	144 7%	82 7%	42 7%	17 7%	39 6%	55 8%	50 7%	13 4%	63 6%	67 9%	56 10%	70 6%	17 5%
tabulated responses	1779	1077	486	204	563	559	649	289	856	631	473	970	331
weighted base: those rating this item	1778 100%	1072 100%	486 100%	207 100%	570 100%	565 100%	635 100%	293 100%	865 100%	617 100%	484 100%	982 100%	306 100%
5 - very satisfied	213 12%	177 17%	23 5%	9 4%	78 14%	56 10%	79 12%	36 12%	94 11%	82 13%	65 13%	113 11%	35 11%
4	724 41%	553 52%	135 28%	31 15%	253 44%	219 39%	246 39%	135 46%	339 39%	247 40%	197 41%	403 41%	120 39%
3	725 41%	328 31%	289 59%	105 51%	205 36%	248 44%	270 43%	101 34%	366 42%	258 42%	197 41%	401 41%	125 41%
2	93 5%	13 1%	38 8%	41 20%	27 5%	35 6%	31 5%	17 6%	50 6%	25 4%	20 4%	50 5%	23 7%
1 - very dissatisfied	24 1%	1 0%	1 0%	21 10%	7 1%	7 1%	9 1%	3 1%	15 2%	4 1%	5 1%	15 2%	3 1%
mean:	3.6	3.8	3.3	2.8	3.6	3.5	3.6	3.6	3.5	3.6	3.6	3.6	3.5
standard error:	0.02	0.02	0.03	0.07	0.03	0.03	0.03	0.05	0.03	0.03	0.04	0.03	0.05

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 024 page 1

Satisfaction With ICCA Services/Activities: Information Provided on the Website

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
INFORMATION PROVIDED ON THE WEBSITE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	169 8%	68 6%	60 10%	39 15%	45 7%	52 8%	72 10%	17 5%	81 8%	70 9%	45 8%	86 8%	35 10%
no answer	152 7%	88 7%	45 8%	16 6%	43 7%	58 9%	50 7%	12 4%	69 7%	70 9%	54 9%	75 7%	23 6%
tabulated responses	1742	1057	479	196	553	551	630	290	836	613	464	954	320
weighted base: those rating this item	1742 100%	1053 100%	479 100%	199 100%	560 100%	557 100%	617 100%	294 100%	845 100%	600 100%	475 100%	966 100%	296 100%
5 - very satisfied	239 14%	203 19%	25 5%	7 4%	90 16%	68 12%	80 13%	46 15%	107 13%	86 14%	73 15%	129 13%	35 12%
4	687 39%	497 47%	158 33%	29 14%	246 44%	217 39%	220 36%	127 43%	327 39%	232 39%	191 40%	374 39%	120 40%
3	733 42%	337 32%	272 57%	121 60%	204 37%	239 43%	287 47%	109 37%	361 43%	262 44%	192 40%	414 43%	127 43%
2	65 4%	15 1%	19 4%	31 15%	17 3%	25 4%	23 4%	10 4%	37 4%	18 3%	14 3%	38 4%	12 4%
1 - very dissatisfied	18 1%	1 0%	5 1%	12 6%	3 1%	8 1%	7 1%	2 1%	13 2%	3 0%	5 1%	11 1%	2 1%
mean:	3.6	3.8	3.4	2.9	3.7	3.6	3.6	3.7	3.6	3.6	3.7	3.6	3.6
standard error:	0.02	0.02	0.03	0.06	0.03	0.03	0.03	0.05	0.03	0.03	0.04	0.03	0.04

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 025 page 1

Satisfaction With ICCA Services/Activities: Communications on Behalf of CCA Program With U.S. Regulatory Agencies

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
COMMUNICATIONS ON BEHALF OF CCA PROGRAM WITH U.S. REGULATORY AGENCIES													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	495 24%	265 22%	162 28%	66 26%	195 30%	145 22%	153 21%	107 33%	228 23%	158 21%	124 22%	274 24%	92 26%
no answer	164 8%	95 8%	46 8%	20 8%	45 7%	59 9%	60 8%	13 4%	80 8%	70 9%	59 10%	82 7%	23 7%
tabulated responses	1404	852	376	165	403	458	537	200	679	523	382	763	256
weighted base: those rating this item	1404 100%	849 100%	376 100%	168 100%	409 100%	463 100%	526 100%	203 100%	687 100%	512 100%	391 100%	771 100%	238 100%
5 - very satisfied	137 10%	113 13%	17 5%	5 3%	37 9%	42 9%	58 11%	21 10%	60 9%	56 11%	52 13%	65 8%	19 8%
4	451 32%	341 40%	87 23%	20 12%	138 34%	142 31%	168 32%	71 35%	210 31%	170 33%	126 32%	259 34%	65 27%
3	667 48%	351 41%	232 62%	79 47%	200 49%	226 49%	239 45%	91 45%	333 49%	243 47%	177 45%	357 46%	132 55%
2	101 7%	39 5%	32 8%	29 17%	24 6%	38 8%	39 7%	16 8%	59 9%	25 5%	24 6%	63 8%	14 6%
1 - very dissatisfied	48 3%	5 1%	8 2%	34 20%	9 2%	17 4%	22 4%	4 2%	25 4%	18 4%	11 3%	27 4%	8 3%
mean:	3.4	3.6	3.2	2.6	3.4	3.3	3.4	3.4	3.3	3.4	3.5	3.4	3.3
standard error:	0.02	0.03	0.04	0.08	0.04	0.04	0.04	0.06	0.03	0.04	0.05	0.03	0.05

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 026 page 1

Satisfaction With ICCA Services/Activities: Marketing to Increase Recognition of the CCA Program in Agricultural Industry

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MARKETING TO INCREASE RECOGNITION OF THE CCA PROGRAM IN AGRICULTURAL INDUSTRY													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	245 12%	119 10%	78 13%	45 18%	87 13%	71 11%	84 11%	39 12%	117 12%	87 12%	60 10%	134 12%	48 14%
no answer	160 8%	95 8%	44 8%	19 8%	41 6%	59 9%	60 8%	13 4%	73 7%	73 10%	61 11%	76 7%	22 6%
tabulated responses	1659	999	462	187	513	533	607	268	796	593	443	906	306
weighted base: those rating this item	1658 100%	995 100%	462 100%	191 100%	519 100%	538 100%	595 100%	272 100%	804 100%	580 100%	453 100%	918 100%	283 100%
5 - very satisfied	107 6%	96 10%	9 2%	1 1%	39 8%	27 5%	41 7%	23 9%	46 6%	38 7%	32 7%	56 6%	20 7%
4	413 25%	345 35%	59 13%	6 3%	144 28%	127 24%	140 24%	72 27%	195 24%	146 25%	114 25%	230 25%	68 24%
3	738 45%	440 44%	246 53%	48 25%	226 44%	249 46%	262 44%	114 42%	350 43%	273 47%	216 48%	399 43%	122 43%
2	274 17%	96 10%	108 23%	68 36%	80 15%	85 16%	108 18%	45 17%	144 18%	85 15%	68 15%	149 16%	56 20%
1 - very dissatisfied	126 8%	18 2%	40 9%	67 35%	30 6%	50 9%	45 8%	17 6%	70 9%	38 7%	24 5%	84 9%	18 6%
mean:	3.1	3.4	2.8	2.0	3.2	3.0	3.0	3.1	3.0	3.1	3.1	3.0	3.1
standard error:	0.02	0.03	0.04	0.06	0.04	0.04	0.04	0.06	0.04	0.04	0.04	0.03	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 027 page 1

Satisfaction With ICCA Services/Activities: Quality of CEUs Offered Online

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
QUALITY OF CEUS OFFERED ONLINE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	368 18%	202 17%	112 19%	53 21%	158 24%	91 14%	118 16%	93 29%	163 16%	109 15%	62 11%	222 20%	82 23%
no answer	147 7%	82 7%	41 7%	23 9%	36 5%	57 9%	55 7%	8 2%	69 7%	69 9%	61 11%	68 6%	19 5%
tabulated responses	1547	928	431	177	449	514	577	219	754	572	440	828	272
weighted base: those rating this item	1548 100%	926 100%	432 100%	180 100%	455 100%	519 100%	567 100%	222 100%	763 100%	562 100%	451 100%	838 100%	252 100%
5 - very satisfied	202 13%	172 19%	20 5%	7 4%	61 13%	60 12%	79 14%	33 15%	91 12%	75 13%	56 12%	110 13%	34 14%
4	565 37%	411 44%	123 28%	28 15%	180 40%	192 37%	192 34%	87 39%	274 36%	204 36%	161 36%	307 37%	93 37%
3	605 39%	290 31%	227 52%	85 48%	163 36%	203 39%	236 42%	83 37%	313 41%	209 37%	181 40%	325 39%	96 38%
2	138 9%	47 5%	52 12%	37 21%	35 8%	56 11%	46 8%	11 5%	66 9%	60 11%	41 9%	78 9%	19 7%
1 - very dissatisfied	39 2%	6 1%	10 2%	22 12%	16 4%	9 2%	14 2%	7 3%	18 2%	14 2%	11 3%	17 2%	10 4%
mean:	3.5	3.8	3.2	2.8	3.5	3.5	3.5	3.6	3.5	3.5	3.5	3.5	3.5
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 028 page 1

Satisfaction With ICCA Services/Activities: ICCA Headquarters - Customer Service Representatives Responsiveness

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
ICCA HEADQUARTERS - CUSTOMER SERVICE REPRESENTATIVES RESPONSIVENESS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	703 34%	376 31%	219 38%	102 40%	246 38%	225 34%	228 31%	147 46%	346 35%	209 28%	170 30%	400 36%	129 37%
no answer	153 7%	94 8%	36 6%	20 8%	37 6%	60 9%	56 8%	8 2%	75 8%	69 9%	61 11%	72 6%	19 6%
tabulated responses	1210	745	328	130	360	379	466	165	569	473	335	648	223
weighted base: those rating this item	1207 100%	740 100%	328 100%	132 100%	365 100%	382 100%	455 100%	168 100%	574 100%	463 100%	343 100%	655 100%	205 100%
5 - very satisfied	257 21%	199 27%	45 14%	11 8%	93 26%	69 18%	93 20%	40 24%	118 21%	98 21%	72 21%	146 22%	37 18%
4	411 34%	288 39%	94 29%	28 21%	124 34%	133 35%	152 33%	63 37%	193 34%	155 33%	106 31%	230 35%	73 36%
3	444 37%	225 30%	163 50%	53 40%	122 33%	141 37%	180 40%	56 33%	210 37%	177 38%	145 42%	220 34%	77 38%
2	64 5%	20 3%	20 6%	22 17%	17 5%	29 8%	18 4%	6 4%	36 6%	22 5%	16 5%	40 6%	9 4%
1 - very dissatisfied	31 3%	7 1%	6 2%	18 14%	9 3%	10 3%	12 3%	3 2%	17 3%	11 2%	5 2%	18 3%	8 4%
mean:	3.7	3.9	3.5	2.9	3.8	3.6	3.7	3.8	3.6	3.7	3.7	3.7	3.6
standard error:	0.03	0.03	0.05	0.10	0.05	0.05	0.04	0.07	0.04	0.04	0.05	0.04	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 029 page 1

Satisfaction With ICCA Services/Activities: Building Awareness of the Value of the CCA Credential to Employers

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO EMPLOYERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	243 12%	136 11%	69 12%	36 14%	81 13%	75 11%	85 11%	37 11%	117 12%	87 12%	49 9%	139 12%	51 15%
no answer	153 7%	89 7%	40 7%	21 8%	39 6%	54 8%	60 8%	9 3%	72 7%	70 10%	63 11%	70 6%	20 6%
tabulated responses	1667	988	474	194	521	534	606	273	798	594	451	907	304
weighted base: those rating this item	1668 100%	984 100%	475 100%	198 100%	528 100%	539 100%	595 100%	277 100%	806 100%	583 100%	462 100%	918 100%	283 100%
5 - very satisfied	106 6%	93 9%	13 3%	0 0%	40 8%	33 6%	33 6%	21 8%	44 5%	41 7%	37 8%	53 6%	16 6%
4	451 27%	386 39%	56 12%	5 3%	166 31%	134 25%	149 25%	84 30%	207 26%	159 27%	132 29%	247 27%	71 25%
3	718 43%	394 40%	257 54%	62 31%	223 42%	237 44%	257 43%	111 40%	356 44%	251 43%	194 42%	391 43%	130 46%
2	256 15%	87 9%	111 23%	55 28%	71 13%	92 17%	91 15%	45 16%	126 16%	85 15%	60 13%	154 17%	41 15%
1 - very dissatisfied	137 8%	23 2%	38 8%	76 38%	28 5%	42 8%	66 11%	15 5%	74 9%	46 8%	39 8%	73 8%	24 9%
mean:	3.1	3.4	2.8	2.0	3.2	3.0	3.0	3.2	3.0	3.1	3.1	3.1	3.0
standard error:	0.02	0.03	0.04	0.06	0.04	0.04	0.04	0.06	0.04	0.04	0.05	0.03	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 030 page 1

Satisfaction With ICCA Services/Activities: Building Awareness of the Value of the CCA Credential to Farmers

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO FARMERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	191 9%	101 8%	60 10%	29 11%	65 10%	57 9%	68 9%	29 9%	96 10%	64 9%	37 6%	103 9%	48 13%
no answer	153 7%	86 7%	41 7%	23 9%	38 6%	57 9%	57 8%	12 4%	71 7%	69 9%	60 10%	70 6%	22 6%
tabulated responses	1719	1026	482	199	537	548	627	278	820	619	466	942	307
weighted base: those rating this item	1719 100%	1022 100%	482 100%	202 100%	544 100%	553 100%	614 100%	282 100%	828 100%	607 100%	477 100%	954 100%	284 100%
5 - very satisfied	97 6%	83 8%	10 2%	2 1%	28 5%	35 6%	34 6%	14 5%	43 5%	40 7%	36 7%	46 5%	15 5%
4	379 22%	326 32%	43 9%	7 4%	141 26%	129 23%	107 17%	72 25%	172 21%	135 22%	103 22%	219 23%	56 20%
3	676 39%	422 41%	208 43%	41 20%	217 40%	199 36%	257 42%	103 37%	312 38%	259 43%	198 41%	359 38%	117 41%
2	346 20%	150 15%	148 31%	46 23%	108 20%	110 20%	124 20%	66 23%	173 21%	107 18%	86 18%	196 21%	64 22%
1 - very dissatisfied	222 13%	41 4%	74 15%	107 53%	50 9%	80 14%	92 15%	28 10%	129 16%	66 11%	55 11%	134 14%	33 12%
mean:	2.9	3.3	2.5	1.8	3.0	2.9	2.8	2.9	2.8	3.0	3.0	2.8	2.8
standard error:	0.03	0.03	0.04	0.07	0.04	0.05	0.04	0.06	0.04	0.04	0.05	0.04	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 031 page 1

Satisfaction With ICCA Services/Activities: Information in *Crops & Soils* Magazine

8. Please rate your satisfaction with the services/activities of the ICCA program.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
INFORMATION IN <i>CROPS & SOILS</i> MAGAZINE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	78 4%	32 3%	26 4%	20 8%	24 4%	23 3%	31 4%	10 3%	45 5%	23 3%	19 3%	44 4%	15 4%
no answer	150 7%	87 7%	41 7%	19 8%	38 6%	56 8%	56 8%	11 3%	67 7%	70 10%	59 10%	70 6%	20 6%
tabulated responses	1837	1096	517	212	580	583	667	298	874	661	485	1001	344
weighted base: those rating this item	1835 100%	1090 100%	517 100%	216 100%	587 100%	589 100%	653 100%	302 100%	882 100%	647 100%	496 100%	1013 100%	318 100%
5 - very satisfied	297 16%	244 22%	37 7%	12 6%	104 18%	89 15%	105 16%	50 17%	129 15%	117 18%	84 17%	156 15%	57 18%
4	852 46%	591 54%	194 38%	60 28%	301 51%	279 47%	266 41%	155 51%	397 45%	298 46%	220 44%	468 46%	160 50%
3	587 32%	233 21%	246 48%	106 49%	150 26%	192 33%	244 37%	79 26%	308 35%	199 31%	167 34%	331 33%	87 27%
2	75 4%	17 2%	33 6%	24 11%	24 4%	25 4%	25 4%	13 4%	36 4%	26 4%	19 4%	44 4%	11 4%
1 - very dissatisfied	24 1%	5 0%	7 1%	12 6%	7 1%	4 1%	13 2%	4 1%	13 1%	7 1%	6 1%	14 1%	4 1%
mean:	3.7	4.0	3.4	3.2	3.8	3.7	3.6	3.8	3.7	3.8	3.7	3.7	3.8
standard error:	0.02	0.02	0.03	0.06	0.03	0.03	0.03	0.05	0.03	0.03	0.04	0.03	0.04

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 032 page 1

Importance of CCA Activities: Important Summary

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
IMPORTANT SUMMARY (rated 4 or 5 on a 5-point scale where 5 = very important and 1 = not at all important)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
number of CEUs available	1758 85%	1085 90%	470 80%	191 75%	572 86%	559 84%	622 84%	289 90%	825 83%	638 86%	484 84%	972 86%	294 83%
quality of CEUs offered	1702 83%	1065 88%	439 75%	186 73%	555 86%	523 78%	619 84%	287 89%	799 80%	611 83%	458 80%	945 84%	291 82%
building awareness of the value of the CCA credential to farmers	1508 73%	954 79%	399 68%	145 57%	493 76%	476 71%	534 72%	245 76%	721 72%	540 73%	421 73%	845 75%	236 67%
cost of CEUs offered	1438 70%	883 73%	369 63%	173 68%	465 72%	450 67%	517 70%	230 71%	688 69%	515 70%	403 70%	781 69%	247 70%
building awareness of the value of the CCA credential to employers	1309 63%	847 70%	329 56%	123 48%	429 66%	413 62%	463 63%	228 70%	626 63%	451 61%	374 65%	720 64%	208 59%
marketing of the CCA program to your potential customers	1170 57%	740 61%	296 51%	126 49%	386 60%	361 54%	418 57%	200 62%	559 56%	407 55%	332 58%	665 59%	168 48%
peer networking opportunities	897 43%	635 52%	198 34%	59 23%	322 50%	277 41%	294 40%	172 53%	442 44%	282 38%	218 38%	504 45%	170 48%
communications between you and your local CCA program leadership	809 39%	577 48%	170 29%	57 22%	267 41%	244 37%	294 40%	130 40%	370 37%	307 42%	224 39%	444 39%	136 38%
indicated at least one	1953 95%	1173 97%	534 91%	233 91%	622 96%	624 93%	700 95%	311 96%	929 93%	709 96%	544 95%	1067 95%	334 94%
indicated none	110 5%	36 3%	50 9%	22 9%	26 4%	44 7%	39 5%	12 4%	66 7%	31 4%	30 5%	60 5%	20 6%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 033 page 1

Importance of CCA Activities: Not Important Summary

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
NOT IMPORTANT SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very important and 1 = not at all important)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
communications between you and your local CCA program leadership	295 14%	117 10%	100 17%	76 30%	90 14%	96 14%	108 15%	54 17%	134 13%	105 14%	73 13%	164 15%	56 16%
peer networking opportunities	289 14%	119 10%	88 15%	77 30%	73 11%	93 14%	122 17%	27 8%	142 14%	117 16%	90 16%	144 13%	53 15%
marketing of the CCA program to your potential customers	236 11%	89 7%	84 14%	62 24%	69 11%	83 12%	82 11%	41 13%	106 11%	88 12%	52 9%	127 11%	55 16%
building awareness of the value of the CCA credential to employers	161 8%	52 4%	53 9%	54 21%	38 6%	50 7%	73 10%	19 6%	70 7%	70 10%	40 7%	81 7%	39 11%
building awareness of the value of the CCA credential to farmers	111 5%	28 2%	39 7%	43 17%	22 3%	39 6%	50 7%	16 5%	51 5%	44 6%	21 4%	62 6%	27 8%
cost of CEUs offered	81 4%	50 4%	21 4%	9 4%	30 5%	26 4%	24 3%	18 6%	36 4%	26 4%	20 4%	44 4%	15 4%
number of CEUs available	24 1%	3 0%	9 2%	11 4%	7 1%	7 1%	9 1%	4 1%	8 1%	11 2%	7 1%	11 1%	5 1%
quality of CEUs offered	20 1%	5 0%	6 1%	9 4%	6 1%	7 1%	5 1%	2 1%	11 1%	7 1%	4 1%	14 1%	2 1%
indicated at least one	587 28%	254 21%	195 33%	133 52%	168 26%	196 29%	220 30%	92 29%	275 28%	216 29%	153 27%	320 28%	110 31%
indicated none	1476 72%	956 79%	389 67%	122 48%	480 74%	472 71%	519 70%	230 71%	720 72%	524 71%	421 73%	808 72%	244 69%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 034 page 1

Importance of CCA Activities: Mean Summary

9. Please rate the importance of the CCA activities in your *state/province/region*.

TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----				
	satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree		
MEAN SUMMARY (5 = very important; 1 = not at all important) base: those rating each														
number of CEUs available	4.3	4.4	4.2	4.1	4.4	4.3	4.3	4.4	4.3	4.3	4.3	4.3	4.3	4.3
quality of CEUs offered	4.3	4.4	4.2	4.1	4.4	4.2	4.3	4.4	4.3	4.3	4.2	4.3	4.3	4.3
building awareness of the value of the CCA credential to farmers	4.1	4.2	4.0	3.7	4.2	4.0	4.0	4.2	4.1	4.0	4.1	4.1	3.9	3.9
cost of CEUs offered	4.0	4.0	3.9	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
building awareness of the value of the CCA credential to employers	3.8	4.0	3.7	3.4	3.9	3.8	3.8	4.0	3.8	3.7	3.9	3.8	3.7	3.7
marketing of the CCA program to your potential customers	3.7	3.8	3.5	3.3	3.7	3.6	3.7	3.7	3.7	3.6	3.7	3.7	3.5	3.5
peer networking opportunities	3.4	3.6	3.3	2.9	3.5	3.4	3.3	3.6	3.4	3.3	3.3	3.5	3.5	3.5
communications between you and your local CCA program leadership	3.3	3.5	3.2	2.9	3.4	3.3	3.3	3.3	3.3	3.4	3.4	3.3	3.3	3.3

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 035 page 1

Importance of CCA Activities: Number of CEUs Available

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
NUMBER OF CEUS AVAILABLE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	951 46%	615 51%	228 39%	100 39%	341 53%	283 42%	323 44%	182 56%	449 45%	316 43%	261 46%	520 46%	165 47%
4	807 39%	470 39%	242 41%	91 36%	231 36%	275 41%	298 40%	107 33%	377 38%	322 44%	222 39%	452 40%	129 36%
3	222 11%	100 8%	76 13%	42 16%	55 8%	79 12%	86 12%	27 8%	123 12%	72 10%	67 12%	112 10%	42 12%
2	10 1%	0 0%	4 1%	6 2%	2 0%	3 0%	5 1%	1 0%	4 0%	5 1%	3 1%	5 0%	2 1%
1 - not at all important	13 1%	3 0%	5 1%	5 2%	5 1%	4 1%	4 1%	3 1%	4 0%	6 1%	4 1%	6 1%	3 1%
mean:	4.3	4.4	4.2	4.1	4.4	4.3	4.3	4.4	4.3	4.3	4.3	4.3	4.3
standard error:	0.02	0.02	0.03	0.06	0.03	0.03	0.03	0.04	0.02	0.03	0.03	0.02	0.04
no answer	59 3%	21 2%	28 5%	10 4%	14 2%	23 3%	23 3%	2 1%	39 4%	18 2%	16 3%	31 3%	12 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 036 page 1

Importance of CCA Activities: Cost of CEUs Offered

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
COST OF CEUS OFFERED													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	630 31%	394 33%	139 24%	91 36%	229 35%	197 29%	199 27%	118 37%	311 31%	198 27%	177 31%	342 30%	106 30%
4	808 39%	489 40%	230 39%	83 32%	236 36%	253 38%	318 43%	112 35%	377 38%	317 43%	226 39%	439 39%	140 40%
3	465 23%	244 20%	161 28%	58 23%	132 20%	163 24%	168 23%	69 21%	226 23%	169 23%	127 22%	263 23%	75 21%
2	58 3%	37 3%	15 3%	5 2%	24 4%	19 3%	15 2%	13 4%	25 3%	20 3%	13 2%	33 3%	11 3%
1 - not at all important	23 1%	12 1%	6 1%	4 2%	6 1%	7 1%	9 1%	5 2%	11 1%	6 1%	7 1%	11 1%	4 1%
mean:	4.0	4.0	3.9	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
standard error:	0.02	0.03	0.04	0.06	0.04	0.04	0.03	0.05	0.03	0.03	0.04	0.03	0.05
no answer	79 4%	32 3%	33 6%	14 6%	20 3%	28 4%	30 4%	5 2%	45 5%	29 4%	24 4%	38 3%	17 5%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 037 page 1

Importance of CCA Activities: Quality of CEUs Offered

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
QUALITY OF CEUS OFFERED													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	900 44%	586 48%	208 36%	97 38%	321 49%	261 39%	315 43%	176 54%	426 43%	295 40%	224 39%	512 45%	159 45%
4	803 39%	479 40%	230 39%	88 35%	234 36%	262 39%	305 41%	111 34%	373 38%	317 43%	234 41%	433 38%	133 38%
3	248 12%	101 8%	103 18%	42 16%	63 10%	103 15%	81 11%	29 9%	131 13%	88 12%	85 15%	124 11%	39 11%
2	12 1%	4 0%	3 0%	5 2%	4 1%	4 1%	2 0%	2 1%	6 1%	4 1%	2 0%	9 1%	1 0%
1 - not at all important	8 0%	1 0%	3 1%	4 2%	2 0%	3 0%	3 0%	0 0%	5 1%	3 0%	2 0%	5 0%	1 0%
mean:	4.3	4.4	4.2	4.1	4.4	4.2	4.3	4.4	4.3	4.3	4.2	4.3	4.3
standard error:	0.02	0.02	0.03	0.06	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.02	0.04
no answer	93 4%	38 3%	36 6%	18 7%	24 4%	35 5%	34 5%	5 2%	54 5%	33 5%	27 5%	44 4%	22 6%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 038 page 1

Importance of CCA Activities: Peer Networking Opportunities

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
PEER NETWORKING OPPORTUNITIES													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	304 15%	227 19%	56 10%	20 8%	112 17%	95 14%	96 13%	68 21%	144 14%	92 12%	65 11%	173 15%	65 18%
4	593 29%	408 34%	141 24%	40 16%	210 32%	182 27%	199 27%	104 32%	298 30%	190 26%	153 27%	331 29%	105 30%
3	760 37%	406 34%	252 43%	98 39%	224 35%	256 38%	279 38%	117 36%	354 36%	287 39%	226 39%	423 38%	109 31%
2	189 9%	87 7%	60 10%	42 17%	45 7%	64 10%	79 11%	18 6%	90 9%	79 11%	62 11%	92 8%	33 9%
1 - not at all important	100 5%	32 3%	28 5%	35 14%	28 4%	28 4%	43 6%	9 3%	52 5%	38 5%	28 5%	51 5%	21 6%
mean:	3.4	3.6	3.3	2.9	3.5	3.4	3.3	3.6	3.4	3.3	3.3	3.5	3.5
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
no answer	117 6%	50 4%	46 8%	20 8%	28 4%	42 6%	44 6%	7 2%	56 6%	54 7%	39 7%	57 5%	21 6%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 039 page 1

Importance of CCA Activities: Marketing of the CCA Program to Your Potential Customers

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MARKETING OF THE CCA PROGRAM TO YOUR POTENTIAL CUSTOMERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	443 21%	278 23%	117 20%	45 18%	161 25%	124 19%	158 21%	87 27%	206 21%	149 20%	129 22%	252 22%	60 17%
4	727 35%	462 38%	178 31%	80 32%	226 35%	237 36%	261 35%	113 35%	352 35%	259 35%	203 35%	413 37%	108 31%
3	562 27%	331 27%	173 30%	53 21%	170 26%	193 29%	199 27%	75 23%	281 28%	206 28%	165 29%	293 26%	104 30%
2	147 7%	66 5%	58 10%	23 9%	47 7%	56 8%	44 6%	29 9%	63 6%	54 7%	33 6%	82 7%	29 8%
1 - not at all important	89 4%	22 2%	26 4%	39 15%	21 3%	27 4%	39 5%	12 4%	43 4%	34 5%	18 3%	45 4%	25 7%
mean:	3.7	3.8	3.5	3.3	3.7	3.6	3.7	3.7	3.7	3.6	3.7	3.7	3.5
standard error:	0.02	0.03	0.05	0.09	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
no answer	95 5%	49 4%	31 5%	15 6%	23 4%	31 5%	39 5%	7 2%	49 5%	39 5%	25 4%	43 4%	26 7%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 040 page 1

Importance of CCA Activities: Communications Between You and Your Local CCA Program Leadership

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
COMMUNICATIONS BETWEEN YOU AND YOUR LOCAL CCA PROGRAM LEADERSHIP													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	241 12%	169 14%	50 9%	22 9%	78 12%	66 10%	97 13%	40 12%	95 10%	106 14%	80 14%	115 10%	44 12%
4	568 28%	408 34%	120 21%	35 14%	189 29%	178 27%	197 27%	89 28%	276 28%	202 27%	144 25%	329 29%	92 26%
3	836 41%	456 38%	269 46%	102 40%	248 38%	288 43%	297 40%	122 38%	431 43%	281 38%	247 43%	452 40%	136 38%
2	207 10%	95 8%	71 12%	40 16%	65 10%	74 11%	68 9%	39 12%	93 9%	73 10%	54 9%	112 10%	39 11%
1 - not at all important	88 4%	22 2%	30 5%	36 14%	25 4%	23 3%	39 5%	15 5%	41 4%	32 4%	19 3%	52 5%	17 5%
mean:	3.3	3.5	3.2	2.9	3.4	3.3	3.3	3.3	3.3	3.4	3.4	3.3	3.3
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.05
no answer	124 6%	59 5%	45 8%	20 8%	43 7%	39 6%	40 5%	17 5%	60 6%	47 6%	30 5%	67 6%	27 8%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 041 page 1

Importance of CCA Activities: Building Awareness of the Value of the CCA Credential to Employers

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO EMPLOYERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	515 25%	329 27%	127 22%	57 22%	194 30%	146 22%	173 23%	115 36%	235 24%	162 22%	156 27%	280 25%	76 21%
4	794 38%	518 43%	202 35%	66 26%	235 36%	267 40%	290 39%	112 35%	391 39%	288 39%	218 38%	440 39%	133 38%
3	495 24%	259 21%	169 29%	64 25%	151 23%	171 26%	172 23%	67 21%	250 25%	178 24%	131 23%	281 25%	83 23%
2	98 5%	37 3%	36 6%	25 10%	25 4%	32 5%	41 6%	11 4%	43 4%	43 6%	29 5%	48 4%	20 6%
1 - not at all important	63 3%	15 1%	17 3%	29 11%	13 2%	18 3%	31 4%	8 2%	27 3%	28 4%	11 2%	33 3%	19 5%
mean:	3.8	4.0	3.7	3.4	3.9	3.8	3.8	4.0	3.8	3.7	3.9	3.8	3.7
standard error:	0.02	0.03	0.04	0.08	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
no answer	99 5%	51 4%	34 6%	14 5%	30 5%	35 5%	32 4%	9 3%	48 5%	41 6%	29 5%	45 4%	23 7%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 042 page 1

Importance of CCA Activities: Building Awareness of the Value of the CCA Credential to Farmers

9. Please rate the importance of the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO FARMERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very important	755 37%	475 39%	191 33%	84 33%	271 42%	233 35%	248 34%	146 45%	357 36%	251 34%	228 40%	419 37%	101 29%
4	753 37%	479 40%	207 36%	61 24%	222 34%	244 36%	286 39%	99 31%	364 37%	289 39%	192 34%	426 38%	134 38%
3	348 17%	179 15%	116 20%	50 20%	105 16%	117 18%	125 17%	53 16%	173 17%	122 17%	103 18%	175 16%	70 20%
2	65 3%	22 2%	26 4%	17 7%	14 2%	25 4%	26 4%	9 3%	30 3%	26 3%	13 2%	39 3%	12 4%
1 - not at all important	46 2%	6 1%	13 2%	26 10%	8 1%	14 2%	23 3%	7 2%	21 2%	18 2%	8 1%	24 2%	14 4%
mean:	4.1	4.2	4.0	3.7	4.2	4.0	4.0	4.2	4.1	4.0	4.1	4.1	3.9
standard error:	0.02	0.02	0.04	0.09	0.04	0.04	0.04	0.05	0.03	0.04	0.04	0.03	0.05
no answer	95 5%	48 4%	30 5%	17 7%	28 4%	36 5%	31 4%	9 3%	50 5%	34 5%	29 5%	45 4%	21 6%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 043 page 1

Satisfaction With CCA Activities: Satisfied Summary

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
SATISFIED SUMMARY (rated 4 or 5 on a 5-point scale where 5 = very satisfied and 1 = very dissatisfied)													
base: those rating each													
number of CEUs available	1164 60%	861 76%	229 42%	67 28%	372 61%	376 60%	410 60%	199 64%	542 58%	421 62%	299 57%	666 62%	196 60%
quality of CEUs offered	1017 53%	784 70%	177 33%	50 21%	329 55%	317 52%	367 54%	168 55%	466 51%	380 57%	259 50%	581 55%	173 54%
cost of CEUs offered	810 42%	616 55%	148 27%	41 17%	251 42%	246 40%	310 45%	126 42%	375 40%	305 45%	208 39%	453 43%	145 45%
peer networking opportunities	696 40%	538 52%	112 23%	40 19%	223 41%	223 39%	245 39%	120 43%	344 40%	231 38%	163 35%	403 42%	128 43%
communications between you and your local CCA program leadership	577 35%	470 48%	84 18%	21 11%	176 36%	178 34%	219 35%	91 39%	264 33%	219 36%	161 35%	313 34%	101 37%
building awareness of the value of the CCA credential to employers	493 28%	426 41%	58 11%	4 2%	190 35%	135 24%	165 25%	96 34%	222 26%	174 28%	155 32%	267 27%	69 24%
building awareness of the value of the CCA credential to farmers	393 22%	345 33%	45 9%	1 0%	135 24%	126 22%	132 20%	63 22%	176 20%	154 24%	115 23%	222 22%	56 19%
marketing of the CCA program to your potential customers	334 19%	293 29%	36 7%	4 2%	125 23%	107 19%	101 16%	62 23%	149 17%	124 20%	106 21%	182 19%	46 17%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 044 page 1

Satisfaction With CCA Activities: Dissatisfied Summary

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
DISSATISFIED SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very satisfied and 1 = very dissatisfied)													
base: those rating each													
building awareness of the value of the CCA credential to farmers	619 34%	208 20%	242 47%	166 76%	165 30%	198 34%	255 39%	88 31%	327 37%	204 32%	168 34%	362 36%	87 29%
marketing of the CCA program to your potential customers	524 30%	163 16%	200 40%	159 73%	141 26%	167 30%	214 33%	82 30%	278 32%	163 27%	146 29%	297 31%	80 29%
building awareness of the value of the CCA credential to employers	449 25%	123 12%	180 35%	144 67%	111 20%	149 26%	188 29%	70 25%	226 26%	151 24%	110 22%	260 26%	76 26%
cost of CEUs offered	419 22%	136 12%	154 28%	125 52%	138 23%	131 21%	147 21%	67 22%	226 24%	125 18%	117 22%	236 22%	66 20%
communications between you and your local CCA program leadership	306 19%	84 9%	125 27%	94 47%	83 17%	104 20%	119 19%	43 18%	151 19%	112 19%	82 18%	172 19%	50 18%
number of CEUs available	248 13%	46 4%	113 20%	86 37%	74 12%	86 14%	88 13%	38 12%	127 14%	83 12%	66 13%	136 13%	45 14%
quality of CEUs offered	230 12%	41 4%	94 17%	93 40%	59 10%	87 14%	83 12%	33 11%	126 14%	70 10%	49 9%	146 14%	34 11%
peer networking opportunities	152 9%	34 3%	66 14%	51 25%	44 8%	47 8%	61 10%	24 9%	79 9%	48 8%	41 9%	78 8%	32 11%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 045 page 1

Satisfaction With CCA Activities: Mean Summary

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MEAN SUMMARY (5 = very satisfied; 1 = very dissatisfied)													
base: those rating each													
number of CEUs available	3.6	4.0	3.3	2.9	3.6	3.6	3.7	3.7	3.6	3.7	3.6	3.7	3.6
quality of CEUs offered	3.5	3.9	3.2	2.7	3.6	3.5	3.5	3.6	3.5	3.6	3.5	3.5	3.6
peer networking opportunities	3.4	3.6	3.1	2.9	3.4	3.4	3.4	3.4	3.4	3.4	3.3	3.4	3.4
cost of CEUs offered	3.2	3.6	3.0	2.4	3.2	3.2	3.3	3.2	3.2	3.3	3.2	3.2	3.3
communications between you and your local CCA program leadership	3.2	3.5	2.9	2.4	3.2	3.1	3.2	3.3	3.2	3.2	3.2	3.2	3.2
building awareness of the value of the CCA credential to employers	3.0	3.3	2.7	2.0	3.2	2.9	2.9	3.1	3.0	3.0	3.1	3.0	2.9
marketing of the CCA program to your potential customers	2.8	3.1	2.6	1.9	2.9	2.8	2.7	2.9	2.8	2.9	2.9	2.8	2.8
building awareness of the value of the CCA credential to farmers	2.8	3.2	2.5	1.8	2.9	2.8	2.7	2.9	2.7	2.9	2.8	2.8	2.8

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 046 page 1

Satisfaction With CCA Activities: Number of CEUs Available

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
NUMBER OF CEUS AVAILABLE													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	21 1%	7 1%	9 1%	5 2%	8 1%	5 1%	7 1%	3 1%	11 1%	6 1%	2 0%	10 1%	9 3%
no answer	112 5%	72 6%	24 4%	14 5%	28 4%	39 6%	44 6%	8 2%	53 5%	51 7%	45 8%	49 4%	16 5%
tabulated responses	1929	1133	551	232	605	617	700	308	921	695	514	1055	353
weighted base: those rating this item	1931 100%	1130 100%	552 100%	236 100%	612 100%	624 100%	688 100%	312 100%	931 100%	683 100%	526 100%	1069 100%	328 100%
5 - very satisfied	397 21%	315 28%	55 10%	23 10%	126 21%	108 17%	161 23%	67 22%	181 19%	145 21%	99 19%	220 21%	74 23%
4	768 40%	546 48%	174 32%	44 19%	246 40%	269 43%	250 36%	132 42%	360 39%	276 40%	199 38%	446 42%	121 37%
3	518 27%	223 20%	210 38%	82 35%	165 27%	162 26%	190 28%	75 24%	263 28%	180 26%	162 31%	267 25%	88 27%
2	180 9%	39 3%	87 16%	54 23%	48 8%	67 11%	66 10%	22 7%	93 10%	63 9%	54 10%	97 9%	28 9%
1 - very dissatisfied	68 4%	7 1%	27 5%	32 14%	27 4%	19 3%	22 3%	16 5%	33 4%	20 3%	12 2%	40 4%	16 5%
mean:	3.6	4.0	3.3	2.9	3.6	3.6	3.7	3.7	3.6	3.7	3.6	3.7	3.6
standard error:	0.02	0.02	0.04	0.08	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 047 page 1

Satisfaction With CCA Activities: Cost of CEUs Offered

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----			
	satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree	
COST OF CEUS OFFERED													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	37 2%	15 1%	17 3%	6 2%	21 3%	7 1%	9 1%	12 4%	14 1%	11 1%	4 1%	20 2%	13 4%
no answer	104 5%	66 5%	26 4%	11 4%	26 4%	40 6%	38 5%	9 3%	46 5%	49 7%	41 7%	46 4%	16 4%
tabulated responses	1920	1132	541	234	594	614	705	298	925	692	516	1048	349
weighted base: those rating this item	1922 100%	1128 100%	542 100%	239 100%	601 100%	621 100%	693 100%	302 100%	934 100%	680 100%	529 100%	1062 100%	324 100%
5 - very satisfied	212 11%	169 15%	30 6%	9 4%	60 10%	61 10%	89 13%	30 10%	98 10%	84 12%	50 9%	114 11%	48 15%
4	597 31%	447 40%	118 22%	31 13%	191 32%	185 30%	221 32%	96 32%	277 30%	221 33%	158 30%	339 32%	97 30%
3	693 36%	376 33%	240 44%	73 31%	212 35%	244 39%	235 34%	109 36%	334 36%	251 37%	204 39%	373 35%	114 35%
2	290 15%	112 10%	119 22%	58 24%	99 17%	92 15%	98 14%	53 18%	155 17%	81 12%	80 15%	159 15%	51 16%
1 - very dissatisfied	129 7%	24 2%	35 6%	67 28%	39 7%	39 6%	49 7%	14 5%	71 8%	44 6%	37 7%	77 7%	15 5%
mean:	3.2	3.6	3.0	2.4	3.2	3.2	3.3	3.2	3.2	3.3	3.2	3.2	3.3
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.04	0.04	0.05	0.03	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 048 page 1

Satisfaction With CCA Activities: Quality of CEUs Offered

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
QUALITY OF CEUS OFFERED													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	28 1%	9 1%	13 2%	6 2%	14 2%	8 1%	5 1%	7 2%	13 1%	7 1%	2 0%	14 1%	12 3%
no answer	130 6%	79 7%	32 6%	17 7%	30 5%	49 7%	52 7%	9 3%	60 6%	62 8%	49 9%	58 5%	22 6%
tabulated responses	1904	1125	538	228	597	605	695	303	913	683	510	1042	345
weighted base: those rating this item	1905 100%	1121 100%	539 100%	232 100%	604 100%	611 100%	682 100%	307 100%	922 100%	671 100%	522 100%	1055 100%	320 100%
5 - very satisfied	279 15%	235 21%	33 6%	9 4%	95 16%	82 13%	103 15%	43 14%	119 13%	117 17%	74 14%	149 14%	56 17%
4	738 39%	549 49%	144 27%	40 17%	235 39%	236 39%	265 39%	125 41%	347 38%	263 39%	186 36%	431 41%	117 37%
3	658 35%	296 26%	268 50%	89 38%	216 36%	207 34%	232 34%	107 35%	329 36%	221 33%	214 41%	329 31%	113 35%
2	180 9%	36 3%	84 15%	59 25%	42 7%	72 12%	66 10%	25 8%	96 10%	57 8%	37 7%	116 11%	26 8%
1 - very dissatisfied	50 3%	4 0%	10 2%	35 15%	17 3%	16 3%	17 2%	7 2%	30 3%	13 2%	12 2%	30 3%	8 2%
mean:	3.5	3.9	3.2	2.7	3.6	3.5	3.5	3.6	3.5	3.6	3.5	3.5	3.6
standard error:	0.02	0.02	0.04	0.07	0.04	0.04	0.04	0.05	0.03	0.04	0.04	0.03	0.05

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 049 page 1

Satisfaction With CCA Activities: Peer Networking Opportunities

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
PEER NETWORKING OPPORTUNITIES													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	187 9%	90 7%	63 11%	32 13%	71 11%	52 8%	61 8%	33 10%	74 7%	80 11%	51 9%	101 9%	35 10%
no answer	135 7%	79 7%	36 6%	16 6%	36 6%	50 8%	48 7%	11 3%	67 7%	57 8%	53 9%	59 5%	21 6%
tabulated responses	1740	1043	484	203	535	559	641	276	846	613	458	955	320
weighted base: those rating this item	1741 100%	1040 100%	485 100%	206 100%	541 100%	565 100%	630 100%	279 100%	854 100%	602 100%	469 100%	967 100%	297 100%
5 - very satisfied	181 10%	152 15%	18 4%	8 4%	59 11%	59 10%	63 10%	33 12%	86 10%	61 10%	45 10%	104 11%	32 11%
4	515 30%	386 37%	93 19%	32 15%	165 30%	164 29%	182 29%	86 31%	258 30%	170 28%	119 25%	299 31%	96 32%
3	893 51%	467 45%	307 63%	116 56%	274 51%	295 52%	323 51%	135 48%	431 50%	323 54%	264 56%	486 50%	137 46%
2	113 7%	27 3%	58 12%	28 14%	30 6%	36 6%	47 8%	17 6%	60 7%	37 6%	32 7%	57 6%	23 8%
1 - very dissatisfied	38 2%	7 1%	8 2%	23 11%	13 2%	11 2%	14 2%	7 3%	19 2%	12 2%	9 2%	20 2%	9 3%
mean:	3.4	3.6	3.1	2.9	3.4	3.4	3.4	3.4	3.4	3.4	3.3	3.4	3.4
standard error:	0.02	0.02	0.03	0.07	0.04	0.04	0.03	0.05	0.03	0.03	0.04	0.03	0.05

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 050 page 1

Satisfaction With CCA Activities: Marketing of the CCA Program to Your Potential Customers

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MARKETING OF THE CCA PROGRAM TO YOUR POTENTIAL CUSTOMERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	191 9%	106 9%	58 10%	26 10%	74 11%	62 9%	52 7%	39 12%	76 8%	74 10%	34 6%	98 9%	57 16%
no answer	126 6%	81 7%	32 5%	10 4%	36 5%	45 7%	45 6%	10 3%	62 6%	54 7%	42 7%	59 5%	24 7%
tabulated responses	1743	1024	493	215	531	554	654	270	849	621	486	959	293
weighted base: those rating this item	1746 100%	1022 100%	495 100%	219 100%	539 100%	561 100%	642 100%	274 100%	857 100%	612 100%	498 100%	971 100%	272 100%
5 - very satisfied	48 3%	46 5%	1 0%	1 0%	20 4%	15 3%	13 2%	10 4%	18 2%	19 3%	12 2%	28 3%	8 3%
4	286 16%	246 24%	36 7%	3 1%	106 20%	92 16%	87 14%	51 19%	130 15%	104 17%	95 19%	154 16%	38 14%
3	888 51%	567 55%	259 52%	55 25%	273 51%	287 51%	327 51%	130 47%	431 50%	326 53%	245 49%	492 51%	147 54%
2	368 21%	140 14%	144 29%	83 38%	99 18%	119 21%	148 23%	63 23%	194 23%	109 18%	105 21%	206 21%	56 21%
1 - very dissatisfied	156 9%	23 2%	56 11%	76 35%	42 8%	47 8%	67 10%	19 7%	83 10%	54 9%	41 8%	91 9%	24 9%
mean:	2.8	3.1	2.6	1.9	2.9	2.8	2.7	2.9	2.8	2.9	2.9	2.8	2.8
standard error:	0.02	0.02	0.04	0.06	0.04	0.04	0.03	0.06	0.03	0.04	0.04	0.03	0.05

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 051 page 1

Satisfaction With CCA Activities: Communications Between You and Your Local CCA Program Leadership

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----			
	satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree	
COMMUNICATIONS BETWEEN YOU AND YOUR LOCAL CCA PROGRAM LEADERSHIP													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	301 15%	156 13%	99 17%	45 18%	133 20%	95 14%	71 10%	79 25%	132 13%	89 12%	67 12%	167 15%	65 18%
no answer	112 5%	76 6%	25 4%	9 4%	28 4%	46 7%	37 5%	8 2%	57 6%	47 6%	43 8%	51 5%	16 5%
tabulated responses	1651	983	458	198	481	521	644	233	798	616	452	899	295
weighted base: those rating this item	1650 100%	977 100%	460 100%	201 100%	487 100%	526 100%	632 100%	236 100%	806 100%	604 100%	464 100%	909 100%	273 100%
5 - very satisfied	141 9%	118 12%	17 4%	5 3%	47 10%	36 7%	57 9%	25 11%	65 8%	51 8%	40 9%	74 8%	28 10%
4	436 26%	352 36%	66 14%	16 8%	129 27%	142 27%	162 26%	66 28%	199 25%	168 28%	122 26%	239 26%	73 27%
3	767 46%	423 43%	252 55%	85 42%	227 47%	244 46%	294 47%	102 43%	391 49%	273 45%	220 48%	423 47%	122 45%
2	210 13%	66 7%	91 20%	50 25%	60 12%	71 13%	79 13%	29 12%	99 12%	83 14%	65 14%	117 13%	27 10%
1 - very dissatisfied	95 6%	18 2%	33 7%	44 22%	23 5%	33 6%	39 6%	13 6%	52 7%	30 5%	17 4%	55 6%	23 8%
mean:	3.2	3.5	2.9	2.4	3.2	3.1	3.2	3.3	3.2	3.2	3.2	3.2	3.2
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 052 page 1

Satisfaction With CCA Activities: Building Awareness of the Value of the CCA Credential to Employers

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO EMPLOYERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	168 8%	92 8%	45 8%	31 12%	70 11%	53 8%	43 6%	31 10%	72 7%	63 8%	34 6%	89 8%	42 12%
no answer	120 6%	76 6%	32 5%	10 4%	31 5%	46 7%	41 6%	9 3%	59 6%	52 7%	47 8%	56 5%	17 5%
tabulated responses	1773	1044	507	210	538	562	668	279	856	635	481	971	316
weighted base: those rating this item	1775 100%	1041 100%	508 100%	214 100%	546 100%	568 100%	656 100%	283 100%	864 100%	625 100%	492 100%	983 100%	295 100%
5 - very satisfied	82 5%	74 7%	8 2%	0 0%	39 7%	25 4%	18 3%	22 8%	31 4%	30 5%	25 5%	47 5%	9 3%
4	410 23%	352 34%	50 10%	4 2%	151 28%	111 20%	147 22%	74 26%	191 22%	144 23%	130 26%	220 22%	60 20%
3	834 47%	493 47%	269 53%	66 31%	246 45%	284 50%	303 46%	117 41%	416 48%	300 48%	227 46%	455 46%	149 51%
2	316 18%	100 10%	139 27%	75 35%	79 14%	106 19%	129 20%	54 19%	156 18%	104 17%	70 14%	186 19%	58 20%
1 - very dissatisfied	133 7%	22 2%	41 8%	69 32%	32 6%	42 7%	58 9%	16 5%	70 8%	48 8%	40 8%	74 8%	18 6%
mean:	3.0	3.3	2.7	2.0	3.2	2.9	2.9	3.1	3.0	3.0	3.1	3.0	2.9
standard error:	0.02	0.03	0.04	0.06	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.05

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 053 page 1

Satisfaction With CCA Activities: Building Awareness of the Value of the CCA Credential to Farmers

9. Please rate your satisfaction with the CCA activities in your *state/province/region*.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
BUILDING AWARENESS OF THE VALUE OF THE CCA CREDENTIAL TO FARMERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no experience with	135 7%	74 6%	35 6%	26 10%	54 8%	46 7%	33 4%	26 8%	60 6%	47 6%	27 5%	67 6%	38 11%
no answer	128 6%	83 7%	32 6%	10 4%	34 5%	47 7%	46 6%	12 4%	57 6%	58 8%	52 9%	55 5%	20 6%
tabulated responses	1797	1054	515	215	552	568	672	281	868	645	483	993	317
weighted base: those rating this item	1800 100%	1052 100%	517 100%	219 100%	560 100%	575 100%	660 100%	285 100%	877 100%	635 100%	495 100%	1006 100%	296 100%
5 - very satisfied	68 4%	62 6%	5 1%	0 0%	23 4%	23 4%	22 3%	13 5%	22 3%	32 5%	16 3%	41 4%	11 4%
4	326 18%	282 27%	40 8%	1 0%	113 20%	103 18%	110 17%	50 17%	154 18%	122 19%	99 20%	181 18%	46 15%
3	787 44%	499 47%	230 45%	51 24%	259 46%	251 44%	273 41%	134 47%	374 43%	277 44%	211 43%	421 42%	153 52%
2	418 23%	170 16%	169 33%	77 35%	112 20%	134 23%	170 26%	59 21%	221 25%	138 22%	115 23%	244 24%	57 19%
1 - very dissatisfied	201 11%	38 4%	73 14%	89 41%	53 9%	64 11%	85 13%	30 10%	105 12%	66 10%	54 11%	117 12%	30 10%
mean:	2.8	3.2	2.5	1.8	2.9	2.8	2.7	2.9	2.7	2.9	2.8	2.8	2.8
standard error:	0.02	0.03	0.04	0.05	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.05

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 054 page 1

Customers' Responses to CCA Certification

10. How have your customers responded to your CCA certification?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
don't seem to recognize/ understand the CCA program	942 46%	472 39%	324 55%	143 56%	291 45%	291 44%	356 48%	160 50%	463 47%	316 43%	249 43%	547 49%	144 41%
don't really care about my training, only the quality of my agronomic advice	939 46%	484 40%	308 53%	141 55%	260 40%	312 47%	363 49%	145 45%	460 46%	329 44%	251 44%	518 46%	164 46%
appreciate my greater understand of agricultural issues	510 25%	408 34%	88 15%	10 4%	173 27%	175 26%	162 22%	79 24%	231 23%	201 27%	173 30%	267 24%	68 19%
don't know that I am CCA certified	415 20%	211 17%	143 25%	59 23%	155 24%	121 18%	137 19%	93 29%	190 19%	132 18%	80 14%	241 21%	94 26%
congratulated me on earning my CCA certification	185 9%	145 12%	34 6%	3 1%	117 18%	42 6%	26 4%	67 21%	63 6%	56 8%	65 11%	98 9%	21 6%
growers ask my advice more often since I have become CCA certified	149 7%	130 11%	18 3%	1 0%	57 9%	49 7%	43 6%	24 7%	63 6%	63 8%	62 11%	74 7%	13 4%
indicated at least one	1818 88%	1075 89%	520 89%	211 83%	577 89%	587 88%	647 88%	293 91%	882 89%	639 86%	513 89%	1003 89%	295 83%
no recognizable changes	224 11%	120 10%	60 10%	41 16%	69 11%	75 11%	80 11%	29 9%	108 11%	87 12%	58 10%	113 10%	51 15%
no answer	20 1%	14 1%	5 1%	2 1%	2 0%	6 1%	12 2%	1 0%	5 1%	14 2%	2 0%	11 1%	7 2%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 055 page 1

Proportion Aware of "That's Sound Advice" Campaign

11. Are you aware of the "That's Sound Advice" campaign to promote the CCA program to employers and farmers?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
yes	449 22%	328 27%	91 16%	26 10%	168 26%	125 19%	155 21%	93 29%	210 21%	147 20%	120 21%	250 22%	80 23%
no	1608 78%	880 73%	492 84%	225 89%	480 74%	542 81%	580 78%	230 71%	783 79%	590 80%	451 79%	878 78%	272 77%
no answer	5 0%	1 0%	1 0%	3 1%	0 0%	1 0%	4 1%	0 0%	2 0%	3 0%	3 1%	0 0%	2 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 056 page 1

Likelihood of Attending National CCA Conference

12. How likely would you be to attend a National CCA conference?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very likely	63 3%	42 3%	15 3%	5 2%	25 4%	16 2%	21 3%	14 4%	29 3%	20 3%	15 3%	34 3%	14 4%
4	241 12%	171 14%	48 8%	20 8%	101 16%	68 10%	70 10%	60 19%	112 11%	68 9%	72 13%	128 11%	40 11%
3	546 26%	374 31%	141 24%	29 11%	199 31%	159 24%	186 25%	99 31%	270 27%	175 24%	147 26%	298 26%	99 28%
2	622 30%	354 29%	202 35%	62 24%	178 28%	221 33%	220 30%	90 28%	293 29%	238 32%	180 31%	343 30%	96 27%
1 - very unlikely	585 28%	262 22%	179 31%	138 54%	142 22%	199 30%	241 33%	58 18%	288 29%	238 32%	160 28%	318 28%	105 30%
mean:	2.3	2.5	2.2	1.8	2.5	2.2	2.2	2.6	2.3	2.2	2.3	2.3	2.3
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.05	0.03	0.06
no answer	7 0%	6 0%	0 0%	1 0%	2 0%	4 1%	1 0%	2 1%	2 0%	3 0%	0 0%	6 1%	1 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 057 page 1

How CCA Certification Fee Is Paid

13. Who pays your annual CCA certification fee?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
my company/organization pays all	1326 64%	781 65%	384 66%	150 59%	432 67%	408 61%	480 65%	216 67%	683 69%	425 57%	393 68%	736 65%	194 55%
I pay all	622 30%	359 30%	168 29%	90 36%	174 27%	222 33%	222 30%	84 26%	258 26%	277 37%	145 25%	329 29%	143 41%
my company/organization pays part, I pay part	108 5%	65 5%	30 5%	13 5%	40 6%	35 5%	34 5%	22 7%	50 5%	37 5%	33 6%	59 5%	16 4%
no answer	7 0%	4 0%	2 0%	1 0%	2 0%	2 0%	3 0%	1 0%	4 0%	2 0%	3 1%	3 0%	1 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 058 page 1

Desired Topics for ASA Educational Offerings

14. Are there any specific topics you would like to see offered through the ASA Educational offerings (webinars, online courses, etc.)?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (open-ended answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
NET: more on topic X:	190 9%	130 11%	45 8%	13 5%	57 9%	64 10%	68 9%	17 5%	84 8%	88 12%	47 8%	100 9%	40 11%
soil/water	54 3%	43 4%	10 2%	2 1%	15 2%	20 3%	19 3%	5 1%	24 2%	26 3%	11 2%	31 3%	12 3%
specific crops (alfalfa, fruits, etc.)	30 1%	17 1%	7 1%	6 2%	10 2%	9 1%	10 1%	2 1%	16 2%	12 2%	8 1%	17 1%	5 1%
chemical/biotechnology/ microbiology	20 1%	19 2%	1 0%	0 0%	7 1%	6 1%	7 1%	1 0%	9 1%	11 1%	6 1%	10 1%	4 1%
precision agriculture	15 1%	9 1%	5 1%	0 0%	5 1%	3 0%	7 1%	5 2%	6 1%	3 0%	2 0%	6 1%	6 2%
business of ag/customer relations	15 1%	5 0%	9 2%	1 0%	3 0%	6 1%	6 1%	0 0%	8 1%	7 1%	4 1%	8 1%	2 1%
different types of crops (cover crops, alternative crops, etc.)	14 1%	10 1%	2 0%	2 1%	4 1%	5 1%	5 1%	2 1%	4 0%	8 1%	5 1%	7 1%	2 1%
nutrient management	14 1%	9 1%	4 1%	1 0%	3 0%	6 1%	5 1%	1 0%	4 0%	9 1%	2 0%	9 1%	3 1%
other	83 4%	60 5%	17 3%	5 2%	26 4%	26 4%	30 4%	10 3%	35 3%	38 5%	14 2%	47 4%	22 6%
geographic specific	32 2%	19 2%	9 2%	4 2%	17 3%	8 1%	7 1%	4 1%	20 2%	9 1%	8 1%	21 2%	3 1%
better material/information (more current/up-to-date/new, unbiased, etc.)	32 2%	19 2%	9 2%	4 2%	17 3%	8 1%	7 1%	4 1%	20 2%	9 1%	8 1%	21 2%	3 1%
more webinars/online courses	23 1%	17 1%	3 1%	3 1%	7 1%	9 1%	7 1%	5 1%	11 1%	7 1%	11 2%	9 1%	3 1%
free/lower priced CEUs/courses/ webinars	12 1%	7 1%	3 1%	1 0%	5 1%	3 0%	4 1%	3 1%	5 1%	4 1%	3 1%	8 1%	1 0%
satisfied with offerings/topics	16 1%	12 1%	3 0%	1 0%	5 1%	2 0%	9 1%	2 1%	7 1%	7 1%	5 1%	8 1%	2 1%
indicated at least one	305 15%	198 16%	70 12%	35 14%	90 14%	98 15%	116 16%	30 9%	141 14%	133 18%	85 15%	159 14%	59 17%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 058 page 2

Desired Topics for ASA Educational Offerings

14. Are there any specific topics you would like to see offered through the ASA Educational offerings (webinars, online courses, etc.)?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (open-ended answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
no answer	1758 85%	1011 84%	515 88%	220 86%	558 86%	570 85%	623 84%	293 91%	854 86%	607 82%	489 85%	968 86%	295 83%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 059 page 1

Likelihood of Maintaining CCA Certification

15. How likely are you to maintain your CCA certification five years from now?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very likely	1211 59%	893 74%	263 45%	49 19%	444 69%	365 55%	398 54%	222 69%	607 61%	381 52%	361 63%	682 60%	164 46%
4	400 19%	199 16%	147 25%	51 20%	124 19%	135 20%	140 19%	61 19%	197 20%	139 19%	95 17%	221 20%	82 23%
3	238 12%	60 5%	116 20%	61 24%	47 7%	92 14%	98 13%	26 8%	112 11%	99 13%	60 11%	121 11%	55 16%
2	89 4%	24 2%	25 4%	41 16%	8 1%	36 5%	44 6%	8 3%	31 3%	48 7%	28 5%	42 4%	19 5%
1 - very unlikely	112 5%	30 3%	29 5%	52 21%	19 3%	38 6%	55 7%	2 1%	40 4%	70 10%	27 5%	56 5%	29 8%
mean:	4.2	4.6	4.0	3.0	4.5	4.1	4.1	4.5	4.3	4.0	4.3	4.3	4.0
standard error:	0.03	0.03	0.05	0.09	0.04	0.05	0.05	0.05	0.03	0.05	0.05	0.03	0.07
no answer	13 1%	4 0%	4 1%	0 0%	6 1%	2 0%	5 1%	3 1%	8 1%	2 0%	3 0%	5 0%	5 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 060 page 1

Likelihood to Recommend CCA Certification

16. How likely are you to recommend CCA certification to a colleague?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very likely	770 37%	665 55%	97 17%	5 2%	277 43%	232 35%	258 35%	138 43%	334 34%	296 40%	238 41%	412 37%	115 32%
4	609 30%	421 35%	172 29%	12 5%	200 31%	190 28%	218 29%	89 27%	298 30%	220 30%	159 28%	344 30%	105 30%
3	403 20%	95 8%	239 41%	66 26%	104 16%	149 22%	148 20%	63 20%	213 21%	126 17%	109 19%	213 19%	79 22%
2	148 7%	9 1%	56 10%	83 32%	39 6%	54 8%	55 7%	17 5%	82 8%	47 6%	40 7%	80 7%	26 7%
1 - very unlikely	109 5%	7 1%	16 3%	86 34%	19 3%	37 6%	50 7%	11 4%	59 6%	38 5%	25 4%	62 5%	22 6%
mean:	3.9	4.4	3.5	2.1	4.1	3.8	3.8	4.0	3.8	3.9	4.0	3.9	3.8
standard error:	0.03	0.02	0.04	0.06	0.04	0.05	0.04	0.06	0.04	0.04	0.05	0.03	0.06
no answer	25 1%	13 1%	4 1%	3 1%	9 1%	6 1%	10 1%	5 1%	7 1%	13 2%	2 0%	16 1%	7 2%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 061 page 1

Overall Satisfaction With CCA Program

17. How would you rate your overall satisfaction with the CCA program?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very satisfied	294 14%	294 24%	0 0%	0 0%	117 18%	87 13%	89 12%	53 16%	123 12%	119 16%	98 17%	149 13%	47 13%
4	915 44%	915 76%	0 0%	0 0%	298 46%	310 46%	306 41%	153 47%	422 42%	338 46%	253 44%	510 45%	148 42%
3	584 28%	0 0%	584 100%	0 0%	181 28%	173 26%	229 31%	88 27%	298 30%	197 27%	158 28%	308 27%	116 33%
2	186 9%	0 0%	0 0%	186 73%	38 6%	68 10%	79 11%	23 7%	103 10%	59 8%	47 8%	110 10%	28 8%
1 - very unsatisfied	68 3%	0 0%	0 0%	68 27%	8 1%	24 4%	35 5%	5 2%	40 4%	24 3%	16 3%	42 4%	11 3%
mean:	3.6	4.2	3.0	1.7	3.7	3.6	3.5	3.7	3.5	3.6	3.6	3.5	3.5
standard error:	0.02	0.01	0.00	0.03	0.03	0.04	0.04	0.05	0.03	0.03	0.04	0.03	0.05
no answer	15 1%	0 0%	0 0%	0 0%	6 1%	6 1%	3 0%	1 0%	10 1%	4 1%	3 1%	8 1%	3 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 062 page 1

Overall Satisfaction With CCA Certification

18. How would you rate your overall satisfaction with your CCA certification?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very satisfied	422 20%	401 33%	17 3%	1 0%	158 24%	125 19%	138 19%	72 22%	181 18%	169 23%	130 23%	223 20%	67 19%
4	877 43%	732 61%	126 22%	15 6%	298 46%	281 42%	297 40%	158 49%	404 41%	312 42%	256 45%	477 42%	141 40%
3	540 26%	66 5%	408 70%	63 25%	154 24%	182 27%	201 27%	73 23%	279 28%	188 25%	139 24%	291 26%	108 30%
2	152 7%	3 0%	28 5%	121 47%	29 4%	53 8%	68 9%	16 5%	91 9%	45 6%	37 6%	88 8%	26 7%
1 - very unsatisfied	54 3%	0 0%	2 0%	52 21%	6 1%	18 3%	28 4%	3 1%	30 3%	21 3%	11 2%	35 3%	8 2%
mean:	3.7	4.3	3.2	2.2	3.9	3.7	3.6	3.9	3.6	3.8	3.8	3.7	3.7
standard error:	0.02	0.02	0.02	0.05	0.03	0.04	0.04	0.05	0.03	0.04	0.04	0.03	0.05
no answer	17 1%	7 1%	3 1%	2 1%	3 0%	8 1%	6 1%	1 0%	10 1%	6 1%	0 0%	14 1%	3 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 063 page 1

Additional Comments Regarding CCA Certification/Program

19. Do you have any additional comments regarding your CCA certification or the program itself?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (open-ended answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
NET: ISSUES WITH CEUS/ CERTIFICATION:	155 8%	58 5%	43 7%	53 21%	46 7%	49 7%	59 8%	23 7%	82 8%	51 7%	23 4%	97 9%	36 10%
too difficult to get credits, need more opportunities/ options	32 2%	13 1%	10 2%	9 4%	14 2%	9 1%	9 1%	3 1%	23 2%	7 1%	6 1%	20 2%	6 2%
training/CEUs/exams not of good quality	24 1%	7 1%	5 1%	12 5%	10 2%	5 1%	8 1%	7 2%	8 1%	9 1%	2 0%	18 2%	4 1%
CEUs/credits/certification is too expensive	23 1%	9 1%	8 1%	6 2%	4 1%	5 1%	14 2%	2 1%	13 1%	8 1%	2 0%	12 1%	9 3%
too many credits/hours needed to maintain certification	20 1%	5 0%	5 1%	9 4%	3 0%	6 1%	11 2%	2 1%	12 1%	6 1%	3 1%	13 1%	4 1%
administrative issues/too slow in recognizing credits	19 1%	11 1%	3 1%	4 2%	7 1%	7 1%	4 1%	4 1%	8 1%	6 1%	0 0%	16 1%	3 1%
not a good value for cost/ time involved	15 1%	0 0%	4 1%	11 4%	1 0%	9 1%	5 1%	0 0%	12 1%	3 0%	1 0%	12 1%	2 1%
other issue with CEUs/ certification	40 2%	19 2%	11 2%	10 4%	8 1%	14 2%	17 2%	4 1%	19 2%	17 2%	9 2%	15 1%	15 4%
no value/benefit to having CCA certification	37 2%	1 0%	12 2%	24 9%	5 1%	8 1%	23 3%	3 1%	20 2%	14 2%	11 2%	23 2%	3 1%
growers/farmers/employers do not care about certification (no interest, have not asked about it, etc.)	32 2%	5 0%	10 2%	16 6%	2 0%	11 2%	18 2%	2 1%	19 2%	10 1%	6 1%	20 2%	6 2%
need to promote certification/ program to the public/farmers, have done a poor job promoting	31 2%	14 1%	12 2%	5 2%	9 1%	9 1%	13 2%	4 1%	20 2%	7 1%	9 2%	18 2%	4 1%
satisfied with certification/ program	26 1%	21 2%	3 1%	0 0%	6 1%	10 2%	8 1%	0 0%	18 2%	7 1%	8 1%	15 1%	2 1%
suggestion/idea for improvement	16 1%	11 1%	3 1%	2 1%	3 0%	5 1%	8 1%	2 1%	6 1%	8 1%	8 1%	4 0%	4 1%
growers/farmers/employers do not see value/do not understand certification	16 1%	3 0%	5 1%	8 3%	3 0%	2 0%	11 1%	2 1%	9 1%	5 1%	2 0%	12 1%	1 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 063 page 2

Additional Comments Regarding CCA Certification/Program

19. Do you have any additional comments regarding your CCA certification or the program itself?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (open-ended answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
feel that the program only exists to make money	14 1%	0 0%	2 0%	11 4%	1 0%	5 1%	8 1%	0 0%	11 1%	3 0%	1 0%	12 1%	1 0%
feel that certification should be mandatory	14 1%	6 1%	5 1%	3 1%	4 1%	6 1%	4 1%	2 1%	7 1%	5 1%	5 1%	7 1%	1 0%
NET: OTHER:	83 4%	42 3%	29 5%	12 5%	21 3%	20 3%	42 6%	11 4%	31 3%	39 5%	18 3%	46 4%	20 6%
other, negative	29 1%	7 1%	13 2%	9 3%	7 1%	3 0%	19 3%	5 2%	11 1%	13 2%	2 0%	20 2%	7 2%
other, positive	19 1%	13 1%	5 1%	1 0%	5 1%	4 1%	10 1%	1 0%	9 1%	9 1%	6 1%	8 1%	5 1%
other	38 2%	24 2%	10 2%	4 1%	10 1%	13 2%	16 2%	5 2%	14 1%	18 2%	9 2%	21 2%	8 2%
indicated at least one	362 18%	148 12%	107 18%	103 40%	93 14%	110 16%	157 21%	44 14%	188 19%	129 17%	82 14%	211 19%	68 19%
no answer	1701 82%	1061 88%	477 82%	152 60%	555 86%	558 84%	582 79%	279 86%	807 81%	611 83%	492 86%	916 81%	286 81%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 064 page 1

Concern for Agriculture Issues: Concerned Summary

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
CONCERNED SUMMARY (rated 4 or 5 on a 5-point scale where 5 = very concerned and 1 = not at all concerned)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
effect of government regulations on your business	1725 84%	1001 83%	496 85%	217 85%	529 82%	555 83%	635 86%	254 79%	829 83%	637 86%	504 88%	948 84%	266 75%
recruiting and retaining good staff	1676 81%	1002 83%	462 79%	201 79%	514 79%	539 81%	615 83%	258 80%	833 84%	580 78%	481 84%	912 81%	276 78%
maintaining company profitability	1652 80%	948 78%	488 84%	203 80%	506 78%	539 81%	599 81%	247 77%	803 81%	597 81%	506 88%	900 80%	241 68%
staying up-to-date on agronomic information	1507 73%	931 77%	408 70%	157 62%	470 73%	484 72%	547 74%	226 70%	704 71%	574 78%	436 76%	816 72%	248 70%
declining customer base (loss of farmers)	1341 65%	798 66%	375 64%	158 62%	418 65%	427 64%	491 66%	188 58%	651 65%	497 67%	417 73%	722 64%	197 56%
complying with staff training requirements (i.e. DOT, HAZMAT, security, etc.)	1300 63%	771 64%	344 59%	174 68%	372 57%	427 64%	494 67%	169 52%	640 64%	489 66%	413 72%	705 63%	178 50%
increasing price sensitivity by customers	1262 61%	741 61%	364 62%	147 58%	409 63%	406 61%	443 60%	193 60%	606 61%	462 62%	386 67%	686 61%	186 53%
nutrient management planning as a profit center	1109 54%	710 59%	285 49%	107 42%	371 57%	337 50%	396 54%	181 56%	492 49%	436 59%	349 61%	598 53%	159 45%
loss of farmland to urban development	1042 51%	655 54%	280 48%	102 40%	335 52%	315 47%	387 52%	153 47%	480 48%	407 55%	277 48%	576 51%	186 53%
impact of climate change on agricultural production	868 42%	542 45%	244 42%	79 31%	268 41%	298 45%	299 40%	122 38%	413 42%	331 45%	262 46%	472 42%	132 37%
lack of employer support for CCA certification	639 31%	352 29%	203 35%	80 31%	204 31%	186 28%	249 34%	87 27%	303 31%	248 33%	201 35%	334 30%	103 29%
other	56 3%	30 2%	16 3%	9 4%	22 3%	10 2%	23 3%	6 2%	28 3%	22 3%	19 3%	30 3%	7 2%
indicated at least one	2019 98%	1185 98%	569 97%	250 98%	635 98%	651 97%	725 98%	316 98%	976 98%	721 97%	565 99%	1108 98%	337 95%
indicated none	44 2%	25 2%	15 3%	5 2%	13 2%	17 3%	14 2%	7 2%	18 2%	19 3%	8 1%	19 2%	17 5%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 065 page 1

Concern for Agriculture Issues: Not Concerned Summary

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----			
	satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree	
NOT CONCERNED SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very concerned and 1 = not at all concerned)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
lack of employer support for CCA certification	637 31%	392 32%	151 26%	90 35%	222 34%	206 31%	205 28%	126 39%	325 33%	181 24%	164 29%	363 32%	106 30%
impact of climate change on agricultural production	502 24%	271 22%	134 23%	94 37%	175 27%	144 22%	181 24%	98 30%	235 24%	165 22%	124 22%	274 24%	102 29%
loss of farmland to urban development	353 17%	184 15%	99 17%	66 26%	128 20%	117 17%	107 15%	77 24%	183 18%	93 13%	103 18%	201 18%	49 14%
nutrient management planning as a profit center	221 11%	100 8%	72 12%	47 19%	62 10%	79 12%	79 11%	32 10%	119 12%	68 9%	42 7%	128 11%	48 14%
declining customer base (loss of farmers)	211 10%	111 9%	53 9%	44 17%	71 11%	73 11%	65 9%	42 13%	110 11%	59 8%	39 7%	131 12%	40 11%
staying up-to-date on agronomic information	166 8%	81 7%	50 9%	34 13%	57 9%	57 9%	51 7%	36 11%	92 9%	38 5%	30 5%	101 9%	35 10%
increasing price sensitivity by customers	154 7%	80 7%	40 7%	32 13%	51 8%	48 7%	55 7%	32 10%	71 7%	51 7%	37 6%	81 7%	35 10%
complying with staff training requirements (i.e. DOT, HAZMAT, security, etc.)	123 6%	62 5%	42 7%	18 7%	57 9%	35 5%	31 4%	45 14%	53 5%	26 3%	18 3%	74 7%	31 9%
recruiting and retaining good staff	46 2%	21 2%	10 2%	14 5%	17 3%	16 2%	13 2%	6 2%	21 2%	19 3%	13 2%	25 2%	7 2%
maintaining company profitability	44 2%	25 2%	11 2%	8 3%	20 3%	9 1%	15 2%	11 3%	19 2%	14 2%	2 0%	22 2%	20 6%
effect of government regulations on your business	34 2%	18 1%	10 2%	6 2%	13 2%	8 1%	12 2%	9 3%	12 1%	13 2%	10 2%	14 1%	10 3%
other	11 1%	7 1%	1 0%	3 1%	2 0%	5 1%	4 1%	2 1%	4 0%	5 1%	2 0%	4 0%	5 1%
indicated at least one	1188 58%	668 55%	325 56%	186 73%	399 62%	378 57%	406 55%	219 68%	590 59%	374 51%	292 51%	669 59%	222 63%
indicated none	875 42%	541 45%	259 44%	69 27%	249 38%	289 43%	333 45%	104 32%	405 41%	366 49%	282 49%	459 41%	132 37%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 066 page 1

Concern for Agriculture Issues: Mean Summary

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MEAN SUMMARY (5 = very concerned; 1 = not at all concerned)													
base: those rating each													
effect of government regulations on your business	4.4	4.4	4.4	4.4	4.4	4.4	4.5	4.3	4.4	4.5	4.5	4.4	4.2
recruiting and retaining good staff	4.3	4.4	4.3	4.3	4.3	4.3	4.4	4.3	4.4	4.3	4.3	4.3	4.3
maintaining company profitability	4.3	4.3	4.3	4.3	4.2	4.3	4.3	4.2	4.3	4.3	4.4	4.3	4.1
staying up-to-date on agronomic information	4.0	4.1	3.9	3.7	4.0	4.0	4.0	3.9	3.9	4.1	4.1	4.0	3.9
complying with staff training requirements (i.e. DOT, HAZMAT, security, etc.)	3.9	4.0	3.8	4.0	3.8	4.0	4.0	3.6	3.9	4.1	4.1	3.9	3.7
declining customer base (loss of farmers)	3.9	3.9	3.9	3.7	3.8	3.8	3.9	3.7	3.9	3.9	4.0	3.8	3.7
increasing price sensitivity by customers	3.8	3.8	3.9	3.7	3.9	3.8	3.8	3.8	3.8	3.9	3.9	3.8	3.7
nutrient management planning as a profit center	3.7	3.8	3.6	3.4	3.8	3.6	3.7	3.7	3.6	3.8	3.8	3.7	3.5
loss of farmland to urban development	3.6	3.6	3.5	3.2	3.5	3.5	3.6	3.4	3.5	3.7	3.5	3.5	3.7
impact of climate change on agricultural production	3.2	3.3	3.2	2.8	3.2	3.3	3.2	3.1	3.2	3.3	3.3	3.2	3.1
lack of employer support for CCA certification	3.0	2.9	3.1	2.9	2.9	2.9	3.1	2.7	2.9	3.1	3.1	2.9	3.0
other	4.0	3.9	4.1	3.8	4.1	3.4	4.2	3.5	4.1	3.9	4.2	4.0	3.4

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 067 page 1

Concern for Agriculture Issues: Maintaining Company Profitability

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
MAINTAINING COMPANY PROFITABILITY													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	865 42%	497 41%	237 41%	122 48%	262 40%	267 40%	331 45%	118 37%	416 42%	329 44%	268 47%	488 43%	108 31%
4	787 38%	451 37%	251 43%	81 32%	244 38%	272 41%	268 36%	129 40%	388 39%	268 36%	238 41%	412 37%	133 38%
3	232 11%	143 12%	57 10%	30 12%	83 13%	72 11%	78 11%	48 15%	111 11%	72 10%	56 10%	129 11%	47 13%
2	35 2%	19 2%	10 2%	5 2%	18 3%	6 1%	11 1%	10 3%	14 1%	10 1%	1 0%	17 2%	17 5%
1 - not at all concerned	9 0%	6 0%	1 0%	3 1%	2 0%	3 1%	4 1%	1 0%	5 1%	3 0%	1 0%	5 0%	3 1%
mean:	4.3	4.3	4.3	4.3	4.2	4.3	4.3	4.2	4.3	4.3	4.4	4.3	4.1
standard error:	0.02	0.02	0.03	0.06	0.03	0.03	0.03	0.05	0.03	0.03	0.03	0.02	0.05
not applicable to my business	103 5%	75 6%	18 3%	9 3%	36 5%	32 5%	35 5%	16 5%	46 5%	40 5%	7 1%	59 5%	34 10%
no answer	33 2%	18 1%	10 2%	5 2%	3 1%	16 2%	12 2%	1 0%	15 2%	17 2%	3 1%	18 2%	11 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 068 page 1

Concern for Agriculture Issues: Recruiting and Retaining Good Staff

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
RECRUITING AND RETAINING GOOD STAFF													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	934 45%	559 46%	246 42%	122 48%	278 43%	282 42%	370 50%	146 45%	469 47%	315 43%	274 48%	523 46%	133 38%
4	742 36%	443 37%	217 37%	78 31%	237 37%	257 38%	245 33%	112 35%	364 37%	265 36%	206 36%	389 35%	143 40%
3	190 9%	100 8%	61 11%	27 10%	76 12%	55 8%	59 8%	41 13%	79 8%	70 9%	53 9%	104 9%	33 9%
2	33 2%	19 2%	6 1%	8 3%	15 2%	10 2%	8 1%	5 1%	16 2%	12 2%	9 2%	18 2%	6 2%
1 - not at all concerned	13 1%	2 0%	4 1%	6 2%	2 0%	6 1%	5 1%	1 0%	5 1%	7 1%	4 1%	7 1%	1 0%
mean:	4.3	4.4	4.3	4.3	4.3	4.3	4.4	4.3	4.4	4.3	4.3	4.3	4.3
standard error:	0.02	0.02	0.03	0.06	0.03	0.03	0.03	0.05	0.02	0.03	0.03	0.02	0.04
not applicable to my business	115 6%	69 6%	36 6%	9 4%	33 5%	41 6%	41 6%	16 5%	48 5%	51 7%	22 4%	66 6%	26 7%
no answer	36 2%	18 1%	14 2%	4 2%	8 1%	16 2%	11 2%	3 1%	13 1%	20 3%	4 1%	20 2%	12 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 069 page 1

Concern for Agriculture Issues: Effect of Government Regulations on Your Business

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
EFFECT OF GOVERNMENT REGULATIONS ON YOUR BUSINESS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	1112 54%	648 54%	309 53%	147 58%	341 53%	334 50%	432 58%	161 50%	522 53%	427 58%	339 59%	620 55%	151 43%
4	613 30%	353 29%	187 32%	70 27%	188 29%	221 33%	203 27%	93 29%	306 31%	211 28%	166 29%	328 29%	115 33%
3	221 11%	137 11%	56 10%	24 9%	79 12%	75 11%	67 9%	48 15%	116 12%	57 8%	55 10%	118 10%	48 14%
2	25 1%	14 1%	7 1%	4 2%	9 1%	6 1%	9 1%	6 2%	11 1%	8 1%	8 1%	11 1%	6 2%
1 - not at all concerned	9 0%	4 0%	3 1%	2 1%	4 1%	2 0%	3 0%	3 1%	1 0%	5 1%	2 0%	3 0%	4 1%
mean:	4.4	4.4	4.4	4.4	4.4	4.4	4.5	4.3	4.4	4.5	4.5	4.4	4.2
standard error:	0.02	0.02	0.03	0.05	0.03	0.03	0.03	0.05	0.02	0.03	0.03	0.02	0.05
not applicable to my business	53 3%	37 3%	12 2%	5 2%	20 3%	17 3%	16 2%	10 3%	23 2%	20 3%	1 0%	31 3%	19 5%
no answer	30 1%	17 1%	10 2%	3 1%	7 1%	13 2%	9 1%	2 1%	15 2%	13 2%	3 1%	16 1%	11 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 070 page 1

Concern for Agriculture Issues: Complying With Staff Training Requirements

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
COMPLYING WITH STAFF TRAINING REQUIREMENTS (I.E. DOT, HAZMAT, SECURITY, ETC.)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	603 29%	367 30%	146 25%	85 33%	168 26%	195 29%	236 32%	77 24%	274 27%	250 34%	198 34%	330 29%	71 20%
4	697 34%	404 33%	197 34%	89 35%	204 31%	233 35%	259 35%	91 28%	366 37%	240 32%	215 38%	375 33%	106 30%
3	456 22%	262 22%	147 25%	46 18%	168 26%	141 21%	146 20%	89 27%	218 22%	146 20%	116 20%	246 22%	91 26%
2	91 4%	48 4%	32 6%	10 4%	43 7%	29 4%	20 3%	34 11%	41 4%	16 2%	14 2%	54 5%	24 7%
1 - not at all concerned	32 2%	14 1%	10 2%	8 3%	14 2%	6 1%	11 2%	10 3%	12 1%	9 1%	4 1%	21 2%	7 2%
mean:	3.9	4.0	3.8	4.0	3.8	4.0	4.0	3.6	3.9	4.1	4.1	3.9	3.7
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
not applicable to my business	152 7%	95 8%	41 7%	15 6%	46 7%	50 7%	56 8%	20 6%	68 7%	64 9%	19 3%	88 8%	44 12%
no answer	32 2%	18 1%	10 2%	3 1%	5 1%	15 2%	11 2%	1 0%	16 2%	15 2%	7 1%	14 1%	11 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 071 page 1

Concern for Agriculture Issues: Nutrient Management Planning as a Profit Center

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
NUTRIENT MANAGEMENT PLANNING AS A PROFIT CENTER													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	448 22%	288 24%	110 19%	47 18%	156 24%	116 17%	171 23%	72 22%	204 21%	171 23%	145 25%	254 22%	49 14%
4	661 32%	422 35%	174 30%	60 23%	215 33%	220 33%	225 30%	109 34%	287 29%	265 36%	204 36%	345 31%	110 31%
3	546 26%	285 24%	180 31%	76 30%	161 25%	183 27%	199 27%	83 26%	292 29%	168 23%	160 28%	302 27%	82 23%
2	165 8%	85 7%	54 9%	25 10%	44 7%	60 9%	61 8%	23 7%	92 9%	47 6%	34 6%	96 9%	33 9%
1 - not at all concerned	56 3%	15 1%	19 3%	22 9%	18 3%	19 3%	18 2%	8 3%	26 3%	21 3%	8 1%	32 3%	15 4%
mean:	3.7	3.8	3.6	3.4	3.8	3.6	3.7	3.7	3.6	3.8	3.8	3.7	3.5
standard error:	0.02	0.03	0.04	0.08	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
not applicable to my business	158 8%	98 8%	38 6%	20 8%	49 8%	54 8%	55 7%	26 8%	80 8%	53 7%	16 3%	86 8%	54 15%
no answer	30 1%	16 1%	10 2%	4 2%	5 1%	14 2%	10 1%	2 1%	13 1%	15 2%	6 1%	13 1%	11 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 072 page 1

Concern for Agriculture Issues: Loss of Farmland to Urban Development

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
LOSS OF FARMLAND TO URBAN DEVELOPMENT													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	512 25%	317 26%	140 24%	51 20%	170 26%	155 23%	183 25%	77 24%	217 22%	217 29%	155 27%	265 23%	89 25%
4	530 26%	337 28%	140 24%	51 20%	166 26%	160 24%	204 28%	76 23%	263 26%	190 26%	122 21%	312 28%	96 27%
3	588 29%	321 27%	184 32%	78 31%	162 25%	205 31%	219 30%	86 27%	296 30%	205 28%	177 31%	314 28%	95 27%
2	250 12%	135 11%	74 13%	39 15%	94 15%	84 13%	71 10%	56 17%	132 13%	62 8%	61 11%	150 13%	39 11%
1 - not at all concerned	104 5%	49 4%	25 4%	27 11%	34 5%	33 5%	37 5%	21 6%	51 5%	31 4%	42 7%	50 4%	10 3%
mean:	3.6	3.6	3.5	3.2	3.5	3.5	3.6	3.4	3.5	3.7	3.5	3.5	3.7
standard error:	0.03	0.03	0.05	0.08	0.05	0.05	0.04	0.07	0.04	0.04	0.05	0.03	0.06
not applicable to my business	50 2%	34 3%	12 2%	4 2%	17 3%	18 3%	14 2%	7 2%	22 2%	21 3%	12 2%	23 2%	14 4%
no answer	30 1%	16 1%	9 2%	5 2%	5 1%	13 2%	11 2%	1 0%	14 1%	15 2%	5 1%	14 1%	11 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 073 page 1

Concern for Agriculture Issues: Declining Customer Base

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
DECLINING CUSTOMER BASE (LOSS OF FARMERS)													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	647 31%	379 31%	177 30%	85 33%	204 32%	191 29%	248 34%	84 26%	316 32%	244 33%	221 39%	335 30%	88 25%
4	694 34%	420 35%	199 34%	74 29%	214 33%	237 35%	243 33%	105 32%	334 34%	252 34%	196 34%	387 34%	109 31%
3	453 22%	264 22%	139 24%	45 18%	146 23%	143 21%	161 22%	89 28%	209 21%	155 21%	111 19%	244 22%	95 27%
2	158 8%	86 7%	44 8%	25 10%	52 8%	58 9%	46 6%	32 10%	86 9%	40 5%	27 5%	99 9%	31 9%
1 - not at all concerned	53 3%	25 2%	9 2%	19 7%	19 3%	15 2%	19 3%	10 3%	23 2%	19 3%	12 2%	32 3%	9 3%
mean:	3.9	3.9	3.9	3.7	3.8	3.8	3.9	3.7	3.9	3.9	4.0	3.8	3.7
standard error:	0.02	0.03	0.04	0.08	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
not applicable to my business	28 1%	20 2%	5 1%	3 1%	7 1%	9 1%	12 2%	3 1%	12 1%	14 2%	2 0%	15 1%	11 3%
no answer	31 2%	16 1%	11 2%	4 2%	6 1%	15 2%	9 1%	1 0%	14 1%	16 2%	5 1%	15 1%	11 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 074 page 1

Concern for Agriculture Issues: Lack of Employer Support for CCA Certification

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
LACK OF EMPLOYER SUPPORT FOR CCA CERTIFICATION													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	233 11%	107 9%	82 14%	43 17%	68 10%	72 11%	92 12%	29 9%	120 12%	83 11%	74 13%	125 11%	33 9%
4	406 20%	245 20%	121 21%	37 14%	136 21%	113 17%	156 21%	58 18%	183 18%	165 22%	127 22%	209 19%	70 20%
3	606 29%	353 29%	185 32%	63 25%	178 27%	210 31%	218 29%	92 28%	281 28%	233 32%	174 30%	331 29%	99 28%
2	334 16%	217 18%	76 13%	42 16%	110 17%	118 18%	105 14%	59 18%	177 18%	97 13%	86 15%	184 16%	62 18%
1 - not at all concerned	303 15%	175 14%	75 13%	48 19%	112 17%	88 13%	100 14%	68 21%	148 15%	84 11%	78 14%	178 16%	44 12%
mean:	3.0	2.9	3.1	2.9	2.9	2.9	3.1	2.7	2.9	3.1	3.1	2.9	3.0
standard error:	0.03	0.04	0.05	0.09	0.05	0.05	0.05	0.07	0.04	0.05	0.05	0.04	0.07
not applicable to my business	144 7%	90 7%	34 6%	18 7%	37 6%	50 8%	57 8%	16 5%	67 7%	61 8%	31 5%	78 7%	33 9%
no answer	37 2%	22 2%	11 2%	4 2%	8 1%	16 2%	11 2%	2 1%	18 2%	17 2%	4 1%	21 2%	12 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 075 page 1

Concern for Agriculture Issues: Staying Up-to-Date on Agronomic Information

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
STAYING UP-TO-DATE ON AGRONOMIC INFORMATION													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	714 35%	463 38%	176 30%	70 28%	222 34%	219 33%	268 36%	106 33%	313 31%	293 40%	221 38%	377 33%	112 32%
4	793 38%	468 39%	232 40%	87 34%	248 38%	264 40%	279 38%	120 37%	391 39%	281 38%	215 38%	439 39%	136 38%
3	345 17%	173 14%	114 19%	55 22%	111 17%	110 16%	125 17%	60 18%	178 18%	107 14%	100 17%	189 17%	55 15%
2	121 6%	56 5%	41 7%	24 9%	39 6%	44 7%	37 5%	26 8%	67 7%	28 4%	22 4%	70 6%	29 8%
1 - not at all concerned	45 2%	24 2%	9 2%	11 4%	18 3%	13 2%	14 2%	10 3%	24 2%	10 1%	8 1%	31 3%	6 2%
mean:	4.0	4.1	3.9	3.7	4.0	4.0	4.0	3.9	3.9	4.1	4.1	4.0	3.9
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.03	0.04	0.03	0.05
not applicable to my business	5 0%	3 0%	2 0%	1 0%	2 0%	0 0%	4 0%	0 0%	2 0%	3 0%	0 0%	2 0%	3 1%
no answer	39 2%	21 2%	11 2%	7 3%	8 1%	17 3%	13 2%	2 1%	19 2%	18 2%	7 1%	19 2%	12 4%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 076 page 1

Concern for Agriculture Issues: Increasing Price Sensitivity By Customers

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
INCREASING PRICE SENSITIVITY BY CUSTOMERS													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	545 26%	318 26%	156 27%	68 27%	181 28%	169 25%	194 26%	87 27%	259 26%	199 27%	179 31%	300 27%	64 18%
4	717 35%	423 35%	209 36%	80 31%	228 35%	237 36%	249 34%	106 33%	347 35%	264 36%	207 36%	385 34%	122 34%
3	539 26%	318 26%	151 26%	65 25%	161 25%	175 26%	201 27%	86 27%	271 27%	177 24%	143 25%	303 27%	92 26%
2	124 6%	64 5%	34 6%	26 10%	43 7%	40 6%	41 5%	28 9%	60 6%	35 5%	32 6%	64 6%	27 8%
1 - not at all concerned	30 1%	17 1%	6 1%	6 2%	7 1%	9 1%	15 2%	4 1%	11 1%	16 2%	5 1%	17 1%	9 2%
mean:	3.8	3.8	3.9	3.7	3.9	3.8	3.8	3.8	3.8	3.9	3.9	3.8	3.7
standard error:	0.02	0.03	0.04	0.07	0.04	0.04	0.04	0.06	0.03	0.04	0.04	0.03	0.06
not applicable to my business	75 4%	52 4%	18 3%	5 2%	24 4%	23 3%	28 4%	11 3%	33 3%	31 4%	4 1%	39 3%	29 8%
no answer	34 2%	18 1%	11 2%	5 2%	4 1%	16 2%	13 2%	1 0%	14 1%	19 3%	4 1%	19 2%	11 3%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 077 page 1

Concern for Agriculture Issues: Impact of Climate Change on Agricultural Production

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
IMPACT OF CLIMATE CHANGE ON AGRICULTURAL PRODUCTION													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	332 16%	218 18%	85 15%	28 11%	102 16%	110 16%	118 16%	44 14%	148 15%	140 19%	105 18%	185 16%	40 11%
4	536 26%	324 27%	159 27%	52 20%	166 26%	188 28%	181 24%	79 24%	265 27%	192 26%	157 27%	287 25%	92 26%
3	619 30%	356 29%	183 31%	72 28%	187 29%	195 29%	234 32%	95 29%	319 32%	204 28%	178 31%	345 31%	93 26%
2	266 13%	155 13%	72 12%	38 15%	93 14%	76 11%	98 13%	51 16%	124 12%	90 12%	65 11%	151 13%	49 14%
1 - not at all concerned	236 11%	116 10%	62 11%	56 22%	83 13%	68 10%	83 11%	47 14%	111 11%	76 10%	59 10%	123 11%	53 15%
mean:	3.2	3.3	3.2	2.8	3.2	3.3	3.2	3.1	3.2	3.3	3.3	3.2	3.1
standard error:	0.03	0.04	0.05	0.08	0.05	0.05	0.05	0.07	0.04	0.05	0.05	0.04	0.07
not applicable to my business	20 1%	12 1%	8 1%	1 0%	9 1%	4 1%	7 1%	4 1%	5 1%	11 1%	1 0%	10 1%	9 2%
no answer	54 3%	29 2%	15 3%	8 3%	9 1%	26 4%	18 2%	4 1%	21 2%	28 4%	10 2%	26 2%	17 5%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 078 page 1

Concern for Agriculture Issues: Other

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues.

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
OTHER													
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
5 - very concerned	39 2%	21 2%	10 2%	7 3%	14 2%	7 1%	18 2%	3 1%	19 2%	17 2%	13 2%	21 2%	5 1%
4	17 1%	9 1%	6 1%	2 1%	7 1%	3 0%	5 1%	3 1%	9 1%	5 1%	5 1%	9 1%	3 1%
3	16 1%	8 1%	6 1%	2 1%	7 1%	6 1%	2 0%	5 2%	4 0%	7 1%	4 1%	10 1%	2 0%
2	6 0%	4 0%	1 0%	1 0%	2 0%	2 0%	2 0%	2 1%	2 0%	2 0%	1 0%	2 0%	3 1%
1 - not at all concerned	5 0%	3 0%	0 0%	2 1%	0 0%	3 0%	2 0%	0 0%	2 0%	3 0%	1 0%	2 0%	2 1%
mean:	4.0	3.9	4.1	3.8	4.1	3.4	4.2	3.5	4.1	3.9	4.2	4.0	3.4
standard error:	0.13	0.19	0.20	0.41	0.18	0.30	0.23	0.29	0.20	0.23	0.23	0.17	0.39
not applicable to my business	64 3%	42 4%	14 2%	7 3%	29 4%	20 3%	13 2%	13 4%	34 3%	16 2%	17 3%	32 3%	16 5%
no answer	1916 93%	1122 93%	547 94%	233 92%	588 91%	626 94%	697 94%	296 92%	925 93%	690 93%	533 93%	1051 93%	324 92%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 079 page 1

Social Media Used for Business Related Activities

21. Which social media avenues do you use for business related activities (communicating with clients/employer/etc., keeping up-to-date with industry information, networking, etc.)?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
Google +	510 25%	322 27%	127 22%	57 23%	140 22%	172 26%	195 26%	47 15%	247 25%	215 29%	174 30%	258 23%	76 22%
YouTube	475 23%	281 23%	135 23%	56 22%	197 30%	146 22%	130 18%	95 29%	266 27%	112 15%	108 19%	278 25%	87 24%
Facebook	471 23%	282 23%	125 21%	60 23%	198 31%	150 22%	121 16%	121 38%	231 23%	118 16%	118 21%	270 24%	80 23%
LinkedIn	360 17%	222 18%	100 17%	35 14%	106 16%	113 17%	138 19%	52 16%	172 17%	135 18%	69 12%	189 17%	101 29%
Twitter	284 14%	164 14%	77 13%	37 15%	121 19%	88 13%	76 10%	83 26%	135 14%	66 9%	66 11%	163 14%	54 15%
Yahoo! Answers	92 4%	54 4%	30 5%	7 3%	24 4%	33 5%	34 5%	5 2%	42 4%	44 6%	38 7%	41 4%	12 3%
Pinterest	18 1%	9 1%	7 1%	1 0%	10 2%	5 1%	3 0%	8 2%	9 1%	2 0%	4 1%	10 1%	5 1%
Tagged	4 0%	3 0%	0 0%	1 0%	0 0%	3 0%	1 0%	0 0%	2 0%	2 0%	4 1%	0 0%	0 0%
Yelp	3 0%	1 0%	1 0%	1 0%	1 0%	1 0%	1 0%	0 0%	3 0%	0 0%	0 0%	3 0%	0 0%
other:	213 10%	118 10%	64 11%	29 11%	47 7%	65 10%	101 14%	15 5%	100 10%	96 13%	76 13%	114 10%	22 6%
email	121 6%	72 6%	35 6%	13 5%	30 5%	32 5%	58 8%	9 3%	52 5%	60 8%	41 7%	62 6%	17 5%
phone/text	58 3%	28 2%	18 3%	11 4%	10 2%	23 3%	25 3%	1 0%	32 3%	24 3%	23 4%	32 3%	4 1%
other	34 2%	19 2%	11 2%	4 2%	6 1%	10 1%	18 2%	5 2%	17 2%	12 2%	12 2%	20 2%	2 1%
indicated at least one	1419 69%	854 71%	392 67%	163 64%	450 69%	466 70%	499 68%	217 67%	697 70%	501 68%	414 72%	757 67%	244 69%
none [other specified]	93 5%	50 4%	29 5%	14 6%	30 5%	27 4%	36 5%	11 4%	40 4%	41 6%	29 5%	44 4%	18 5%
no answer	551 27%	305 25%	163 28%	78 30%	168 26%	176 26%	204 28%	94 29%	258 26%	198 27%	131 23%	326 29%	91 26%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 080 page 1

Professional/Scientific Society Memberships

22. Which professional or scientific societies are you currently a member of?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
ASA - American Society of Agronomy	911 44%	543 45%	262 45%	96 38%	258 40%	284 42%	365 49%	136 42%	417 42%	356 48%	236 41%	482 43%	189 54%
Agri-Business Association - State or Province	344 17%	193 16%	105 18%	45 18%	72 11%	115 17%	156 21%	30 9%	172 17%	140 19%	141 25%	169 15%	32 9%
CroLife America (you or your employer)	313 15%	186 15%	99 17%	28 11%	92 14%	93 14%	128 17%	42 13%	165 17%	106 14%	102 18%	174 15%	38 11%
ARA - Agricultural Retailers Association (you or your employer)	308 15%	171 14%	99 17%	37 15%	65 10%	101 15%	143 19%	27 8%	154 16%	126 17%	123 21%	163 14%	23 6%
TFI - The Fertilizer Institute (you or your employer)	231 11%	143 12%	69 12%	18 7%	62 10%	67 10%	101 14%	27 8%	108 11%	95 13%	91 16%	126 11%	14 4%
SWCS - Soil and Water Conservation Society	79 4%	54 4%	18 3%	6 2%	23 4%	27 4%	29 4%	11 3%	32 3%	36 5%	21 4%	41 4%	16 5%
WSSA - Weed Science Society of America	73 4%	40 3%	25 4%	9 3%	27 4%	20 3%	27 4%	16 5%	26 3%	32 4%	9 2%	33 3%	32 9%
NAICC - National Alliance of Independent Crop Consultants	52 3%	27 2%	15 2%	10 4%	9 1%	17 3%	25 3%	4 1%	21 2%	27 4%	8 1%	29 3%	14 4%
NACD - National Association of Conservation Districts	26 1%	20 2%	3 1%	3 1%	7 1%	6 1%	12 2%	4 1%	13 1%	9 1%	4 1%	17 2%	5 1%
APS - American Phytopathological Society	20 1%	9 1%	9 2%	2 1%	7 1%	7 1%	7 1%	2 1%	6 1%	12 2%	3 0%	3 0%	14 4%
AHS - American Horticultural Society	16 1%	7 1%	9 1%	0 0%	5 1%	6 1%	5 1%	2 1%	4 0%	9 1%	0 0%	4 0%	12 3%
ESA - Entomological Society of America	11 1%	3 0%	7 1%	2 1%	3 0%	3 0%	6 1%	0 0%	3 0%	8 1%	0 0%	5 0%	6 2%
AAAS - American Association for the Advancement of Science	5 0%	4 0%	1 0%	0 0%	3 1%	0 0%	2 0%	1 0%	2 0%	2 0%	0 0%	1 0%	4 1%
ASABE - American Society of Agricultural and Biological Engineers	5 0%	2 0%	3 0%	1 0%	3 1%	0 0%	2 0%	2 1%	2 0%	2 0%	0 0%	4 0%	1 0%
SRM - Society for Range Management	3 0%	2 0%	1 0%	0 0%	0 0%	1 0%	3 0%	0 0%	2 0%	2 0%	0 0%	2 0%	2 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 080 page 2

Professional/Scientific Society Memberships

22. Which professional or scientific societies are you currently a member of?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents (multiple answers)	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
ASFMRA - American Society of Farm Managers and Rural Appraisers	3 0%	2 0%	1 0%	0 0%	2 0%	0 0%	1 0%	1 0%	2 0%	0 0%	0 0%	3 0%	0 0%
SAF - Society of American Foresters	3 0%	2 0%	1 0%	0 0%	0 0%	1 0%	2 0%	0 0%	1 0%	2 0%	0 0%	3 0%	0 0%
indicated at least one	1328 64%	776 64%	401 69%	141 55%	375 58%	424 63%	524 71%	179 56%	639 64%	507 68%	388 68%	689 61%	246 70%
none of these	600 29%	349 29%	154 26%	92 36%	213 33%	205 31%	179 24%	104 32%	295 30%	198 27%	159 28%	351 31%	86 24%
no answer	135 7%	84 7%	29 5%	22 9%	60 9%	39 6%	36 5%	39 12%	61 6%	35 5%	27 5%	87 8%	21 6%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 081 page 1

Employment

23. What best describes your employment?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
salesperson/agronomist at retail outlet/cooperative	660 32%	389 32%	191 33%	75 30%	228 35%	208 31%	221 30%	120 37%	340 34%	200 27%	273 48%	353 31%	33 9%
seed/chemical/fertilizer company representative	609 30%	326 27%	189 32%	89 35%	171 26%	184 28%	254 34%	82 25%	292 29%	233 32%	146 25%	350 31%	111 32%
consultant/agronomist self-employed	279 14%	158 13%	78 13%	41 16%	77 12%	91 14%	108 15%	44 14%	119 12%	116 16%	64 11%	154 14%	60 17%
government	97 5%	77 6%	11 2%	8 3%	36 6%	34 5%	26 4%	16 5%	59 6%	21 3%	3 1%	65 6%	27 8%
farmer/seed dealer	62 3%	38 3%	16 3%	7 3%	13 2%	31 5%	18 2%	9 3%	30 3%	23 3%	24 4%	34 3%	4 1%
agricultural extension agent	56 3%	43 4%	11 2%	1 0%	16 2%	16 2%	24 3%	5 2%	23 2%	27 4%	1 0%	12 1%	41 12%
farmer	44 2%	30 2%	12 2%	2 1%	16 2%	19 3%	9 1%	12 4%	14 1%	18 2%	6 1%	27 2%	9 3%
university and/or education sector	35 2%	20 2%	13 2%	2 1%	16 2%	8 1%	10 1%	6 2%	11 1%	17 2%	0 0%	10 1%	24 7%
farm manager	30 1%	20 2%	7 1%	2 1%	17 3%	7 1%	5 1%	7 2%	16 2%	6 1%	6 1%	20 2%	3 1%
pesticide applicator	6 0%	4 0%	2 0%	0 0%	1 0%	3 0%	2 0%	0 0%	3 0%	3 0%	5 1%	1 0%	0 0%
other:	168 8%	94 8%	48 8%	25 10%	51 8%	59 9%	55 7%	21 6%	82 8%	65 9%	42 7%	91 8%	34 10%
other manager	46 2%	23 2%	16 3%	6 2%	5 1%	19 3%	21 3%	1 0%	21 2%	24 3%	17 3%	23 2%	6 2%
other	122 6%	71 6%	32 5%	19 7%	46 7%	39 6%	34 5%	20 6%	61 6%	41 6%	25 4%	68 6%	28 8%
not currently employed	12 1%	7 1%	4 1%	1 0%	2 0%	4 1%	6 1%	1 0%	2 0%	9 1%	1 0%	6 1%	5 1%
no answer	6 0%	3 0%	2 0%	1 0%	2 0%	3 0%	1 0%	1 0%	3 0%	2 0%	2 0%	3 0%	1 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 082 page 1

Proportion Using Smartphone/Tablet

24. Do you currently use a smartphone or tablet?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
yes	1646 80%	944 78%	478 82%	211 83%	558 86%	514 77%	567 77%	295 91%	828 83%	518 70%	435 76%	920 82%	284 80%
no	413 20%	263 22%	104 18%	43 17%	89 14%	154 23%	168 23%	28 9%	167 17%	217 29%	137 24%	206 18%	69 19%
no answer	5 0%	2 0%	2 0%	1 0%	1 0%	0 0%	4 1%	0 0%	0 0%	5 1%	2 0%	2 0%	1 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 083 page 1

Proportion Anticipating Having a Smartphone/Tablet

25. Do you anticipate having a smartphone or tablet within the next two years?

	TOTAL	OVERALL SATISFACTION			----- TENURE -----			----- AGE -----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	414	265	104	42	89	152	172	28	164	221	133	204	76
weighted base: those who do not currently use a smartphone or tablet	413 100%	263 100%	104 100%	43 100%	89 100%	154 100%	168 100%	28 100%	167 100%	217 100%	137 100%	206 100%	69 100%
yes	203 49%	133 51%	48 46%	21 50%	45 51%	71 46%	87 52%	11 39%	88 53%	104 48%	73 53%	103 50%	27 39%
no	69 17%	36 14%	25 24%	7 17%	15 17%	28 18%	25 15%	8 29%	22 13%	39 18%	16 11%	37 18%	16 24%
not sure	135 33%	90 34%	30 29%	14 33%	28 31%	52 34%	56 33%	9 32%	54 32%	72 33%	47 34%	63 30%	25 36%
no answer	5 1%	4 2%	1 1%	0 0%	1 1%	3 2%	1 1%	0 0%	3 2%	2 1%	2 2%	2 1%	1 2%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 084 page 1

Smartphone/Tablet Uses in Business/Work

26. How do you use your smartphone or tablet in your business/work?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	1644	947	477	208	551	509	577	291	822	527	425	908	304
weighted base: those who currently use a smartphone or tablet (multiple answers)	1646 100%	944 100%	478 100%	211 100%	558 100%	514 100%	567 100%	295 100%	828 100%	518 100%	435 100%	920 100%	284 100%
answer emails	1536 93%	879 93%	448 94%	198 94%	529 95%	473 92%	527 93%	282 95%	772 93%	478 92%	405 93%	858 93%	266 94%
read industry information	1034 63%	597 63%	288 60%	140 66%	386 69%	307 60%	338 60%	217 73%	532 64%	283 55%	251 58%	594 65%	187 66%
use apps related to my company	995 60%	555 59%	305 64%	129 61%	334 60%	309 60%	350 62%	186 63%	509 61%	299 58%	261 60%	563 61%	169 60%
use industry apps	944 57%	525 56%	289 60%	121 57%	362 65%	276 54%	303 53%	213 72%	486 59%	242 47%	241 56%	540 59%	159 56%
use mapping technology	721 44%	404 43%	207 43%	105 50%	268 48%	219 43%	233 41%	142 48%	355 43%	224 43%	189 44%	404 44%	127 45%
participate in online educational programs	350 21%	202 21%	102 21%	44 21%	136 24%	106 21%	108 19%	76 26%	176 21%	97 19%	91 21%	192 21%	67 24%
indicated at least one	1606 98%	919 97%	472 99%	204 97%	547 98%	498 97%	554 98%	292 99%	810 98%	500 97%	425 98%	897 98%	277 98%
none of these	31 2%	19 2%	5 1%	6 3%	9 2%	13 3%	8 1%	3 1%	16 2%	12 2%	7 2%	18 2%	4 1%
no answer	9 1%	7 1%	1 0%	1 0%	1 0%	3 1%	5 1%	0 0%	3 0%	6 1%	2 0%	4 0%	3 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 085 page 1

Age

27. Your age?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
65 or more	105 5%	69 6%	22 4%	13 5%	6 1%	32 5%	66 9%	0 0%	0 0%	105 14%	28 5%	40 4%	36 10%
55 - 64	635 31%	388 32%	175 30%	70 27%	78 12%	223 33%	334 45%	0 0%	0 0%	635 86%	233 41%	290 26%	111 31%
45 - 54	571 28%	334 28%	154 26%	77 30%	92 14%	209 31%	265 36%	0 0%	571 57%	0 0%	205 36%	283 25%	80 23%
35 - 44	424 21%	210 17%	144 25%	65 25%	165 25%	187 28%	70 9%	0 0%	424 43%	0 0%	77 13%	280 25%	66 19%
25 - 34	304 15%	191 16%	84 14%	28 11%	288 44%	17 2%	0 0%	304 94%	0 0%	0 0%	29 5%	218 19%	58 16%
under 25	18 1%	14 1%	4 1%	0 0%	18 3%	0 0%	0 0%	18 6%	0 0%	0 0%	2 0%	15 1%	1 0%
mean:	48.6	48.9	48.0	48.7	39.2	50.8	54.9	29.7	45.7	60.7	52.4	46.4	49.4
standard error:	0.25	0.33	0.46	0.66	0.43	0.35	0.26	0.07	0.16	0.06	0.38	0.34	0.61
median:	50	51	49	49	36	51	56	30	46	61	54	47	51
no answer	5 0%	2 0%	1 0%	2 1%	0 0%	1 0%	4 1%	0 0%	0 0%	0 0%	0 0%	1 0%	2 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 086 page 1

Gender

28. Your gender?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
male	1908 92%	1103 91%	546 94%	244 96%	561 87%	624 93%	716 97%	260 80%	932 94%	715 97%	554 96%	1032 92%	318 90%
female	135 7%	93 8%	33 6%	8 3%	80 12%	38 6%	17 2%	61 19%	55 6%	19 3%	15 3%	89 8%	30 9%
no answer	20 1%	13 1%	5 1%	2 1%	7 1%	6 1%	6 1%	2 1%	7 1%	7 1%	5 1%	6 1%	5 1%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 087 page 1

Education

29. What is the highest level of education you have achieved?

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
doctorate degree	52 3%	31 3%	19 3%	2 1%	10 2%	15 2%	27 4%	1 0%	14 1%	37 5%	0 0%	0 0%	52 15%
master's degree	301 15%	163 13%	97 17%	38 15%	91 14%	83 12%	127 17%	57 18%	132 13%	110 15%	0 0%	0 0%	301 85%
bachelor's degree	1127 55%	659 55%	308 53%	152 60%	402 62%	353 53%	366 50%	233 72%	563 57%	329 45%	0 0%	1127 100%	0 0%
associate's degree	281 14%	180 15%	66 11%	32 13%	84 13%	89 13%	109 15%	26 8%	154 16%	101 14%	281 49%	0 0%	0 0%
high school diploma or equivalent	293 14%	170 14%	92 16%	30 12%	60 9%	123 18%	109 15%	5 2%	128 13%	160 22%	293 51%	0 0%	0 0%
no answer	8 0%	5 0%	2 0%	1 0%	1 0%	6 1%	1 0%	0 0%	3 0%	3 0%	0 0%	0 0%	0 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 088 page 1

Member Designation [LIST DATA]

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			----- EDUCATION -----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
NON-MEMBERS	1889 92%	1096 91%	538 92%	242 95%	618 95%	629 94%	635 86%	308 95%	935 94%	641 87%	560 98%	1062 94%	260 73%
MEMBERS:	174 8%	113 9%	46 8%	13 5%	29 5%	39 6%	104 14%	15 5%	60 6%	99 13%	14 2%	65 6%	94 27%
ASA	99 5%	63 5%	27 5%	8 3%	9 1%	24 4%	66 9%	6 2%	34 3%	58 8%	13 2%	47 4%	40 11%
ASA and CSSA	17 1%	10 1%	7 1%	1 0%	2 0%	3 0%	12 2%	1 0%	7 1%	9 1%	0 0%	1 0%	16 5%
ASA, CSSA, and SSSA	36 2%	27 2%	6 1%	2 1%	15 2%	9 1%	12 2%	8 2%	16 2%	12 2%	1 0%	13 1%	22 6%
ASA and SSSA	18 1%	11 1%	5 1%	2 1%	1 0%	3 0%	14 2%	0 0%	1 0%	17 2%	0 0%	4 0%	14 4%
CSSA	3 0%	2 0%	1 0%	0 0%	2 0%	1 0%	1 0%	0 0%	1 0%	2 0%	0 0%	0 0%	3 1%
CSSA and SSSA	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

TABLES: Results By Overall Satisfaction, Tenure, Age, And Education

TABLE 089 page 1

Member [LIST DATA]

	TOTAL	OVERALL SATISFACTION			-----TENURE-----			-----AGE-----			-----EDUCATION-----		
		satisfied	neutral	not satisfied	1 - 9	10 - 15	16 - 20	<35	35 - 54	55+	HS diploma/ associate's	bachelor's	advanced degree
tabulated responses	2063	1214	583	251	641	661	753	319	986	753	560	1114	381
weighted base: respondents	2063 100%	1209 100%	584 100%	255 100%	648 100%	668 100%	739 100%	323 100%	995 100%	740 100%	574 100%	1127 100%	354 100%
yes	181 9%	117 10%	50 8%	13 5%	32 5%	40 6%	108 15%	16 5%	66 7%	99 13%	14 2%	69 6%	97 27%
no	1882 91%	1092 90%	535 92%	242 95%	616 95%	628 94%	631 85%	307 95%	929 93%	641 87%	560 98%	1058 94%	256 73%

COMMENTS

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

1. A state specific CCA publication would be helpful. There are many crops that are grown in California that DO NOT get coverage at this time. 2. More information on the importance of water/nutrient management using micro-irrigation systems. 3. More online CEU opportunities are critical. Daytime meeting and seminars are not very practical anymore. The work day continues longer than 8 - 5. And a consultant (who is required to keep up on CEU's) cannot be in the field and in the classroom at the same time.

1. Some data is old or unchanged for several years N-rates for example. 2. Some data presented is for a 1 year study with limited replications and limited information on genetics to support the end conclusion. 3. I will say that the topics for 2012 were the best in several years.

A wider range of sources and courses.

Add more crops to your online credits.

Additional promotions of the CCA program (hats, banners, fliers, t-shirts, radio announcements, window clings, bumper stickers, etc.)

Additives that enhance crop production.

Address dolomitic vs high-cal lime differences Availability of phosphorous in different phosphorous containing fertilizers.

Address nitrate leaching and potential reducers of nitrate leaching.

Advanced training seemed to have a lower standard than in the past.

Agronomy interest.

Alfalfa and grass hay management. Soil biological responses to carbon based vs traditional fertilizers.

Alfalfa and safflower as a rotation crop and how they reduce deep residual nitrates in the soil.

Any free CEU's.

Anything in the soil/water area as those credits are hard to come by.

Anything relevant to mainline industry. Not cover crops between rows, rice production, etc. You guys do so much niche crap that very few of us could even care about in your magazines.

Anything that is real world not some of the college info that's not usable.

Anything you put on the internet is too expensive (webinars, online courses, etc) Not to mention the timing is poor. Half of the stuff starts during the northern harvest season.

Balanced soil fertility recommendations Forages in crop rotation.

Biannual offering of class in all proficiency areas.

Biological products test and benefits; Fertilizer protection; Seed treatment.

Biologicals and micronutrients effects on plants and soil also are herbicides ones tides and fungicides changing soil in some way.

Biomass crops and nutrient removal/ton harvested, Biofuels and on farm or regional (retail) processing opportunities.

Biostimulants in crops (foliar nutrition) the benefits of reducing stresses.

Business training specific to ag consulting would be helpful.

Calculating lime quality from different states to ensure the lime recommendations are as accurate as possible.

Caution to put more and more education on-line vs. Actual meetings. Interaction (in person), very important in this industry.

Certified organic production systems. Biomass energy crop production systems.

CEU's for participating in webinars.

Chemical/fungicide efficacy, fertility issues more to my crops and area.

Comparison of tillage/non-tillage crop systems 5 yr. Non-inversion tillage to depths of 12 -15 inches.

Concerns with biotechnology, i.e. Weed resistance management and insect resistance management and the biotech product pipeline.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

Corn, soybeans, wheat, alfalfa are my main crops instead of cotton, tobacco, and other odd ball crops that don't do me any good.

Courses specific to California agriculture and new regulations.

Cover Crops, Soil health, making on farm projects more interesting and fun.

Cover Crops,.

Cover crops.

Difficult to get credits for Soil & Water Management.

Drip Irrigation of Corn and soybeans Apps for agriculture Figuring out the USDA.

Drought resistant crops & genetics and fertilizer use efficiency.

Economics (cost/benefit of fertilizer and pesticide inputs) regulatory (agricultural pollutions considerations)

Enough CEU to maintain yearly.

Especially interested in advanced fertility programs, specifically directed towards nutrition/pest & disease relationships.

Fertilization practices for winegrapes which is 100% of my business.

Fertilizer management for water quality.

Fertilizer requirements for mint and onions.

Focus on on-biased sources.

Food safety.

Free, or low cost online courses.

Fungicide use and economic threshold.

Further education and more emphasis around business ethics and corporate responsibilities.

Get all states to encourage the posting of CCA credit meetings I notice several states have meetings that I find out about from my staff that are not listed on the website.

GIS Applications integrating the new with the old way.

Grain sorghum production and markets on the East coast. Grass hay production and fungicide performance on cool season grasses on East coast. Hormone and trace element growth enhancement on agronomic crops.

Greater focus on linking all production tools together i.e. Seed, Crop Protection, Plant Nutrition, Seed Treatment, etc.

Grower training to help them recognize the education and training that is required with the license.

Growers need to understand the value of doing business with a CCA. Most have no idea. I would also say that close to 0 base any purchasing ideas on whether the retailer has a CCA or not which is really sad.

Have all categories available equally to balance the credits.

HLB in citrus and the kinds and use of foliar nutritional applications to minimize the impact of HLB on citrus.

How fungicide work in a plant and the reason why timing is important.

How to make a living as an agronomist.

I am a visual participatory type of consultant. Therefore I find myself in attendance or presenting in producer ,trade show gatherings.

I am going to work toward the Agronomist Certification and hope there is ample information on the process.

I am not aware of very many webinars, but this could be helpful. The online CEUs are very expensive.

I can not think of any at this time however those being offered are good value to CCA's who take them.

I do like webinars. Great way to get information without having to plan trip/ attend live meeting.

I like the development here - keep it up. In my opinion, we've grown a bit stale in Nebraska on seminars offered.

I like webinars being offered.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

I need more soil and water management courses. Seems I have way to many ceu in some categories and have to struggle to find enough to fill others.

I prefer going to local events to gain my CCA credits when possible.

I really like the offerings- they seem primarily based in the US for US CCA's.

I see a wide variety of topics on there.

I think CEUs should be offered more at the local level than national with only a few broad programs sponsored by the national organization. Too much central control leads to a weak local program. CCA's strength is in the local organization.

I think that the information is out there but you have to take the time out of your job responsibilities to access it. Our CPS Division in the NW has always tried to have credits certified with a good variety of subjects at company meetings.

I took an on-line 4R course which was great. More like this are helpful. More environmental links would be helpful.

I understand that this is a CCA survey, but since the CPAg requirements have increased by 10 CEUs, I would like to see the additional CPAg required categories available to those of us who are CCA/CPAg certified.

I would like someone to explain to me what a CCA is worth. As one of less than 200 CCAs in the state of Florida, my CCA certification and \$1.39 will get me a cup of coffee in Immokalee, Florida, on a good day...perhaps.

I would like to see a greater range of IPM related topics, and topics related to climate change.

I would like to see more classes for the electronic age updates-how to use the GIS and the web based info. Most of the farmers have the technology but don't fully utilize it for the lack of comfort with it. But they pay for it anyway!

I would like to see more on western canadian ag.

I would like to see some clarifications on credit hour types. Definition of professional service credits would be awesome.

I would like to see the CCA program in Arizona brought 'back to life' with direction from a state board with university representation, CCA continuing education credits offered on at least a yearly basis, and meetings where CEUs for pest management topics are offered, greater awareness among meeting sponsors of the need to offer CCA CEUs.

If your job responsibilities change the ability to place on hold your CCA and if your job resonibilities change again, the ability to re-activate your CCA without having to go thru the examination process again. There are situations where a CCA goes into management and needs to spend time learning other skills instead of focusing on CEU's to maintain a CCA when it is not applicable to the current jon responsibilities. If a former CCA returns to a job where he makes agronomic recommendations, he/she should have the ability to re-activate their CCA without goinging thru the testing process again.

Improve/increase water, nutrition, plant management courses/meeetings available in Ventura County area.

In our area very hard to get nutrient management and soil and water CEU's.

Increase the amount of CEU's we can obtain via webinars.

Increased tree and nut crop info.

Information on alternative crops instead of commodity crops only. Sustainable agriculture methods. Energy savings. .

Information on minor crops.

Insect resistance/importance of trait durability and refuge mgt. Foundations of sound agronomic practices. .

IPM, cropping systems.

It is more difficult to get soil and water quality education credits.

Just change the courses offered at the local Farwest convention they have been the same since I started attending 5 years ago.

Just good basic agronomy, help sort through the bull.

Just more wbinars in the winter time to take at a reasonaable cost.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

Just sound advice. Not commercials. Seems like a money grab when you go to get credit s out of state, and get no credit. So more important to the state than being educated. A joke to me.

Keep continuing to offer 4 R Certification program to our state. We are facing grave concerns here and anything we can do to better educate ourselves before the government tells us what to do, the better off we will be.

Keep doing what your doing. You should be covering everyone with your variety of info.

Keep offering the same type of material.

Latest weed control options.

Less commodity centric. I am in California, let's get some other information than corn and beans.

Less emphasis on the corn belt and northern united states. I realize the bulk of CCA's are across the corn and bean areas but a little more diversity would be appreciated.

Less webinars.

Local in field training.

Lower priced options as webinars.

Managed rotational grazing webinars. More "alternative" ag topics,webinars....not just corn, beans, alfalfa, wheat and cotton focus.

Managing corn for silage anything with alfalfa, sunflower, snapbeans management.

Managing Nitrates in soils and groundwater.

Managing pivot irrigation for corn,soybeans,cotton,& wheat.

Managing wild radash as a cover crop.

Manure management soil & crop fertility management (balance)

Manure Management.

Maximizing profitability using variable rate technology.

Maybe a few more regional crops according to CCA's demographic.

Micro-nutrient function in crops (how they affect plant physiology) making economic assessment of "non-essential" inputs such as starters, foliar applications of nutrients, fungicides soil biology, and its interplay with soil chemistry cover crop feasibility in central and southern climates, and cover crop combinations (multiple species) minimizing variability in soil sampling results- or how to assess the variability (comparing to history)

Mode of Action, Weed resistance, Fungicides, insect refresher training, insect resistance.

More about application technology available to farmers; harvest maps, VRA planting, aerial maps, etc.

More canadian content.

More CEU credits ion Soil & Water.

More course opportunities for CCU credits in Nutrient Management and Soil&Water Management.

More courses involving vegetable crops and soil / water issues for the western areas.

More Cover crop info.

More cranberry industry related materials.

More fertility topics-starters-humic acids-nitrogen inhibitors-micronutrients.

More focus on achieving maximum yields and less focus on environmental issues limiting yields. I believe most farmers are stewards of the land.

MORE INFO ON HOW TO GET ON TECH REG WITH Nrcs TO DO CAP PLANS.

More info on precision farming on all aspects seed,fert,chemical.

More information on Biological crop input products. There are lots coming to the market and it would be nice to know how to evaluate them so you can advise your farm customers.

More information on Minor Crops(Vegetables) and Organics.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

More information and studies done in the southeast instead of the midwest.

More integrated pest management courses would be great.

More local-western and north ca. Valley in particular- relevance.

More nutrient and soil microbiology.

More of the offerings like the drought management conference calls from this summer. Low to no cost opportunities to learn prevalent information.

More on dry edible beans.

More on Ethics.

More on line courses in northwest ag concerns.

More on overlapping industries seed/fertilizer/plant physiology.

More on Pest Mgt.

More on soils and what is all going on in the dirt.

More on testing for plant-available nitrogen (libel) in organic matter and soil would be great. I think accounting for nitrogen, going into a growing season, will help reduce N inputs and show that agriculture is doing its part in addressing water quality and hypoxia.

More on the crops we handle in western oregon.

More on the value of GMO Discoveries and it potential to improve Agricultural production for the future.

More organic articles.

More precision ag info.

MORE PROFESSIONAL DEVELOPMENT COURSES. DO NOT LIKE THE CHANGES IN THE CPAg program. Very hard to get the professional development sections.

More scientific information less information that is biased by the product producer.

More soil & water.

More soil and water CEU.

More Soil and Water CEUs.

More Soil and Water related courses. It is difficult to find them.

More soil related topics.

More soil water ceu opportunities.

More Soil&Water and Nutrient Management offerings.

More soils courses.

More Soils, nutrient management, micro nutrients, relationships between nutrients.

More stuff on utilizing precision ag and using it to increase sustainability.

More that are from the northwest.

More things relating to western Canadian Ag.

More topics covering minor crops. System should be more like the Boy Scout merit badge program, Education and competency requirements for each crop.

More topics on forages.

More topics on soil health.

More topics that are usable and current to today's farming practices. Not university data from 1970 or older when we had 100 bu yield goals.

More vine and tree topics.

More viticulture More soils & water More nutrients.

More webinars (Lunch Hour) on nutrient management or crop management.

More Webinars easier to attend and can cover a lot more material I find.

More webinars for agronomy updates and knowledge such as nutrient management, pest management, etc but relevant to Canadian Agriculture as so much offered now is geared to the U.S.

More webinars for CEU's, love the free one hour ones available through Meister or the like.

More webinars to reduce travel & conference costs.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

More webinars.	No.
More western Canadian topics.	No.
Most topics have been covered.	None at this time.
Need more soil and water.	None at this time.
Need some newer material for exposure to changing farming practices, ie cover crops. Seems you need to travel out of state for knowledge.	None at this time.
Need to fire University of Illinois as trainers and offer real agronomic value in training in Illinois.	None come to mind. Selection has seemed fine. Very important to keep a very high standard of content and presentation.
New technologies and the application to agriculture.	None I can think of.
New types of soils courses. Most seem to be just rehashing the same thing year after year which kind of defeats the point of continuing education. We need to learn new things. Also there needs to be more levels of courses offered. Most CEU courses are pretty basic agronomy. Many of us have a higher education and years of experience, give us more in-depth and technical materials.	None I can think of.
Nitrogen budgeting and water management are going to become regulated. I would like to see more education and tools to use as consultants to growers are going to become more important in the future.	None that haven't been covered.
Nitrogen management, making nutrient management plans for livestock and watershed areas.	None that I can think of.
No comment.	None.
No comment.	None.
No really.	None.
No specific topics per say, but question some of the costs associated with getting CCA credits both on line and at meetings. It appears that it is just a money maker for the Uninversity systems.	None.
No- Till forage Seeding mgt.	None.
No.	Not at this time.
No.	Not at this time.
	Not at this time.
	Not at this time.
	Not at this time.
	Not at this time.
	Not really, already covered locally.
	Not really.
	Not really.
	Not really.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

Not really.

Not so much a demand of 20 credit hours a year, but quality and different topics and instructors instead of same ones and topics.

Not that I can think of at this time.

Not the place of ASA. Education best based on more local approach.

Nothing comes to mind.

Nothing immediately comes to mind.

Nutrient management and soils.

Nutrient Management Plan Certification.

Nutrient management, strip till systems and fertility, planting rates corn and soybeans, micro-nutrients corn and soybeans, foliar fertilizer corn and soybeans.

Nutrient management, weed resistance, fertilization, fungicide use, cropping systems. Economics.

Nutrition & Water Mgt.

Offer CEU credits at the national & regional meetings of the following organizations: American Society for Horticultural Science, American Phytopathological Society, American Entomological Society.

Offer industry the opportunity to deliver Agronomic training with information on products and data to get more to the facts about products and Agronomic fit as a posed to all, of the marketing BS that we see today.

Offer more soil and water as well as professional CEU's.

Offerings geared toward specific commodities. The Plant Management Network has a large offering of potato webinars called Focus on Potato. What are the chances of some of those webinars being eligible for credits? As someone that focuses only potatoes, I am interested in focusing my continuing education efforts in the field of potatoes.

Online courses at a reasonable price.

Online courses sometimes it is very difficult to get to trainings to get enough hours in 2 year period. Online would supply same info at night away from workplace to update enough to stay current.

Online courses.

Online verification of earned CEU's by category so I would be able to know at a glance how many I needed to be re-certified.

Our state committee does a good job with this.

Overall I think the quality and content of subjects is and has been good.

Pest Management for CEU's.

PKS in Special Crops (Corn Soy) in regards to Manitoba Soil Storage of P and K in the Soil for Soy and Corn in Manitoba and Saskatchewan.

Plant diseases are becoming important for food security and thus CCA should put emphasis on this subject of plant health.

Plant spacing for optimum yield.

Popcorn versus 2x2 starter fertilizer yield and potential damage to seeds.

Practical advice for soil health, decision making using products.

Prairie Provinces relevant material.

Precision ag Rx writing for vrs, FERT, lime.

Precision ag zone sampling vs grid sampling.

Precision agriculture education.

Precision agriculture topics. More advanced farming techniques.

Precision agriculture.

Precision Irrigation Management.

Precision irrigation--variable rate water through pivot irrigation.

Precision planting and equipment.

Precision Planting.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

Precision agricultural/computer applications.

Probably going to drop CCA as see no benefit to it. Costs more for same mtg others go to. Getting harder to find mtg that actually tell you something. Same thing multiple times.

Professional development.

Provide more of a schedule of events to help those that are certified plan which events they may attend for CEU credits.

Public awareness.

Public Relations it is becoming more important to get our message to the general public from local people that are on the ground, in the field etc.

Quality S&W ceu opportunities.

Reduce the number of required CEU's per cycle, especially Soil & Water. Currently you spend time on SW speaker opinionated presentations meanwhile you miss out of more productive issues.

Regionally specific, relevant topics are needed. I relocated to New Mexico and may not be able to maintain my CCA as there are so few CEU opportunities and travel is prohibitive for me. In rural, remote areas we need to be able to earn more CEUS on line, but not so much webinar. Electronic connections are not reliable enough!

Relationship building with customers, professionalism, how to market the CCA designation, how to create the awareness of value of the CCA program.

Remote imagery.

Research results with foliar nutrition, Response to growth promoters, hormones, etc., on corn and soybean yields. Inoculant and biological growth promoters on soybeans and corn.

Role of CCA in California fertility program?

Selling skills and building relationships with people in the community to educate them on the workings and importance of agriculture. How to become a person community leaders and local committees want to participate in their governing duties.

Sensor Based Irrigation in plasticulture vegetable production.

Short course that CCA Folks could show or talk to the non-farm community about the positives of producers and how we in the Agricultural Industry help solve problems that help feed the world.

Should offer more CCA credits at the ASA meeting.

Site Specific/ Field Technology.

Snap-plus training.

Soil and water and nutrient management.

Soil and water CCA's are the most difficult. In general, I get some through my coop or Winfield. After that I can read truly horrible online study materials or travel all the way to ADA and shoot a whole day and not gain enough info to make the trip worthwhile but satisfy the requirements. I am considering self study just for this section due to these difficulties.

Soil and water ceu's as they are hardest to get..

Soil and Water CEU's tend to be harder to access.

Soil and water credit hours are very hard to come by in our area.

Soil and water credits are very hard to obtain. Several of my friends have lost their CCA certification because the AR Board is not made aware of this until after the fact.

Soil and Water seem to be the hardest to find.

Soil and Water.

Soil biological impact of various Cover Crops.

Soil chemistry.

Soil Fertility adapted to the Eastern north America (New England, Atlantic provinces and Québec).

Soil Fertility and Crop diagnostics.

Soil Health Seminars instead of all the NPK we have heard for 25 years.

Soil microbiology relationship to soil fertility.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

Soil microbiology.

Soil Quality.

Soil salinity and groundwater nitrate issues.

Solid science to counter false environmental information in the public sector.

Some on ornamental crops and turf.

Some reviews of basics on various topics (soil fertility, soil water, plant physiology) that will refresh the knowledge a practicing CCA needs to objectively evaluate the myriad of products and services being sold and marketed right now.

Something on technology and its use in agriculture now and into the future.

Specialty vegetable and fruit crops.

Specific to prairie provinces.

Spill Response.

Strategies for dealing with Roundup resistant weeds; Use of foliar nutritional therapies for systemic plant diseases like HLB.

Sustainable ag, organic ag, erosion and sedimentation control, manure management.

Technology Advancements in precision ag.

Technology advances and practical uses, cover crops in northern regions.

Technology.

The CCA program is worthless. All the program does is keep extension funded.

The issues facing agriculture with pH and Aluminium Toxicity. How do we mitigate this soil problem and reverse the process without losing yield?

The offerings have a good variety.

The one thing that bothers me and others with there cca is that the test seems to be getting easier and the fact that it is curved bothers alot of people, me included. For this to mean something the tests need to be harder and not curved so employers continue to respect the younger generation who are getting certified. If there is an influx of young people getting there cca and the tests are curved and rumored to be easier then as time goes the cca credential will not mean a thing.. And i hope that doesnt happen. Please stop the curving of the tests!!!

The online courses and the webinars are very beneficial to me. Thank you for all your efforts in providing these high quality educational opportunities!

The webinars are great, please offer more of them.

There are many I have yet to investigate--lots of choices already.

There's currently an excellent mixture on the website - WELL DONE.

Too many CEU credits are needed to maintain.

Topics pertaining to the challenge we have in crop production of increasing customer yields and also improving environmental practices and issues.

Topics that are germane to my area.

Training for the certification test Availability of producer chemical inventory software.

Training on more pulse crops peas, lentils canola.

Training on other crop types besides corn and soybeans. Please diversify the topics. A lot of us work with growers of vegetables, organic growers, etc. And need training in these areas.

Trends in the future of agriculture, Hotspots in regulatory issues, Specifics in disease as related to crops in our hemisphere.

Try to keep costs down for earning CEU's if not attending a function.

Turf and ornamental industry has no representation. More info on fruits and vegetables.

Turf, landscape and horticultural topics.

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

Updates on new issues.

Updates on Nitrogen Use Efficiency Updates on how non-irrigated corn growers can go about applying more of their N needs near flowering to reduce total N applications and reduce potential groundwater contamination.

Urban agriculture issues; greenhouse and hoophouse production issues.

Utilizing precision ag tools to conduct On-Farm Research.

Value of micronutrients to corn, soybeans, and small grains and how they relate for higher yields. Agricultural water management. Nutrient management from different sources of manure especially hog, chickens, turkey, and cattle for a positive response to higher yields.

Variable rate planting application.

Variable Rate Technology.

Vegetable pesticide education.

Verifying the legitimacy/efficacy or numerous "micronutrient miracle" products offered via testimonial vs scientifically proven results. Forage/grazing management (Northern Plains/Western Canada). Foliar vs seed placed/banded nutrient application.

VRT and soil compactions issues"research."

Water credits are always hard to get!

Water issues - TMDL's - in California and how CCA's can help growers comply with the coming regulations.

Weather and GDD.

Webinar and online courses are easier to attend and usually more cost and time effective.

Webinar and online courses both would be good.

Webinars for farmers recognizing CCA's and more air time on RFD TV. The farmer watches this stuff.

Webinars tend to be a bit easier due to time constraints and they are typically more cost effective.

Webinars.

Webinars.

Webinars.

Weed resistance issues - specific weeds and growing concerns about future resistant weeds. Also should be localized since areas have their own particular issues/problems.

West coast articles from Salinas Valley to Santa Maria Valley. Water issues are upon us as well as nitrates/phosphates. Articles on controlled release fertilizers and organic acids to enhance nutrients and reduce fertilizer rates.

Whatever the topic, remember who we are, we are the frontline of the delivery of new and relevant information. Some of the prepared articles are not relevant, either trying to promote an agenda or so technical that the subject is irrelevant. Don't waste my time with "junk". Remember I am working to make money and time spent educating myself needs to be concentrated and focused. Not all consultants need the same type of information. I would be continuing to educate myself whether there is a CCA program or not. It seems that there is concern about hours, then areas of study, and then cost for classes, online articles, seminars or the membership fee. The bottom line, you can't regulate the false interpretation of information or the selling aspect of individuals that have only the desire to sell a product. I do not sell any product only service of transfer good information and stage scenarios of options that a grower considers and makes his decision from the set of information. Not a single grower has ever asked if I am a CCA, it is the information that I deliver that is important.

Why if its so important, is the CCA membership dropping yearly?

Yes - How to make the CCA Degree have more clout in the industry. When the CCA first came out it was going to be mandatory now many are dropping the degree as they see now benefit.???

COMMENTS: Are there any specific topics you would like to see offered through the ASA Educational offerings?

Yes, I would like to see more information on soil biology to promote better plant health. IE Mycorrhiza Fungi, Beneficial Bacteria and a little more information on sustainable practices.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "5" – very satisfied

#15 question - only because I plan to retire.

A well rounded program that encourages continuing education. Good to see it expanding internationally and encourages the local boards to be active. Our prairie board is doing a good job- annual events, keeping us informed etc.

Although I hear grumbling about cost & CCA accreditation meetings used to generate \$, I always appreciate those opportunities to have contact w/ peers and the ICM conference always touches on topics we need in-depth information at least once per year.

As a mother of two young children it is very important that I can do some self study and self reporting for credits. I try to limit travel for business needs only and not for earning CCA credits at the present time.

Continue to improve the website and the ease of self-reporting. Really like the Smartphone app to record CEU's. Keep things simple or you will scare people away! We took a code of ethics for a reason; don't need to have unnecessary policing. Keep it easy to self-report too.

Credits seem to be more locally available than they have been in the past.

FYI...I am a self employed farmer who happens to also have a cca certification. I left some answers blank because they were not applicable to me (anything regarding customers).

Hard to determine value of CCA - reason to hesitate to recommend to others - limited respect from producers / retailers for achievement of - Why should they respect it? No pressure from regulatory / prescription of crop inputs.

Have program requirements become more lax? I do not support industry presenters who essentially present a sales pitch and the program offers CCA CEUs. This waters down the program significantly. Maintain strict and high standards of program content - unbiased, research-based, agronomic content. Do not grant CEUs for "psuedo" or biased science presentations. And thanks for asking. Rod King, Regional Agronomist, Brodbeck Seeds, LLC, kingr@maplenet.net 574-596-6721.

I am 72 years old and plan to retire this year, that is why I will not have my CCA in 5 years.

I am not currently advising farmers, therefore my current experience may skew my answers. However, I see value in staying up to date with the information and staying certified.

I am not working in agriculture and, therefore, do not have farmers to relate to some of the questions. I am working in the construction industry and use my CCA expertise as it relates to construction sites.

I am over 60...I have no college degrees...I was a Growmark CCS until I retired in 2007...I am a CCA with a 09371 # so i've been a CCA for a number of years...My current job does not require it but I promote that I am a CCA and I am very proud that I am.I took and scored well on the same test the college guys did...I AM A CERTIFIED AGRONOMIST,(CCA),THATS MY DGREE ON THE WALL!!!

I am trying to be approved for retirement status with my CCA licence. I am no longer involved (retired) with agriculture sales but am proud of my CCA certification and would like to end my years as a continuing CCA retiree.

I appreciate the level of professionalism that the program is run at.

I do like the program and the idea of being able to show that one has attained a base level of competency. I do not like that many companies reward their employees by dollars of sales instead of finding a measure of performance that doesn't just say "more is better."

I feel some regions are very off the radar due to lack of local boards or committees.

I have learned to self report hours via the website which is very useful; I have had problems in the past getting it to load but have been recently successful. I plan to self report more hours, as I attend many on line seminars.

I haven't received my new certificate since renewing. I would also like a new window static for my new truck showing that I am a CCA. We need more marketing to farmers of the importance of working with a CCA. Thanks, Lyndell Keffer, lkeffer@rockinghamcoop.com, (540) 975-0217.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "5" – very satisfied

I know promoting the "cca" program is probably very expensive but i really believe that you need to continue to!!

I like the website, very much.

I think it should be over a 3 year period. Soil and water CEU's are very diffeculy to get>.

I think overall it is a good program and forces attendance at various seminars and workshops and meetings. The cost of maintaining a CCA certification is very high and if I had to pay for it myself I would not be part of the program.

I think that the Board does a good job in terms putting together opportunities for offering CEU's for continuing education....recognizing that sometimes fresh information can be difficult to come by for the older guys...moving forward I think that the best opportunities for continuing ed would fall in the water quality and environmental impact areas...

I think they do a good job offering a number of sites and categories to get your credits that you need.

I want to see more webinars offered that give CCA credits that can be taken at your convenience, especially for categories that are hard to get.

I will probably give up my certification in the next couple years. I have taken a new roll merchandising corn. I also have moved states. From Kansas to Iowa.

I would like earned CEU's to be updated on a more timely basis on the website. If I have scanned a course code with my smart phone app. I would like to see that course listed when I check my CEU's as approval pending until the approval is confirmed.

I would like to do more to enhance it's importance to the industry, maybe look at how to evaluate; different production types, biological technology influences, chemical resistance management, environmental impact.

I would like to see more CCA CEUs at the local university meetings in relation to soil and water and nutrient management. Those are the harder credits to get.

I would like to see more emphasis with the CCA program placed towards the general public/consumer.

I would like to see more International recognition, especially in Latin America.

I'm pretty new--still trying to figure out where to go with it. The continuing education aspect of the program is very satisfying.

In response to question 15. I expect to retire within 5 years.

Insitute that all recommendations be made by a CCA and provide personnal protection insurance of errors and omissions of recommendations.

Is there a way to apply for CEU's on line for programs I present to CCA's?

It took 3 tries for me to pass the certification test. I am glad that I stuck with it!!
The program is very beneficial.

It's a professional certification and I'm proud of it. I earned it, I believe in the code of ethics, and I think it should be a goal for anyone providing advice to growers.

Keep trying to improve the program and add value. Keep looking for good people to lead at state and national.

Keep up the good work and focus newly emerging topics to help our customers.

Keep up the good work!

Keep up the good work.

Less expensive to take the exams in the cca magazine.

Need easier access to training and stepping stones to get people certified.

Need to help get the CCA a part of the way to get the best recs on the use of agronomic info

New York has great training opportunities and the regional/international staff do a great job tracking all of our CEUs!

No.

None at this time.

**COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself?
Among those who rated their satisfaction with their CCA certification a “5” – very satisfied**

None.

None.

NRCS TSP could/should work a lot better for certified folks.

Our state contact has been great to work with. Getting certification for meeting is easy with online forms.

Our state(WI) went to a web based system last Januaury and it crashed. I understand wny the broad went that way, but the bar coding system seemed to be working fine.

Right I can't think of any that needs improvment.

The CCA program in Illinois has too much repetition with the U of I extension programs. I hear the same things all winter long from the U of I. I realize they claim to be underfunded, but they have not provided any significant research in over 20 years. Please consider bringing programs from Iowa and Indiana universities to this state because our land grant university is reviewing techninques from the good ol' days.

The posting of CEU's is my only concern, they take a long time to show up. If we don't track them ourselves its a little confusing how many ceu's we have at any one point in time.

The process of applying for CEUs on the ICCA site is not as good as what the PCCA had.

The program is good. But like most things with knowledge there can be improvements.

This is a great program and I have gained a lot of relevant information from being involved as a CCA.

Very good program.

Very satisfied with the educational part of the CCA program. Think the program could do more to promote the value of CCAs to farmers. For instance, the value of having a CCA write a nutrient management plan vs. A non CCA -- the CCA would pay more attention to ensuring the implementation of a nutrient management plan does not mean a reduction of yield or profitability.

Well run on the whole. I find that I need more depth of information as time goes on - research based, statistically valid advice. Many of the products are industry plots only.

When I worked for a Co-op in Montana CCA credit were offered conitually, and credit were easy to maintain. Here in Washington as an independant,credits are offered at meetings about half the time which makes it difficult to maintain. I appreciate the online opportunities but in starting my own company it is hard to make the expences.

Why do we not here more of the basic Research done by the USDA. That information is transferable .

With as tough as the test is - anyone passing it should be quite proud of being certified!

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "4"

A better way to account for the end of a year end of a renewal cycle with outstanding CEU's. The Nov Dec CEU's, someway of mutually submitting them, both the sponsor sheet you sign on site and a card or e-card you can submit on line to confirm those unaccounted for last few hours that seem to get lost.

A recognition program for years of CCA certification would be a great way to promote CCA's. We implemented this in Iowa when I was on the board. It would add value to the CCA program if CCA's were recognized at the international level for 10, 15, 20 etc. Years of certification.

After 20 years as a cca I see no change in the agronomic recomendations made by cca's employed by fertiizer companies. Still commission driven and rewarded for profitability not professionalism.

After successfully passing the exam and sending back the credentials it takes a long period of time to receive the certification and ID number. I passed my exam in August of 2011, returned all of the credentials in early December 2011 and did not become certified until the end of March in 2012.

As a person that didn't go to collage, my CCA is vindication that I actually know alittle about what I am talking about. With that being said, I don't think I have sold one more dollars worth of product for having it. Nor do I think it has put one more dollar in my pocket. It has with out question made me a better crop consultant, crop scout.

AS important as the prgram is Most retail companys still will sell it out for better margins.in other words they will sell something they know is not as good if it will make them more money.

CCA Certification has given my knowledge skills more legitmacy to those who know the program It has also improved self confidence in myself through the designation achievement as well as continued education to maintain certification.

CCA certification, the classes we take, and systems we employ need to be conveyed to all people, not just farmers. Marketing to farmers is like preaching to the choir. People living in the big cities don't understand what is going on in the fields and with the farmers. A lot of conservation is being employed by farmers and is not appreciated by the urban population. The research being done should be advertised to all citizens and let them know that we are not randomly throwing out dangerous chemicals and fertilzers without any concern for the environment.

convincing farmers to deal with a CCA and not buy the cheapest inputs out there.

Continue to promote to the farmer. When I received my CCA 19 years ago we were told it was going to be required to make agronomic recommendations or finanacial incentivites.

Continue to sorce industry participation is CEU training. I have used Pioneer CEU's and would like similar offerings from the fertilizer and chemical industry.

Disappointed in new requirements of the Cpag program . Not the extra hors but the categories required.

Do need the program marketed to growers. Im not happy with the combination of my CPAg with CCA. There should be a recognizable distinction between the two.

Extremely difficult to get soils and nutrient hours wihtout paying more money that I don't have; thanks to Sacramento and Washington DC.

Few farmers see a value in the program. They will not pay more for CCA advice.

Get CEU's added on account quicker at year end.

Growers have never recognised a certified person or allowed the person to charge for their expertise they have earned by becoming and maintaining their certification.

The only reason I stay certified is because I don't want to have to go get re-certified at a later time if I need too.

How can the value of a CCA be better marketed to our employers. I have seen folks with no degree at all be hired and called agronomists. Some of them have ruined fields and destroyed crops due to a lack of fundamental agronomist knowledge, yet my knowledge and abilities are regarded as being no better on pay day.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a “4”

I am a federal employee, and although my agency provides lip service to support of professional certifications, they do not provide the funding to support them. I mainly maintain my certification for professional pride.

I am affiliated with a national agronomy organization that provides me with many opportunities to update and earn my CEU required.

I am concerned that now most in the ag supply field do not see the value or importance of becoming a CCA. It is not required and there is no teeth or law to back it up.

I am currently employed in a job outside of the ag industry. I would like to keep my certification in hopes of working in the ag industry sometime in the future, but I am worried about the difficulty of earning enough credits while i'm not an active agronomist. Any suggestions to make it easier for me to keep my certification?

I am disappointed that anybody with a high school diploma can be hired to do my job even though they are not qualified to do a good job. Fertilizer recommendation, plant nutrition, and plant protection should be done strictly by a CCA and not by anyone that live in rural areas.

I am glad I was encouraged to study and become a CCA in 1994. I did apply myself and learn more than I did in college. I would continue to study and attend field days in order to be the best consultant/advisor in this part of my state, whether certified or not. The annual cost of license will determine that. The states next to me do not recognize my certification, which conveys an assumption that ICCA is not a national organization. Having been in this field for 40 years probably provides a different perspective.

I am very interested in becoming a Certified Professional Agronomist, but I am two college classes short and do not have the time in the immediate future to rectify that. (I actually have an MS in Agronomy, but my bachelors degree is in another field and so I don't have a full set of BS in Agronomy coursework.) I would be very interested in an alternate CPAg pathway that involved more extensive testing and looser coursework requirements.

I am not likely to recertify because I am 65 and will likely retire. I personally learned a lot but wish that the program was recognized for its value in the industry and promoted more to the general ag population.

I believe all so called crop consultants should be a cca and be required to maintain the ethics code on all levels. They should be held responsible as others in a business. The independents in my area only adhere to the ones that appeal to them.

I do not like when I attend a conference that has CEU's and half the guys in there are reading the newspaper or not paying attention. They still get a CEU whether they learned anything or not. As someone who tries to provide the best information I can to customers it is frustrating to see people like that who are just going through the motions.

I don't feel that my employer pushes new agronomy sales people to get their CCA. This disappoints me.

I don't feel that the farmer recognition is there yet. If someone hasn't taken the course I don't think they necessarily understand how detailed it is and therefore don't think it is that important.

I dropped my certification as of the 1st of the year. Clients do not value the program and there are plenty of CCA's that do not adhere to the code, thus bring any perceived value down. Employers do not value it either.

I feel that interest in the program is less than it was 15 yrs ago. I've actually heard my employer say that he is not requiring new young employees to become CCA's. It seems that people think it is not as important as it once was. I take pride in the program and I'm afraid it won't last many more years unless it becomes a requirement for ag businesses.

I feel that it is more of a recognition between peers and less to our customers. I also strongly disagree with the testing to become certified and how the passing marks change every year. Make the exam a pass/fail with a specific mark not changing one year to the next.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "4"

I feel the program has lost its status. When I worked in the retail business, it made no difference whether you were CCA or not, it was what the retailer needed to do to make money. Still applies even more today. Honesty and client relations are more important today. A farmer needs someone he can trust.

I found the drought webinars from earlier in summer and this past fall quite useful. I would appreciate more webinars like this that are 1-2 hours long and if you listen then you get the appropriate credits.

I have multiple general managers that dislike the fact that they have to pay the certification for multiple employee.

I know that this would reduce the availability of CEU's but I don't think that any CEU's should be offered at meetings and seminars that include the regular farm population. It doesn't do anything to raise their perception of the program when they think that they are learning the same stuff at the same level at the same time as they are. They don't realize that we get our real education elsewhere. Also, I don't know what kind of arrangement you have with industry exhibitors at the CCA Conference but I know that there are some of them that are not CCA's and sit in on the conference sessions. There are also reporters in the room that report the content of the conference in the media. Where do you draw the line for attendance? Do you need to be a CCA or not?

I like being able to scan ceu sign in sheets with my iPhone. I would like email alerts to be notified when ceu's are offered in my area (surrounding zip codes)

I passed my CCA Exam the first year it was offered. At the time we were told that everyone in the industry would soon be required to have a CCA license and our customers would "beat the doors down" to buy from us. I think the CCA program is an excellent program for our industry but it is discouraging to have to compete against "cheap price" competitors that can't pass their CCA Exam.

I really think that there are growers out there that don't understand the program and they do not see the CCA as someone who has an extensive knowledge of Agriculture. Would really like to see more farmer awareness.

I submit 8-10 seminars each winter to the CCA office in Madison Wisconsin, this winter two of the meetings I have gotten no response as of today. One in Stewartville, MN and the other in Ohio. It is very important to me to get a response that the CCA people have gotten the information from me and if the seminars have been approved for CEU credits.

I think it is a valuable asset to have however most of my peers will say that the certification has not helped them with presenting an increased value to growers. Growers of today do not appreciate the "value add" that a CCA can bring, many just want the best buy they can get partly because they can gain knowledge at any number of meetings, magazines, on line etc. Our industry should collectively provide CCA's with more information than growers can access by themselves but once again growers of today are unknowingly willing to sacrifice experience and knowledge for cheap prices especially in the area of nutrition.

I think it is very important for the CCA organization to trumpet to farmers the value to them to be getting advice from a CCA. Articles in trade magazines or other common media could be beneficial.

I think it was good. I was told that it was really hard to get, however I felt that if you had a good understanding of agriculture and cropping systems it was pretty easy. Much of it is common sense if you are in the field, worries me that some of the people who didn't pass are still in the consulting business. I think it does show more of who is qualified and does the work to make sure they stay up to date. Some of the testing was outdated, with regards to implements like cultivation, but it was good overall.

I think that we have a pretty sound program in Indiana.

I think the CCA is very important to stay up to date. Being in the research sector I think I am sometimes left out on current problems and strategies.

I think there should be one standardized program in Canada not 2 (AIA). Confusing to growers and industry. Very costly to maintain both certifications.

I understand it is easier to pass the tests now! I don't feel they should be easier than when we started this program!

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a “4”

I wish that more people recognized what it means to be certified.

I wish that the certification could have been viewed as more significant than it has. The program has helped me a lot individually, but it has not made much difference to me professionally.

I would like to see more educational materials online that offer a higher number of CEUs. UF offers 2 CCA trainings a year, each training costs \$100 and they offer 10 CEUs. I would very like to watch classes online, from my home or work, instead of driving 3 hours to a location in order to get those CEUs. I think that if I could obtain that online, I would even pay a higher fee, just to watch seminars from my location.

I would like to see the CCA program in Arizona brought 'back to life' with direction from a state board with university representation, CCA continuing education credits offered on at least a yearly basis, and meetings where CEUs for pest management topics are offered, greater awareness among meeting sponsors of the need to offer CCA CEUs.

I'm afraid it is going to be harder to get credits because of extension cuts. Self certification and self exams need to be expanded.

Is there a way that you could become specialized in a certain CCA area?

It bothers me to see guys abuse the system at places like the No-Till conference at Ohio Northern. There are a few that sign up then leave or go to another class not sure where. They just don't only stay till the sign up sheet goes by. It is not a lot of people just a hand full. It shouldn't bother me but it does.

It encourages me to continue my education and stay abreast of new technologies.

It has been a good source of the latest developments in the field of agriculture.

It has kept me updated as products and management has changed.

It is a good program to keep knowledge levels up in participants. I start to question its value if the CEU's to maintain certification are quite costly, then it may not be worth it.

It is a good program. Greater farmer recognition and understanding about the brand might be helpful.

It is a great concept and a great organization but the CCA has not become what we were expecting it to be. We have too much representation on state and national boards by administrators, college educators and state and national organizations who do not advise growers. The state and national boards need to be run by active CCA's.

It is hard to see the value of the certification given that there seems to be no or very little requirement/encouragement to use CCAs over PCAs or engineers at the state level for fertilizer or nutrient management planning.

It is very difficult to maintain the 40 credits required for recertification when you have a busy job like most in our industry. I think the program should consider lowering the amount of credits or give licence holder a chance to do more self study/self reported credits. I know numerous cca's who have let their licence go because of this difficulty.

It seems the CCA certification does not hold much weight or value or that its value has dropped on the basis of government certifications being the requirement for basic jobs/tasks that growers may ask for assistance with (TSP's).

It seems the certification program is somewhat watered down. A number of co-op employees are told to get certified and have no regards for ethics and are more worried about the company's bottom line or sales goals than doing what is right for the growers. It gives the CCA designation a black eye.

It seems the value of the CCA certificate which once was thought to be necessary has brought little credibility. It is nice though to get education from the CEU classes and keep up with changes.

It would be nice if there were more online webinar opportunities for CEU's that were more reasonably priced as well as some free opportunities. We pay a membership fee, so some CEU opportunities that are no-charge should come along with that fee so we feel we are getting something for our membership. Or, try to get sponsorships if it is necessary to fund those events.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "4"

It would be nice to have your test corrected at the testing location just to see what ones you got wrong and what the correct answer should be and why so you could learn from your mistakes and make better decisions in the future.

It would be nice to pay for ceu's in Canadian funds only on-line etc.

Just count ccu not by group. Soil and water are hard to get but are somewhat a part of the other.

Last year I was penalized for signing up for more than I was allowed at the Ohio CTC conference, (even though I attended partial meetings). The fact that I had to forego more topical seminars, and instead attend the boring, S&W credits to keep my certification up was a negative for me. That's why I'm giving up my certification.

More enforcement.

More online involvement is critical...for everything offered in print and over the phone. Ability to do these things after hours is critical.

More promotion to public and farmers is needed.

My certification is valuable for qualifying for government program work. I don't consult on traditional commodity crops, so although I attend a lot of trainings I always have a hard time meeting the board certified CEUs. The folks at the state level are very helpful resolving that every two years but there must be an easier way to do it. I guess I don't understand the point of the board certified CEUs.

My only comment would be to try and grow upon the "Thats sound Advice" campaign to promote this to our customers.

My sales season runs from August - March and I will not be able to keep my Ceu's up. Alot of CEU's are offered in the fall and winter months.

Need faster reporting of CEU's - seems to take forever to show up when I check online.

Need more meetings with pest management. It is getting harder to meet the 5 hr min. Required.

Need to close the gap between industry and university. Nobody benefits from the current disconnect.

Need to encourage Universities and State Agencies to pay for the Annual Certification Fee, if ASA cannot convince administrators that it is important enough for the State to pay for, then more and more state and university employees will drop out of the program. It is not required by the universities in most states.

Need to have employers made aware of the connection between the CCA and local governing body of professional agrologists, along with a governing body monitoring accreditation in the field of agronomy.

Needs to be promoted more in the south. Not as a big deal in south as compared to the midwest. .

No comment.

No.

None at this time.

None come to mind.

None.

Not at this time....

Overall I feel the program is well done. Last year was the first time I have had to do some on-line CEU's and would like to see a bit more "Canadian" content in the on-line topics.

Pass.

PCAs are better recognized by the farming community, and provide most of the consulting here in California.

People whom are bastardizing the program or trying to should be fined or expelled. Quit treating the majority of the members who appreciate the program for what it is like kids. This is particulary true at conferences and conventions where CEU's are offered. This is getting better then what it was.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "4"

Please help field reps. To sift thru all these snake oil products that continue to come on the market to bump corn,soybeans,wheat,etc. 3 bushels here and 5 bushels there.

Please see comments on 14. I need to know how to accomplish self directed studies. I really don't know the details of what to do or how they are judged.

Please stop the curving of the test!!!!

Program costs related to required CEUs.

Program needs purpose. Purpose = value.

Re-visit CEU requirements. Consider reducing the number of CEU's required based on longevity in the program.

Seems like it is hard to communicate from the locally level to the national level.

Some farmers are aware of the CCA program and certification, some have no clue or idea about what it is. We have some local training in the area for 2-5 hours ceu credit at a time. We have a day here and there of that. I wish we had something in the area (central, southern Kentucky), where we could spend a day or two and pick up most of 20 credit hours for the year at one time.

Some years it can be difficult to fit in attendance at the meetings/trainings needed in order to obtain the minimum number of CEU's and some great opportunities are costly to attend.

The 40 CEU's required to maintain the certification does seem a bit much. Especially when most of the CEU's offered that I attend are covered in the IPM category. I currently have 18 CEU's for IPM and have probably heard about 8 CEU's worth. The rest has been repeats from previous sessions.

The main reason I access the website is to check personal info like date of expiration, renewal, and CEU's earned - I always find this information a little hard to navigate to on the website since I don't use it often enough to remember which links to use.

The number of ceu hours is probably twice too many! It is very costly to an employer! I have retired and am still going to programs so that I don't lose my certification. I never want to retake that test! There should be an avenue where you can cut down on ceu hours upon retirement and still be certified in case you decide to come back into the workplace.

The number of self study ceu allowed is not enough.

The process for getting CEUs for an upcoming meeting is a little confusing and difficult to navigate on-line. My representative has been MOST helpful in moving that along for me, however. The live people I've talked with have been professional, friendly, and very helpful. The online process for requesting CEUs is arduous and confusing.

There should not be a limit as to how many self certified credits are allowed per calendar year as long as training is done by an accredited trainer (University, Extension Service, NRCS, etc.) and proper documentation is provided. I am finding that more organizations are not wanting to request preapproved CCA credits prior to the meetings.

This is a good overall program and the biggest struggle has been to make it relevant to the customer.

Timing of CEUs; availability of CEUs is a concern.

Timliness of certificates being issued. It's March 6th and I still don't have my new certificate.

Too expensive.

Washington state CCA program is managed by Farwest ag business. They do not do a very good job collecting information regarding training opportunities except with their annual meeting. There are many opportunities that are regionally or locally available but I only hear about them by word of mouth. I think they should be "pushing out" email updates about other education opportunities beyond their annual meeting.

We need more available credits offered.

**COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself?
Among those who rated their satisfaction with their CCA certification a “4”**

When I contacted the CCA office in MADison about my relocaation I was not given helpful advice. It is entirely up to me to hunt up who to contact about taking the test for this region, how to get study materials, etc. And I do not have any idea how one could obtain the 40 credits needed every 2 years here. Why is there not a transition phase offered for people who re-locate to a new region of the country? Why not offer a "provisional " status for 1 year to people in my situation? Why not be more forthcoming and detailed and how about actually answering questions posed?

When I earned my CCA, I was one of 7 in the state, so there are not many people here that know much about CCAs.

Would like learning topics that we can chose to hear about. Too many siminars about how that person feels or believes in a the topic at hand.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "3"

20 point are a lot to keep up every year.

Alot of the programs for credits on the internet are to expensive for what you get out of them.

Always difficult to find CCA opportunities and keeping up with entering data into system is difficult to maintain.

As an independent consultant with several certifications including the CCA, I see too many retail company's employees getting CEU's just to get them because it's required. I know too well that the CCA certification for most of these individuals is for title only, not to actually help with their advising ability. It looks good at the retail outlet that they are CCA certified, but in most cases it doesn't make any difference to how they make sound crop and soil fertility recommendations.

Becoming a CCA doesn't seem to be as big of a deal as it was 10 years ago.

Before a lot of effort is put into marketing the CCA program you had better make sure of what you are marketing. Not everyone with a CCA is giving "sound advice."

CCA in western Canada, when I began my career, was not mandatory but highly recommended. In the past several years, there seems to be a slipping of awareness/uptake of the program but some of the new sales/agronomy staff. For example with my employer, at a trade area meeting the question was asked, who had CCA accreditation. I was the only one who put my hand up in a room of approx a dozen people. These people, myself included, are all making recommendations to producer customers. My employer has no quams about paying for CEU's or annual fee, to this date, but it has not seen the necessity of creating a minimum "bar" for agronomy expertise.

CCA program still very much of an 'old boys club'. I would say that no one really elaborates on the full set of benefits/experiences available.

CCA should be mandatory to anyone who is advising producers. Needs to be some follow up on the individuals who are advising outside the program. Get rid of the P.AG. It is not a good program and is just being used to combat the CCA designation which they do not have.

Certification is to easily obtained. There is no longer any additional credabilitiy associated with the CCA program.

CEUs are expensive. I have to pay for some of these out of my own pocket and it becomes a financial burden.

Code of ethics for retailers has to be difficult when sales are what keeps the retailers in business. A lot of CCA's around but not a lot of recognition by producers because the CCA's are everywhere...seed dealers, retailers, etc.

Comment more for CpAg certification. Added 10 more credits with it being difficult to get each category fullfilled at regular meetings. Here is what's going to happen, CpAg's are CCA as well, we will fall short of our CpAg credits, but will be easy to maintain our CCA. You will lose \$-income from fewer CpAg's, and the losser here will be the program. There were already differences in qualifactions between CCA's and CpAg's and now more and more requirements to maintain a credential (Not a Licience)..... If I fall shot of my CEU's due to catorgorey minminimum's in the CpAg I will just be done with it, and the loser will be the program. Many of us CpAg's are in private sector and frustrated will continued impediments to maintain a certification that for many like me have no economic value and cost me money annually. Sorry, the board did not think this one out in the long run.....

Costing too much to maintain certification.

Disc for have a C.C.A. From companies we do business with.

Donor like combining Agronomy with CCA.

Don't see why there is a \$25 annual fee for being "retired" from certification.

Drop the personnel part on program.

Ethics is important. CCA's that sell products have a tough time with this.As a 20 year CCA this bothers me.

Every year I attend a two day course given by Conrad Lavender that gives enough CEU'S to maintain my certification. This is the only way I can afford and have time enough to maintain my license.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "3"

For me, I've gained absolutely nothing except a large expense and loss of time in training. Looks like a great money maker for the assoc.

For me, right now, CCA certification is irrelevant. I anticipate only regulatory requirements (which exist in some areas, but not here) will make CCA a relevant certification.

Fortunately I was grandfathered into the CCA with my 30 years as a CPAG, CPSS. How many CCA have been grandfathered into CPAG or CPSS?

Harder and harder to earn credits during the year...not many programs offer soil and water credits so it becomes a real challenge.

Has spiraled down from initial CCA program offered in 1990's. Much loss of human contact at National Hdqtrs. Now just the "Facebook" method.

Here in California there seems to be a feeling going on that CCA's will be called upon to provide ag waiver information for growers specific properties to comply with future "ag waivers" to comply with watershed protection districts future requirements for dealing with agricultural water run-off. Is there specific training being planned to train CCA's to provide such information to growers?

How is it a doctor or lawyer has to be certified to practice their profession? Anyone can wake up one morning and become a crop consultant, make decisions that will affect the livelihood of thousands of people and environment, without a certification? Is this not where the CCA should come in as being mandatory?

I am concerned that it costs more for me to attend a meeting to get CCA credits than it does someone without a CCA.

I am pleased to be a part of the CCA program. Since I am employed by a government agency, I am not sure it has benefitted me financially, since all associated costs are my responsibility.

I basically did all the continuing education before the CCA program started, the difference is now, I have to pay for it. Since 1996, the year I was certified, I have yet to have any farmer ask if I am certified CCA. They only want sound advice from someone they can trust to give them the most cost effective, agronomically sound recommendations. I would propose that anyone who has had certification for over 20 years be exempted from taking continuing education requirements. It becomes tedious and pointless to retake meeting topics that are redundant, but needed for the sake of meeting the 40 hour cycle requirement. I passed the original exams with scores of over 90% without any studying of any kind prior to taking the tests, so what is the point of reviewing information that is used during day to day work.

I believe the State of Illinois CCA program needs to restructure and work with the University's instead of working independently as they do now. I understand they would like their own credibility BUT.....

I can't collect enough CEU's in a state like New Mexico when there are so few opportunities and I have to drive such long distance to collect one or two CEU's. 50 CEU's just too many!!!!

I do not like to have to worry about attending the same class over and over just to get points. I am a professional, this is why this is the last year I will recertify. I will go to the class that benefit my growers. Not go because I have to be bothered by points. I have to forget good info sometime for POINTS.

I do not much value in the program for someone working Ag retail. I only maintain my certification so I do not have to retest if there becomes a need to be CCA certified.

I don't feel most employers are concerned with it, they want you to sell/push products.

I feel it would be very beneficial to have carryover hours instead of losing them at least a carry over of at least .5 if you carryover 4 hours we would get a credit for 2 hours.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "3"

I follow a lot of political action news online. I never see anything of the CCA program in the news where the CCA program is lobbying for less government regulation. This would be the most important item I would think. All the training in the world will not stomp the EPA or the many other Government divisions from implementing unnecessary regulation on our industry if the word does not get out.

I got my CCA because my employer recommended me to. I maintain it because I do learn things when I go to the meetings to get my CEU's. Without it, I don't think I would attend these meetings. My current employer does not care that I have and my customers do not care that I have it.

I have been a CCA since the program first started and except for the CEU's see no benefits of the program in my day to day operation. I do however keep recommending it to younger colleagues and hope for the improvement.

I have been a CPAg for 22 years. The way you have treated that program relative to the CCA program is terribly frustrating. The certification for CPAg's was always suppose to promote excellence. You have treated us like second class citizens in the big picture. For years I had difficulty in obtaining jobs for consulting because I did not have a CCA even though I was professionally qualified and I felt properly certified. But the potential employers only recognized the CCA certification because that was what they were told to recognize. I was qualified to get CCA's their education and get them CEU's yet I did not qualify for the same jobs by a technicality?. And now I am a subset under the CCA program? I think the program is now and has always been a mess. I use it and am proud to be a CPAg. But from the societies standpoint I have always felt like an underling!

I have had my CCA ticket for a long time, nearly 20 years. Consensus of many other CCA's I've talked to about it is this: It takes more CEU hours than necessary (20 per year?) to maintain it. Folks feel like this takes too much time AND money (overnight, hotels, meals on the road, time away from the job) to justify this many CEU credits. The repeat verbiage I've heard so often, verbatim is, "Yeah, it only helps hotels, restaurants, and convenience stores for us to go to all these meetings . . . It's a racket!" Many times folks sit through a CEU session twice, back to back, at a conference just to get the credits in categories that they need, especially the hard to get ones like soil & water, and nutrient management. Is this really how to learn and stay current? Or just a "pseufo qualifier" to hold on to your ticket? We need CEU's, no doubt. But 10 of them a year would get it done and cut down on the chronic complaining that I've listened to for over 10 years. That's my vote.

I have never gained a customer because I have a CCA. No customer has ever asked me if I am a CCA.

I have struggled over the years to get the training credits needed.

I initially recieved my CCA at the request of my employer. Since then, both my company and myself have come to the realization that the CCA holds no real value for us and is not worth the expense to maintain. I can continue my learning on my own and not once has a customer purchased because of my CCA. It still comes down to the quality of the advice and I know there are many better agronomists than me in the industry who don't have a CCA.

I often wonder if it has ever been worth the trouble I went through to get and the troble it is too keep. The only "absolute" money I have ever returned from my CCA license came through a NRCS/Crop insurance certification of preventative planting. Justin Chopelas 361-813-6660 justintt@earthlink.net.

I paid for too many credits for the year ending 2012. I took courses in October, they didn't show up. I took more in November to make up for what I thought were denied credits. I ended up with 43.5 credits after everything went through. And I can't transfer the extra 3.5 credits to this year. It seems to take a long time for credits to show on the website. It is March 5, and I still don't see my January credits. Can this be improved?

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "3"

I pay all of my continuing education expenses, and it's getting too expensive to attain all of the required credits. I'm thinking of letting my certification expire because of the cost to maintain.

I think that it is ridiculous that I can receive credit for attending a repetitive and very basic training class and receive none for the practical side of agronomy. I manage 6000 acres of farmland and have been working on planting rates, herbicide resistance, cover crops, application timing, what works and what doesn't work, and would lose my certification if I don't attend these classes. I am not being critical of the instructors as they are my friends and colleagues and are doing their jobs. Even doctors are recognized for their practical work.

I think that the CCA is better than the PAg designation in the sense that you need to maintain CEU's in order to maintain certification. Those CEU's are approved. With PAg we need to maintain hours and those hours are very loosely defined and not controlled. Within reason I can almost say that I am getting my hours with no proof of actually doing so. This is where CCA is better than PAg. Where are they similar? In my role I do not ever get a farmer asking me if I am a PAg or a CCA. I find that they do not care what certification I have. They only care if I give good agronomic advice or suggestions and the only way I can do that is by staying up to date on technology, trends, agronomics, etc.. The only way I can do that is to ensure that I go to meetings and read articles and network. So, if I am doing all of that anyways, what then is the benefit of paying to be a CCA? I understand that there are more legal issues around PAg or not and the ability to give "advice" to a grower. If I give bad advice I would be more worried about losing my job than my designation behind my name.

I think we are required to obtain too many CEU's. It takes too much time and money to get the CEU's that are required. The program is good, but anyone I know who had dropped their certification has done so because of these requirements. The Medical field requires less CEU's than we do and they are in the business of saving lives.

I think we are required too many hours of education to maintain our license.

I thought the way we had to sign in for the courses at the Wisconsin crop management conference was the worst idea ever! It was slow to sign in, and I do not know why we had to switch from the cards. We also pay way too much to get into the conference, and I better not miss one credit that is due to me.

I usually attend training and renewal in February every year at Mississippi State to renew my CCA. It hasn't been offered the last 2 years and it is very difficult to get all my hours. We need a different approach to receiving hours.

I was happy with the CPAg process. There are few CEU's available here.

I would attend training regardless of CCA credits or not. It does not have the meaning that most thought it would have at the beginning of the program.

I would like it to be more recognized in the industry.)

I would like to see more marketing towards growers about who is certified and what it means to be certified because I don't think growers are aware of the importance of sound advice. I also don't think agronomists who aren't certified see the incentives of becoming certified because producers don't care either way. Growers need some way of measuring the knowledge of their agronomists they work with and this should be a more affective way for them, but it currently isn't.

I would like to see opportunities for additional income by having and maintaining a CCA certification. Currently we spend all this money being certified and on CEU's with the feeling that there is no real financial benefit. Our competitors in the job market without CCA Certification can make the same recommendations, have the same advancement opportunities in our perspective fields without the hassle of maintaining and paying for CCA certification. Makes me wonder about the real value of the program and what good the annual dues are really providing me. I would like to possibly see this organization push for mandatory certification on specific recommendations to the grower to actually put some validity in this program. With all the current interests on environmental issues, it just seems to me that this certification should carry more weight, other than an additional line on business cards and an additional expense.

If it's going to continue, it needs to be mandatory for all that sell.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "3"

In the mid 1990's I thought it was very important to get and maintain. Today I am disappointed that everyone and their uncle has one and the Ag industry does not promote the importance of it.

Increase the speed in which our CEU's show up on the record after training is complete.

It is an ok program. Growers really don't care about it. But I do learn things at every meeting I go to. I do recommend it to young people just getting into ag because it makes you learn.

IT is hard to obtain enough soils and water credits.

It is sometimes hard for me to make it to enough CEU meetings and getting them online or other ways is cost prohibitive to people like me that have to bear that extra expense by themselves to maintain. Just my two cents.

It is very troubling to me to see people not maintaining their CCA certification. I am loosing interest in maintaining this commitment as years go by. There needs to be changes made but I'm not sure what to advise. Agriculture need us CCA s but I have failed to see many Benefit to my profession!

It is way too hard to get cca credits in all fields. It should follow more like the sia pd hours.

It seems that there are some courses offered for the mandatory part of the certification credits and there have been times that those seminars did not offere any valid relevance to our present day jobs or experiences. It is getting to the point that if we want to maintain our CCA, doing on line courses would be the path to follow to obtain more focused information relevant to our jobs.

It seems this program has been made into a money maker for those OABA and others offering CEU credits.

It took a long time to receive my test results and certification. I was certified for a about a month before I was notified.

Keep the national (ALL) cost low the annual dues are too high.

Michigan's State exam is very difficult to pass because of the very broad range of topics of crops it covers. Michigan being a very diverse state when it comes to crops grown is the main reason for this but the Ag sector is broken up primarily into 2 fields; row crops and fruit and vegetables. It might help to look into splitting the state into two categories. It would be helpful for a CCA to be designated as a Row Crop specialist or a Fruit and Vegetable Specialist for a grower to looking for advise.

More ceu opportunities.

More Ventura County meetings/offerings.

Much of the training seems to be the same thing every year. The Universities that sponsor the required training seem to be the main ones the benifet the most from having the CCA program from the fees they collect.It is sometimes difficult to get industry sponsored educational training programs to qualify for CCA, all though the information is the same as presented by the Universities. I missed having the total number of hours for this cycle (After almst 25 years in the CCA program) by a couple of hours in one category, though I have extra in other categories, but as a result I am kicked out of the CCA compliance. I think that if hours are a little short in one cycle (2 years) because training in certain categories were not offered, then an extension could be allowed to pick up the hour in the next cycle. If the main part of the CCA activity in ones advisory capacity is in one or two categories, and the other categories do not really apply to making the individual a better CCA, it is questionable if the cost of attending training in the other areas is going to improve their ability to be a better CCA.

My CCA certification has had zero impact in terms of expanding my agricultural business or providing more opportunity. I have never been queried about it. I maintain my CCA certification primarily as an additional professional credential, such as when serving in litigation support. I also have a Ph.D. In Agronomy, so the CCA certification has been less important to me...perhaps more important to others.

My clients do not understand it and dont care about my certifications, just my reputation and advice. Do use my CCA through the NRCS programs though.

Need more awareness.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a “3”

Need more local info to customers & recognition of the program!

Need to add category for government CCA certifications that have watered down the program dramatically over the last few years.

Needs to be more outreach to the industry and clients about the CCA program and its values. This will increase the use of CCA's and encourage more people to become certified.

No grower has ever asked me if I have my CCA it is also very hard to keep the CEUs current.

No issue with the program, issues on how some utilize the certification to sell their snake oil products.

No value placed on CCA in Florida by our growers. This needs to change!

No, I am satisfied with program so far.

Not much affect when applying for a job. Considered nice but not distinguishing.

One complaint that I have about our state is the control that the Nebraska ABA has with the program. I inquired about leadership within the program & received a response of we'll get back to you. It seems that the board has 100-year appointments. It appears there is some cronyism here.

Only real reason we have it is to write Nutrient Management Plans. Most of our customers could work around it, and get others to approve those plans.

Program has not evolved or become relevant to industry perception.

Quicker postings of credits taken during cycle.

Reason that I will not keep my CCA after 5 years is I will be retired hopefully.

Seems to be still a lot of old boys in some of US boards. Even US president has a limited length of service. Should be the same in all boards similar to Ontario.

Should have certification by category. You can become certified in 1-4 different areas. Expect higher testing standards by category. I feel that certification is very diluted by people who pass the overall exam but are not really strong in several areas.

Since I have been certified, it has not to my knowledge, been a factor in my advancement. I work for the government.

So far cert. Has not meant much!

Some of the workshops are a little expensive and are on the freshman level of agronomics. There isn't enough CCEU's offered in my area from private companies and universities, if they are offered, you will be lucky if they get sent in.

Takes a lot of time & money for no more than I got out of it.

Test Questions are poorly designed to test comprehension more than Agronomy. Some questions and answers are out of date. Seems relatively expensive to keep up.

Testing is very expensive. 40 CEUs every 2 years is a struggle.

The original hope of the program was that certification would be required if one wanted to make recommendations on farm for products and practices in our industry. (much like the California and Arizona Pest Control Advisor program) As it ended up, anyone can make recommendations to this day with or without the certification and license. CCA's have no "certification benefit" over non CCA's when it comes to having the ability to make product recommendations at the farm gate. It is like anyone being able to practice law with or without passing the required exams.

The reason I promote CCA is that it encourages people to be life long learners.

The state is not very active in notifying members of upcoming CCA opportunities to earn CCA credits. Needs an electronic news letter that notifies CCAs of upcoming events to earn credits.

The State needs to require this to show the value.

There are not enough opportunities to collect credits for maintaining my qualification locally. Almost all meetings, etc requires 4-7 hours traveling. It is difficult to schedule, and come with considerable cost.

There were problems this year with .pdf reports generating correctly that reflected your online self-study credits per online course taken.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a “3”

This program has never reached the importance that I thought it would or should. Not sure how much longer it will be relevant if things don't change.

This survey is a little confusing, since I have been a CPAG with ASA for 24 years, but the Calif CCA program is only 2 or 3 years old.

To date no one has ever ask if i am a CCA. But on the other hand i have benn very succesful.

We as an industry have not done a good job in promoting the value of the CCA certification both in terms of employers or farmers.

We need a faster way of getting ceu's approved for meeting we hold at the local level. Why does it take more than 60 days to tell a person his program has been approved for the CEU'S applied for?

We need to be able to freeze our certification when we are not in a job where we are making recommendations. With that said, there would still be a minimal ammount of (non-specific) hours to stay enrolled in the program.

When taking the CCA test, please show the questions that were answered wrong on the test. Showing the grade without showing the student which question he or she answered wrong, and what the correct answer was should be the correct way to implement the test.

Why is everything about the exam and becomming certified such a secret and at times very difficult.

Will be retired in five years....

With regard to question 15 above, I plan to retire fully during the upcoming 5 year period. My reply (2) in no way is a reflection on the CCA program.

Would like to see more recognition from farmers.

You have made the Iowa CCA test so hard to pass, that ISU Agronomy graduates have a great deal of difficulty passing it, or cannot pass. Many have become discouraged and given up. We went to the school at ISU for the test, and saw no relationship between the prep work and the actual test. Very disapointed.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "2"

Allow access to the self-study articles, before having to pay to take the exam. What do we pay dues for if everything else in the program has a fee attached to it? Make the on-line seminars more affordable for members. For those who are self-employed or work for a small company, I think some of the fees are unreasonable, especially when participation is in excess of 80 students in a session. Access to affordable education opportunities should be a reason to become a CCA. I recently attended a National Golf Course superintendents meeting, and the field training and hands-on support they provide to their members far exceeds that which is offered by the CCA program. For professionals and researchers to have to acquire 50 credits to maintain certification in their professional status is burdensome and unreasonable. At some point, and I think we may have already reached that point, professionals will leave or not even take the time to be part of this organization because of the changes and consolidations. For an organization struggling to get recognition for their members with clients, this is not the direction to be going. You add credibility to your program by including researchers/academia/professionals and having distinct recognition for them, not lumping everyone together in one category! Out here in the field, the interaction of these professionals with CCA field people is invaluable! By the way, printing documents and magazines is NOT an environmental hazard! Do you not realize that many of the components of printed documents could be plant products managed by CCA's. By the way, the support I have gotten from Michele Lovejoy over the years has been excellent, and I look forward to working with Laurie Karr.

Better notification of classes available. Work with extensions to provide more options to get required credits.

CCA program has outlived its usefulness. Most companies provide training.

CEU requirements seem a bit steep for someone that is extremely busy as an independent. I don't have CEU offered at company meetings, events etc. Too time consuming to get 40 hours in 2 years for the benefits recognized. I thought I had 17 hours that I applied for through a meeting and they have not shown up on my account, the meeting organizer did not have pre-approved and I was counting on those credits to carry my CEU requirements.

CPAg certification has been abandoned to support a lesser certification to include more people and this has tended to lessen the profession in the eyes of government and Universities. Time to require more to become CCA and recognize the CPAg as another level of professional certification.

Decide to drop my cca last month. Very little value over last several years.

Doesn't seem like I am rewarded for the time invested. Seems like many of the topics of conference are boring and not relevant to the producers I work with.

Early in my career the CCA appeared to be a very worthwhile opportunity to expand my horizons, maintain contacts, and stay up to date with information. The last few years, it has become cost prohibitive when all costs are out of pocket including vacation time and there is no recognition from employer or producers. For this reason I am really considering letting my certification expire as I am not a traditional "crop advisor". Other than the large meetings, most CEU opportunities are not advertised so if you get behind, you can't really make it up. A suggestion would be to maintain a CEU calendar or email out monthly lists of opportunities. If you have any questions, caleb.stone@ok.usda.gov.

Help it become more recognized at the grower level. There is plenty of exposure at the retailer level. We get it. The farmers don't.

I am a retired NRCS employee now working for private industry precision ag company. I have always paid my cost of my CCA certification. While an NRCS employee I had no trouble earning CEUs by attending tours, workshops and field days, many of which I myself planned and instructed. Now that I am in private industry and working one on one with farmers, I find it difficult to justify the cost of the CCA certification and cost of CEUs, even though I am actually performing more day to day "real" agronomic assistance.

I believe it started out as a good program. To me today it is a way for the universities to gain additional income for themselves.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a “2”

I feel like the CCA Certification is a source of revenue for the organization. CEU credits constantly go up in price, but they continue to talk about the same things we did ten years ago. I have a very difficult time sending in my money then having to go on a witch hunt to get the appropriate credits on time.

I feel that the CCA program has not meant anything financially, it has forced me to attend additional training that I might not otherwise do, which is a good thing. It is very expensive to obtain the CEU's no matter who pays for them. Some of the categories are very hard to fill. I am maintaining my certification only because I do not want to have to take the test again, if it is ever made mandatory (like it was once sold) to make agronomic recommendations.

I have never had a farmer interested/care about the fact that I was a CCA or not. Personally, I don't think the program still does much for me as a professional at all. Employers look at experience now, not at certification. It may have helped when I was young in my career with employers, but now experience seems to far out-trump certification. Even though my employer pays for my re-certification, I wonder if it is worth the money to re-certify each year, seeing as it doesn't seem to do much for me anymore.

I have never had an employer, customer, or regulator ask for or even inquire about my CCA certification, maintenance, or CEU's. I really wonder why I keep it. It has not and likely will not help me advance in the ag industry (at least it hasn't in the last 12 years). I really struggle why to understand why I maintain it, other than it was such a pain to get it in the first place.

I haven't ever thought it has done very much for me, I haven't ever gotten a raise in pay or a promotion because of it.

I like having it and earning credits to keep it. The sessions I take part in are current and valuable to my knowledge in agriculture. The actual exam did not test current knowledge. It needs to be updated. The questions were worded in a manner that tries to trick you. In all of my university I never wrote an exam that was worded so poorly. Multiple choice questions should not have answers that are "mostly right" when all the answers are "kind of wrong". That is not a way of testing someone's knowledge. For the value the industry puts on having CCA accreditation I found the exam extremely embarrassing for the CCA organization. The only people who I didn't hear talk negatively about the exam had never been to university or had been out for quite some time.

I was led to believe it would bring more opportunities and set me apart from other people that do not have CCA license. Many employers and most growers don't care if someone has it or not. They do not pay me more because I have it. I maintain it now because I have passed the test and it is easy for me to get credits through my work place.

I would like to see producers have a reason to value the certification and be willing to pay a bit for it when asking for advice .

If there is a national campaign to promote the CCA program to employers or farmers, I am not aware of it. The online CEU submission is a good idea but very confusing to use. There is zero communication between the state board and the CCA membership. I don't even know who is on the board anymore.

In our area credits are offered at a price, not on quality. Hard to get good credits at any price, company's that always have had good agronomy meetings for their customers now offer poor meetings at a big price.

It is a great program for individuals who are new to the industry and want to challenge themselves to get to a specific level of knowledge. I would not say the CCA is a very challenging program/certification process. To give you an idea of how I thought it served me, when the company I worked for did not pay for CEU's or annual fees, I dropped it. Then when I changed to a different company that did pay, I picked it up again.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "2"

It just never took off the value is just not there and employers no longer require it I just keep it because I am the boss and do not ever want to retake it.

It really seems like a program that has very few standards other than you can pass a test and maintain CEU's. The academics are reaping most of the rewards from the program in the form of income.

Many of my customers have not idea what the CCA Program is and what it means. I don't know if this is a lack of communication to the benefits of the program? Many times the cost per CCA credit is in my opinion too high. I feel the program lacks focus. Is our goal just to become certified? What does it mean when an individual becomes certified? What repercussions are there if they don't follow the code of conduct? I'm not sure and I've been a CCA for 17 years.

Need to go in with the state and have one lic.

Not really seeing the benefit.

Not sure about the CEU's needed every 2 years to keep up. For the most part all these classes are just repeated and repeated every year. Are some exemption but not very many. Most of us who have been CCA's for many years have hands on training in advice and products. None of this come from the CCA program. I do understand that new things do come about but perhaps something like 20 hours every 2 years would be long enough to learn these new things. Most of the time when I am sitting in a class I feel like I am being punished because I am a CCA.

Only keep it because it may become mandatory for my industry in the future. Have never had a producer ask "Are you Certified"? Not real fond of the political views of the ASA.

Pushed by the employer but was never told anything about the program, No benefits have ever come from receiving CCA.

Seeing no real benefits from having a CCA certification.

The CEU status needs to be updated sooner. It's March 2013 and no 2013 status is available yet.

The cost of CEU's, the number required and the certification cost itself is not worth the expense if 23 years after the program got going and farmers and employers do not recognize the value behind the CCA program. The only reason I am a cca yet is because of the 590 plans otherwise I would have let it go years ago.

The only way to really grow the program is if it becomes mandatory to have a cca to (ie make chemical recommendations, fertilizer recommendations, or soil conservation program) Therefore, businesses must have a cca on staff. Kent mcccorkle kentmcccorkle@iowatelecom.net 641-891-4724.

The program makes it hard to maintain certification for people like myself that don't work as self-employed crop advisor. I work in seed business where I can't take off several days at a time to go get my CEU's at the state conference. I attend every local event I can but I never have enough soil and water or nutrient management hours and end up with more hours of the others than I need. I do not use my certification in my work but I also hate to let it go because I may need it in future for another job. At the end of every cycle I end up catching up online at a rather large expense just to keep something I don't use. All that being said I wish there was an inactive program of some sort. I would still be willing to pay my yearly fee (because I am smart enough to know this is all about the money) if we could get a reduced number of CEU's for inactive CCA's.

The renewal should be a link on your website - not the hassle we had this of having to find a totally different website!!!

The value has not exceeded the cost.

This program was sold as you would have to have it to make a recommendation to customers. My opinion is that I have only spent money on this to maintain it but have never made a dime because I have it.

To costly for a retired person doing some consulting in retirement.

To many hours required.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "2"

Twenty years ago this was billed as the means to differentiate an individual from the non-CCAs. I have never had a grower ask me if I was a CCA or seek me out of a crowd because I was one. I know of no one who has ever been dismissed by a potential customer because he/she was not a CCA. What has been accomplished is to create a small industry of providing CEU opportunities where CCAs come only to gather "time in the room". The opportunity of learning is rare (since there is a high percentage of repeat), surprising, but welcome when it happens.

Very hard to get CEUs in certain categories. I can sit through the exact same presentation ten times and get credit for it ten times. I struggle to find much relevant information at meetings. The whole program is starting to seem like a big "money grab."

Whatever the topic, remember who we are, we are the frontline of the delivery of new and relevant information. Some of the prepared articles are not relevant, either trying to promote an agenda or so technical that the subject is irrelevant. Don't waste my time with "junk". Remember I am working to make money and time spent educating myself needs to be concentrated and focused. Not all consultants need the same type of information. I would be continuing to educate myself whether there is a CCA program or not. It seems that there is concern about hours, then areas of study, and then cost for classes, online articles, seminars or the membership fee. The bottom line, you can't regulate the false interpretation of information or the selling aspect of individuals that have only the desire to sell a product. I do not sell any product only service of transfer good information and stage scenarios of options that a grower considers and makes his decision from the set of information. Not a single grower has ever asked if I am a CCA, it is the information that I deliver that is important.

While I truly feel being certified and being able to stay current on issues or information, the CCA program seems to have become more of an income stream for universities rather than worrying more about educational events. Know way too many individuals which let their certification expire as they found no additional value in the status.

Yes. I was one of the very first CCAs back in about 1991. I let it lapse because my CPAg was more professional. I do not like the CCA being made equivalent to or even more important than CPAg. Additionally, I am required to meet new CEU requirements because the CPAg was combined with the CCA. I think the CCA CEUs were needed for folks with CCAs due to less rigorous education and experience requirements compared to CPAGs. For example, the current CEU requirements for a CPSS are what used to be for CPAG, which were more general. I am thinking about letting my CPAG lapse due to the now combined CCA/CPAG CEU requirements.

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "1" –very unsatisfied

After 15 years have never seen value in it. No one has ever asked/cared if I am a CCA. Seems like a revenue generating racket. I plan to give up certification this year.

All the progrqam has become is a group that sucks in money and get nothing back out of. CEU are way to dam expensive for what you get. Very seriously considereing abandoning the program.

CCA certification had no impact on my earnings or perception from the growers I work with.

Due to lack of recognition in the mid-south area, there is very little benefit to maintaining certification therefore little justification for the time and expense involved.

Every body that I know with the certificate think the training is a joke, a joke, a joke, need to fix that before you move on!!!!!!!!!!!!!!!!!!!!

Farmers don't know or don't care about the CCA program in my area over the last 10+ years that I have maintained CCA certification. I see it has a huge waste of money maintaining this certification. I have not renewed my certification for this year, and will not plan to retest unless it becomes mandatory for agricultural product sales. I do enjoy certain educational meetings relating to agronomy that I will attend as I see fit for my own personal education. I do not like being "forced" into spending money in education requirements when I believe the CCA status means next to nothing to my customers nor does their trust with me as an agronomy advisor whether I am CCA certified or not.

Have it, will not let it go, but see no value.

I feel the program had great intentions of providing better knowledge base to the industry. I now feel it brings me no value and forces us to pay each year to keep certification up that don't mean anything. I would not keep my CCA if my employer did not pay for it.

I have been ARCPACS certified since 1980 (CPAg and CPCS). I went through the education and experience requirements to become certified. Those certifications entirely met my needs. Several years ago I was notified that CCA was no longer recognizing CPCS. About a year ago I was told that CCA was combining CPAg with CCA. Recently I got the bill for certification and found that I not only have to pay the CPAg fee (which is the one I want) but that I have to pay the CCA and state CCA fee. I called the CCA office and was told that I can no longer be CPAg certified alone. The CCA is of no added value to me so I am no longer renewing any ASA certifications. This greatly upsets and distresses me. I served on the ASA and ARCPACS board when CCA was being formed and warned ASA that CCA was using the affiliation with a scientific society to gain credibility. They would at some point take over the program and credibility would decline. My prediction has come true and I will no longer participate.

I have not had a single customer come to me because I have certification, nor do I know of a competitor who has lost a customer because they were not certified. I have also heard of advice given by a CCA that is not supported by any university research or recognized authority.

I'm not sure it is worthwhile. I know CCAs who shoudn't be certified - just go to meetings to get CEU's, not to learn. Many sessions where CEUs are available are absolutely a waste of time - no substantive infor presented.

It is a lot of work and time to keep up the hours required for this that seems to have very little value.

It is to easy to get a CCA now. The CCA is next to worthless with growers. Only employeers require it, to guage a minimum amount of knowledge.

Just a fundraiser for government, means nothing.

Just a money racket.

No large agricultural employer, private or public takes the CCA program seriously in the state of Florida. I am one of less than 200 in the state. By the way, just how many winter vegetables, tropical fruits and citrus do y'all raise up in Madison, Wisconsin?

COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself? Among those who rated their satisfaction with their CCA certification a "1" –very unsatisfied

Once again, the CCA license has no value to my employer or my customers. I have never had a grower ask. Most of the industry people agree that this program should be eliminated except for those who require it for their profession. Simply put, it is a cash cow for those of you who administrate it.

The CCA program provides no real value to farmers or society. It is not ethical for the CCA program to be self promoting in the manner that it does, nor is it ethical to promote any type of regulatory activity that requires a CCA. I am also very disappointed in the quality of the CEUs that are available.

The certification has lost its relevance. It used to be highly regards. Now many employers, including myself, no longer use it as a guage of qualification for a position. The cost and time commitment of maintaining certification has out grown its usefulness.

The CEU credits are turning into a joke. Nobody learns a thing at U of IL Corn & Soybean classic, or the northen IL crop mgt conference. But we have to shell out good money just to say we were there, just for credit. I am wondering how much longer I will pay a yearly fee, and then have to pay to attend "garbage" meetings, with the same regurgitated topics meeting to meeting. It would be nice to actually learn something, or see a new trial using new technology, and be able to bring something back. Like I said, Myself and other employers are wondering about the value of the cca, whether it exists.

The cost to maintain the certification is barely worth the small benefit of having the certification. The Meeting/lodging/Fuel/ cost are getting to HIGH. .

The program has never changed the perception/value of myself to customers and seldom to employers. Therefore the perception I and most of my colleagues have is this is a way for the program to earn money but have never brought anything to us that required our certification to administer and thus no value-added opportunities for remuneration or job growth.

The program is a failure. Anyone can recommend chemicals, etc. To producers and make the same amount of income. A professional program rewards individuals who strive to make themselves professionals. There is nothing professional about this program. Your CCA Certificate and \$5.00 can buy you a cup of coffee at Starbucks. Leave the \$5.00 and i guess you could start a fire with the paper the certificate is on.

The redundancy of information is aggravating. There are only so many meetings, yet it is repeated information. Are the Universities the only source of information available? If you need to be taught Soils 101, then you should not be a CCA.

The value of a CCA is a huge question. At many of the trainings people attend. Just to keep CCA. We need trained on valuable information not just to check the box that says I have XYZ credits meet.

There is absolutely no benefit for me or any of my peers to have an CCA certification. You've had 15-20ish years to build teeth into the program and have failed. A start.... In Wisconsin you need to have an applicator license to make chemical rec's, why not or CCA? Why can't the CCA cover the need for a applicator license to apply? CCA's are suppose to be experts when it comes to agronomy why not treat them that way? These are just 2 simple examples of many. So exactly why do I keep my CCA? Because I Don't want to retake the exam.

Very little value. Expensive to attend needed cce's.

You people have no clue, how hard it is to get credits. Of course you rule makers, don't hold a license either. It's totally worthless for working my ass off for.it.

Zero benefit...other than keeping myself updated...zero finicial gain nor benefit in farmers eyes.

**COMMENTS: Do you have any additional comments regarding your CCA certification or the program itself?
Among those who did not offer a rating of their satisfaction with their CCA certification**

I believe the CCA certification is too easy to obtain. Virtually everyone I deal with in the agronomy field is at least a CCA. That tells me it is too easy to become one. The certification does little to differentiate one person to another. Producers are more often ask what is your education, how long have been doing what you are doing, what are your past experiences? I can't remember the last time a producer asked if I was a CCA.

I have been paying dues from day 1 and have seen no benefit or additional income from the certificate. I have never had a farmer ask about a CCA cert. And there are too many people consulting without a CCA cert. Needless to say I am not and have not been a happy camper.

The number of ceus required to maintain is too much ,I lost my certification once before because of not enough ceus, I took the test again and got my certificatoin back I currently do not have enough hours to re-certify and I am not going to retest.

APPENDIX

APPENDIX

Sample Composition

The population of interest in this research was non-retired CCA Certificate holders numbering 12,318 at the time of sample selection. (Undergraduate members were excluded from the sampling frame.)

The sample was scientifically selected to represent all emailable certificate holders. For the 1,036 Certificants who were members of one or more of ASA, CSSA, or SSA, a sample of 518 was selected, stratified by membership overlap between the societies. For the 11,282 Certificants who were not members of any of those societies, a random sample of 5,482 was selected. The total invitation sample included 6,000 emailable Certificants.

Results are weighted in tabulation to restore correct proportionality among the sampling segments.

Data Collection

The survey instrument was designed collaboratively by ASA and Readex Research, building on a similar survey conducted in 2005. Development of the survey web site and broadcast email contacts of sample members were handled by Readex Research.

On March 5, 2013, Readex Research broadcast initial email requests (in the name of the Chair of the International CCA Board) to all 6,000 sample members, inviting them to participate in the survey by visiting the access-controlled web site hosted by Readex Research. 191 of the email addresses (or 3% of the total) bounced back undeliverable.

On March 8 reminder emails were sent to the 4,451 sample members who had not yet responded.

The survey was closed for tabulation on March 12, 2013, with a total of 2,063 usable responses — a 34% response rate. Because a significant fraction of those invited to participate chose not to do so, the possible effects of nonresponse bias on these results should be considered. Percentages based on all 2,063 responses are subject to a margin of error of $\pm 2.0\%$ at the 95% confidence level. Percentages calculated on smaller tabulation bases — for example, those with tenure of less than 10 years — are subject to more statistical variability.

The response was tabulated and reported by Readex Research in accordance with accepted research standards and practices.

APPENDIX

Data Interpretation

In addition to percentages, three summary statistics may be presented in this report for numeric variables.

A mean is the arithmetic average of a distribution (i.e., a set of values). Because it is arithmetically calculated, it can be multiplied by the population represented to present a total volume estimate. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of \$100 each, total expenditures for that population are estimated as $10,000 \times \$100 = 1,000,000$. Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of average income).

Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest.

The standard error measures the variability associated with the survey's estimate of a population mean. The standard error is analogous to the margin of error associated with percentages: that is, 95% of the time we expect the true (unknown) population mean to be within plus-or-minus two standard errors of the mean calculated from the sample. A standard error that is large in proportion to the mean indicates a high level of statistical instability; trending and projections against such estimates should be undertaken cautiously.

A median is the value which lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. It represents the “typical” response, and is not influenced by extreme values. For most distributions, the median will be either roughly equal to, or significantly smaller than the mean.

Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bounds to estimate the precise value.

About Readex Research

Readex Research (www.readexresearch.com) is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are found in survey research for the magazine publishing industry, but its specialization in conducting high-quality survey research has brought it clients from many other markets, including associations, corporate marketers and communicators, and government agencies.

Readex is a full-service survey research supplier, offering professional services, web development and hosting, survey material production, and in-house data processing to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.



CCA Program Survey

To help the ASA Certified Crop Adviser program provide greater value to you, your clients, and the profession, please provide your candid answers to these survey questions, then click SUBMIT at the end. Don't forget to enter your email address for a chance to win one of two \$100 Amazon gift cards.

Survey questions are organized across several web pages. You can move to the next page by clicking NEXT>> at the bottom of the page, or return to the previous page by clicking <<PREV.

We appreciate your participation!

Page 2

About you and the CCA program

1. What is the state/province of your primary CCA certification?

<select one>

2. How many years have you been a CCA?

- 16 - 20 years
- 11 - 15 years
- 10 years
- 5 - 9 years
- 1 - 4 years
- less than 1 year

3. When/where did you first learn about the CCA program? (please select all that apply)

- in high school
- in college
- from employer
- from ASA
- at a trade show
- from a CCA

4. What are your primary reasons for initially earning your CCA?

5. What are your primary reasons for maintaining your CCA?

(please select all that apply in both columns)

	4. initially earning	5. maintaining
conveys professionalism to my customers	<input type="checkbox"/>	<input type="checkbox"/>
supports uniform standards for the industry	<input type="checkbox"/>	<input type="checkbox"/>
provides a code of ethics	<input type="checkbox"/>	<input type="checkbox"/>
personal sense of achievement	<input type="checkbox"/>	<input type="checkbox"/>
think it may become mandatory	<input type="checkbox"/>	<input type="checkbox"/>
continuing education (CEU opportunities)	<input type="checkbox"/>	<input type="checkbox"/>
peer networking opportunities	<input type="checkbox"/>	<input type="checkbox"/>
required by employer	<input type="checkbox"/>	<input type="checkbox"/>
increased job advancement/employability	<input type="checkbox"/>	<input type="checkbox"/>
difficulty of recertifying	<input type="checkbox"/>	<input type="checkbox"/>
increased income potential	<input type="checkbox"/>	<input type="checkbox"/>
makes me a better adviser	<input type="checkbox"/>	<input type="checkbox"/>
it's what professionals do	<input type="checkbox"/>	<input type="checkbox"/>
provides an outline to gain agronomic knowledge outside of a formal education	<input type="checkbox"/>	<input type="checkbox"/>

6. In the past 2 years, in which of these ways (if any) have you been involved in the CCA program activities? (please select all that apply)

- read *Crops & Soils* print magazine
- read self-study articles and took quiz from *Crops & Soils* print magazine
- read *Crops & Soils* electronic magazine
- visited CCA website
- read self-study article and took quiz on CCA website
- used online event calendar
- used online certification directory
- served on a local board or national committee
- encouraged a colleague or student to become certified
- searched for a job in the Career Center
- read the Science Policy Report
- none of these

7. The growing concerns of print publishing (use of natural resources, chemicals used in paper and printing inks, delivery fuel use, etc.), combined with the increasingly reader-friendly experience that electronic publishing allows (enhanced breadth and depth of content and interactivity; real-time links, embedded videos, polls, etc.), may make an electronic-only *Crops & Soils* magazine more valuable for readers. Please rate your preference for an electronic-only version of *Crops & Soils*:

- highly preferred
- somewhat preferred
- neutral
- not preferred
- totally against

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International Program

8. Please rate the importance of, and your satisfaction with the services/activities of the ICCA program. (select one importance rating and one satisfaction rating for each item)

	very important					not at all important					very satisfied					very dissatisfied					no experience with
	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	
communications to you about the CCA program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
information provided on the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
communications on behalf of CCA program with U.S. regulatory agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
marketing to increase recognition of the CCA program in agricultural industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality of CEUs offered online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ICCA Headquarters - Customer Service Representatives responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
building awareness of the value of the CCA credential to employers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
building awareness of the value of the CCA credential to farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
information in <i>Crops & Soils</i> magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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State/Province/Region Program

9. Please rate the importance of, and your satisfaction with the CCA activities in your state/province/region. (select one importance rating and one satisfaction rating for each item)

	very important					not at all important					very satisfied					very dissatisfied					no experience with
	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	
number of CEUs available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cost of CEUs offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality of CEUs offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
peer networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
marketing of the CCA program to your potential customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
communications between you and your local CCA program leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
building awareness of the value of the CCA credential to employers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
building awareness of the value of the CCA credential to farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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10. How have your customers responded to your CCA certification? (please select all that apply)

- don't seem to recognize/understand the CCA program
- don't know that I am CCA certified
- congratulated me on earning my CCA certification
- appreciate my greater understand of agricultural issues
- don't really care about my training, only the quality of my agronomic advice
- growers ask my advice more often since I have become CCA certified
- no recognizable changes

11. Are you aware of the "That's Sound Advice" campaign to promote the CCA program to employers and farmers?

- yes
- no

12. How likely would you be to attend a National CCA conference?

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| very likely | | | | | very unlikely |
| 5 | 4 | 3 | 2 | 1 | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

13. Who pays your annual CCA certification fee?

- my company/organization pays all
- my company/organization pays part, I pay part
- I pay all

14. Are there any specific topics you would like to see offered through the ASA Educational offerings (webinars, online courses, etc.)?

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15. How likely are you to maintain your CCA certification five years from now?

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| very likely | | | | | very unlikely |
| 5 | 4 | 3 | 2 | 1 | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. How likely are you to recommend CCA certification to a colleague?

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| very likely | | | | | very unlikely |
| 5 | 4 | 3 | 2 | 1 | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

APPENDIX

17. How would you rate your overall satisfaction with the CCA program?

very satisfied					very unsatisfied
5	4	3	2	1	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How would you rate your overall satisfaction with your CCA certification?

very satisfied					very unsatisfied
5	4	3	2	1	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Do you have any additional comments regarding your CCA certification or the program itself? If you would like to be contacted about the program, please provide your name, email, and phone number.

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Your opinions about the industry

20. In the U.S. and Canada, agriculture faces many challenges that impact your business. Please rate your level of concern regarding each of the following issues. (please select one response for each issue)

	very concerned		not at all concerned		not applicable to my business
	5	4	3	2	1
maintaining company profitability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recruiting and retaining good staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
effect of government regulations on your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
complying with staff training requirements (i.e. DOT, HAZMAT, security, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutrient management planning as a profit center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
loss of farmland to urban development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
declining customer base (loss of farmers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
lack of employer support for CCA certification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
staying up-to-date on agronomic information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
increasing price sensitivity by customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
impact of climate change on agricultural production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other (please specify):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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About you

21. Which social media avenues do you use for business related activities (communicating with clients/employer/etc., keeping up-to-date with industry information, networking, etc.)? (please select all that apply)

- Facebook
- Google +
- LinkedIn
- Pinterest
- Twitter
- Tagged
- Yahoo! Answers
- Yelp
- YouTube
- other (please specify):

22. Which professional or scientific societies are you currently a member of? (please select all that apply)

- ASA - American Society of Agronomy
- Agri-Business Association - State or Province
- ARA - Agricultural Retailers Association (you or your employer)
- AAAS - American Association for the Advancement of Science
- AHS - American Horticultural Society
- APS - American Phytopathological Society
- ASABE - American Society of Agricultural and Biological Engineers
- ASFMRA - American Society of Farm Managers and Rural Appraisers
- CropLife America (you or your employer)
- ESA - Entomological Society of America
- NACD - National Association of Conservation Districts
- NAICC - National Alliance of Independent Crop Consultants
- SAF - Society of American Foresters
- SRM - Society for Range Management
- SWCS - Soil and Water Conservation Society
- TFI - The Fertilizer Institute (you or your employer)
- WSSA - Weed Science Society of America
- none of these

23. What best describes your employment?

- agricultural extension agent
- seed/chemical/fertilizer company representative
- consultant/agronomist self-employed
- farmer
- farm manager
- farmer/seed dealer
- government
- pesticide applicator
- salesperson/agronomist at retail outlet/cooperative
- university and/or education sector
- other (please specify):
- not currently employed

APPENDIX

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24. Do you currently use a smartphone or tablet?

- yes
 no

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25. Do you anticipate having a smartphone or tablet within the next two years?

- yes
 no
 not sure

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26. How do you use your smartphone or tablet in your business/work? (please select all that apply)

- answer emails
 use apps related to my company
 use industry apps
 use mapping technology
 read industry information
 participate in online educational programs
 none of these

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27. Your age?

- under 25
 25 - 34
 35 - 44
 45 - 54
 55 - 64
 65 or more

28. Your gender?

- male
 female

29. What is the highest level of education you have achieved?

- high school diploma or equivalent
 associate's degree
 bachelor's degree
 master's degree
 doctorate degree

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Please fill in your email address below to register for the drawing for the \$100 Amazon gift cards. Only the two winners will be notified via email. In addition, we'll remove you from survey reminder mailings and your email address will not be used for any other purpose or disclosed to others.

Your email address:



On behalf of the CCA program, thank you for participating.

Please press the button below to submit your response.



If you have any questions or technical difficulties while taking this online survey, [please click here to contact Readex Research](#), or use the following contact information:
Scott Myers // Support Specialist
rsurveyhelp@readexresearch.com // 800.873.2339 x8207

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