CALIFORNIA CERTIFIED CROP ADVISERS’ MARKETING PROGRAM

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Marketing Consultant
S. Beckley and Associates
September 17, 2012
California Program Administered by Terry Stark, President/CEO California Association Pest Control Advisors
CALIFORNIA CCA Educational Project Recognition

• The CDFA FREP has been a long time funding supporter of the California CCA Program.
• August 1, 2007 – December 31, 2008
• January 1, 2009 – December 31, 2011
• January 1, 2012 – December 31, 2014

Thanks for Your Support
Dr. Dan Putnam, UCD Administers
S. Beckley and Associates

- Private Contractor
- Association Clients
  - California Assoc of Pest Control Advisers
    - CAPCAed
    - Pathway to PCA
  - California Certified Crop Advisers
  - Micronutrient Manufacturers Association
  - Organic Fertilizer Association
    - "No Conflicts, Just Efficiencies"
Current Number of CCAs in California

- Current – 612 (Program has show constant growth since 2008)

- Candidates that took August Exam – 157 total

- About 80% of California CCAs are also PCAs
Welcome to the California Certified Crop Adviser (CCA) Website!

The California CCA program is a voluntary certification program for individuals who provide advice to growers on crop management and inputs. Certified Crop Advisers meet the standards set by the American Society of Agronomy including passing rigorous examinations, maintaining continuing education and subscribing to a code of ethics.

The California CCA demonstrates a commitment to professionalism as well as the knowledge and skills necessary to help growers produce economical and environmentally sound crops. The California Certified Crop Adviser program is funded in part through a grant from the Fertilizer Research and Education Program (a division of the California Department of Food and Agriculture). Click here to access a PDF file of our CCA Brochure.

For information on How to Become a Certified Crop Adviser click here.

New CCA Website
The international Certified Crop Advisers has created a new community marketing portal just for CCAs. It's called ThatsSoundadvice.com (http://thatssoundadvice.com/) and we're excited to let you know that your account is already set and READY TO GO! The username and password information for the new website is the same as you've used on the CertifiedCropAdvisers.org (https://www.certifiedcropadvisers.org) site! It will log you in and provide you access to many tools to help serve your clients and promote your profession.

Contact Information
CCA Program
916-928-1625 X 200
2300 River Plaza Drive, Ste # 120
Sacramento, CA 95833
Fax 916-928-0705

ICCA
Toll Free 866-359-9161
5585 Guilford Road
Madison, WI 53771
Fax 608-273-2081
www.certifiedcropadviser.org

Interested in transferring your CCA Certificate to California?
The California CCA (CaCCA) Board has adopted the following reciprocity policy for CCA's certified outside of California who wish to begin practicing in California:
To grant reciprocity to any individual who currently holds a certification from another state will be approved by the CaCCA providing the individual 1) submits an application for CaCCA accreditation, 2) pay the California State fee, 3) provides documentation that they are current with CEUs, and 4) pass the California state exam within 1 year. For additional information please contact CaCCA at 916-928-1625 X 200, or e-mail Lien Banh at lien@ccca.com. This email address is being protected from spam bots, you need javascript enabled to view it.
CA CCA Newsletter

New CA CCA Officers
California CCA recently held their elections for new officers for 2012-2013. The new executive officers are:
Sebastian Braun (Yara) - Chairman
Michael Huffman (The Lyman Group) - Vice Chairman
Keith Backman (Dellavalle Labs) - Secretary
Allan Romander (CPA) - Treasurer
Tim Hartz (UC Davis) & Renee Pined (CPA) - Members at Large
Jim Rogers (Simpot Groves Solutions) - Past Chair
The program wishes to thank Jim Rogers for his leadership as Chairman.

CA CCA Annual Meeting
The CA CCA Annual meeting will be held prior to the CA Chapter ASA Plant & Soil Conference
TUESDAY, FEBRUARY 7, 2012
Time: 8:00 a.m. - 10:00 a.m.
Location: Holiday Inn Visalia
9000 W Airport Dr., Visalia, CA

There is no fee to attend the CA CCA Annual meeting. Registration is at the door.
Agenda includes:
Parry Kiarson, East San Joaquin Water Coalition
AAE Man, California Department of Food & Agriculture (CDF/A)
Fertilizer Inspection Program Update on International & California CCA programs

For additional information contact Aaron Heinrich
aaron.heinrich@ccasa.com

California Chapter ASA Meeting
February 7-8, 2012
Holiday Inn Visalia
9000 W Airport Dr
Visalia, CA

For registration information or an agenda visit
http://calasa.ucdavis.edu/

CCA Survey
Thanks to all that responded to the California CCA Survey. You provided great feedback that will help guide the program. 70% of the respondents use their nutrient knowledge on a daily basis and see value in retaining their CCA certification.


Next CCA Exam
Press Visits and Releases
NEWS RELEASE
For Immediate Release
May 14, 2012
CALIFORNIA CERTIFIED CROP ADVISER EXAM SIGNUP OPEN
California crop advisers have the opportunity to register for the August 3, 2012 Certified Crop Adviser (CCA) Exam until June 22, 2012. The exam will be given in Sacramento, Salinas, Tulare and Ventura. Review sessions will be held in Sacramento, Fresno, and Salinas prior to the exam.

CCAs will pay an important role in helping growers comply with nutrient management plans that are being required by the Central Valley and Central Coast Regional Water Quality Boards. The boards in some cases will require that such plans be certified by a professional such as a CCA. The California CCA program is also working the California Department of Food and Agriculture to insure CCAs are knowledgeable about existing and future regulatory programs. A CCA is well suited to advise farmers on how to manage inputs, water, and crops in an efficient manner. Over 80% of the California CCAs are licensed pest control advisers.

CCAs offer growers assurance that they are competent in all aspects of crop production, including nutrient management, and up to date on the latest in crop management and government mandates. The California CCA Program, administered by the American Society of Agronomy and overseen by a California board of directors, is a voluntary certification program for individuals that provide advice to growers on crop management and inputs. California also offers a Manure Management specialty certification for current CCAs involved in advising livestock operations on nutrient management.

Exam applications are available by going to https://www.certifiedcropadviser.org/exams/registration/materials. More information on the California CCA program is at www.cacca.org. Also you can contact Steve Beckley at (916)539-4107 or sbeckley@aol.com for more information. The California CCA Program is also on Facebook.

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Contact:
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Communications

Become a FAN of California Certified Crop Advisers
Steven Beckley
@srbeckley

I cover issues of interest to the agricultural input industries and consultants. Including both conventional and organic. 
Woodland, CA

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Harvesters lined up and ready to head to the rice fields of Grimes, CA #Kack twitpic.com/aum3nO

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Another California Crop How farmers tame wild rice | rice, wild, market - Appeal-Democrat shares/u8swW via @sharethis #kack

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Another Ag Job - Wanted: 1 goat herder, 30 goats at O’lare Int’l Airport - Chicago News and Weather | FOX Chicago News myfoxchicago.com/story/19540500...

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USDA NASS 2012 Calsl and Values and Cash Rents Average farm real estate was valued at $7,200 per acre, according to gov

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Thanks @CAFarmBureau AG Alert for coverage Chico & Tulare OFAC/CAPCA #Organic Seminars, Sept 12 Edition Good Soil & Plant Health goal of all

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At National #Heirloom Expo ( @ Heirloom Food Exposition - Pure Food Fair w/ 3 others) [pic]: 4sq.com/8hZxQg

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Use a Certified Crop Adviser instead @CCA SoundAdvice I newer modern farmers rely on almanacs for insights - sfbate.com
Exam Prep Sessions

CCA Exam Prep
Training - January

Dr. Sharon Benes
Dept. of Plant Science
California State University
sharon@csuvax.csun.edu

Procurement Officer, UC Farm Advisory
sharon@csuvax.csun.edu
Organic Fertilizer Association of California

"Representing the California organic fertilizer industry and promoting the knowledge of safe and effective organic farming systems through outreach, education and legislation"

visit us at:
www.organicfertilizerassociation.com
Challenge – Grower Awareness of CCA
Couldn’t Do It Without

• CaCCA Board Of Directors
• Committees
• Hard Working Individuals
• Has developed CCA Self Study Courses
  – Zinc Fertility – 1.5 CEU
  – Boron Fertility – 2.0 CEU

  Course available at
  https://www.certifiedcropadviser.org/certification/s/self-study#Nutrient+Management

  Cost -$25

  More info on MMA
  http://www.micronutrientfertilizer.com/
• **Blake**: A-B-C. A-Always, B-Be, C-Closing. Always be closing, always be closing.
CA Certified Crop Advisers

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