

CALIFORNIA CERTIFIED CROP ADVISERS' MARKETING PROGRAM



**CERTIFIED
CROP ADVISER**

Steve Beckley
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 Administrators



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

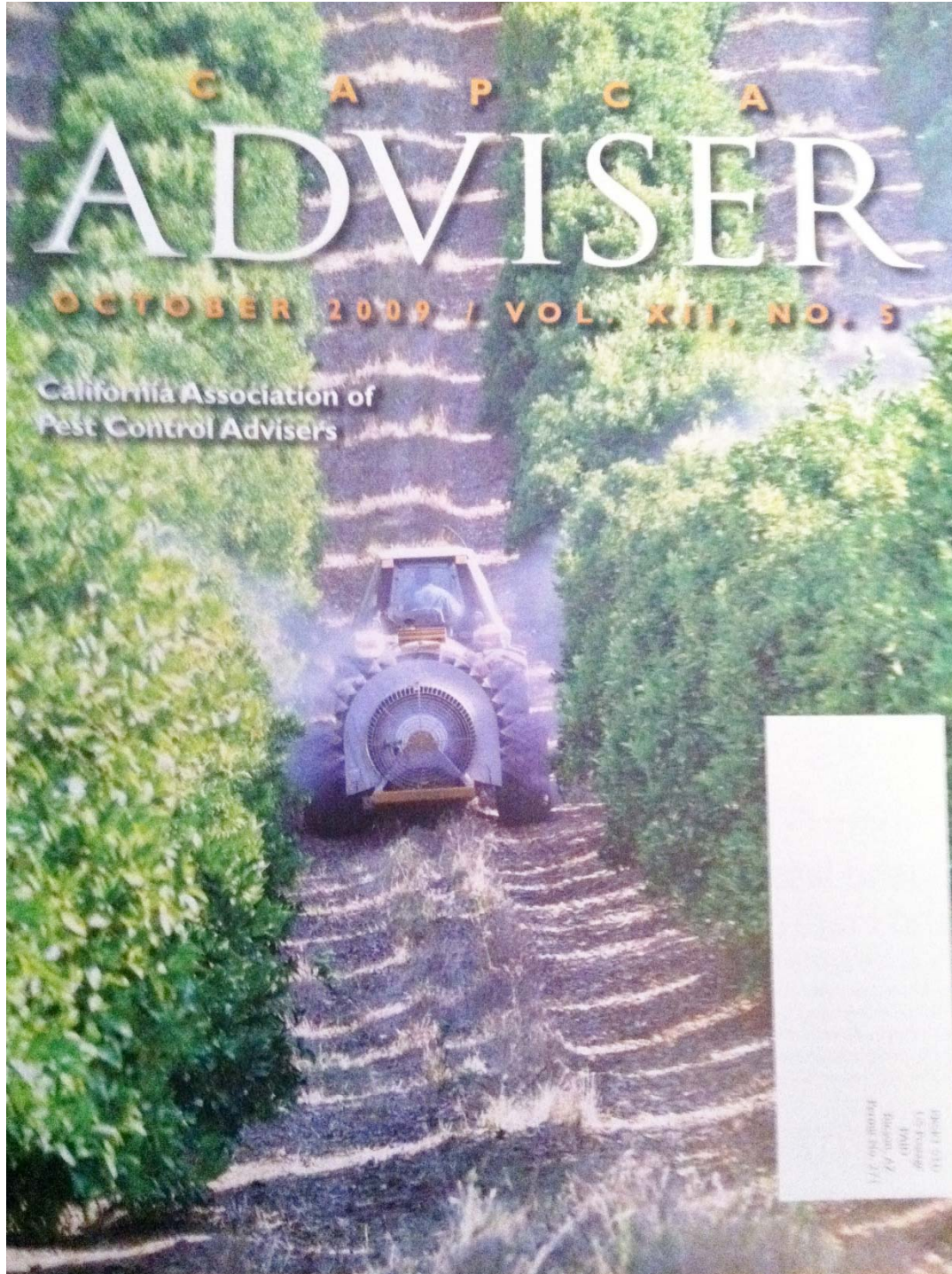
- Current – 612 (Program has show constant growth since 2008)
- Candidates that took August Exam – 157 total
- About 80% of California CCAs are also PCAs



C A P C A
ADVISER

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California Association of
Pest Control Advisers



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[Presentations](#)

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 ICCA Website -

The International Certified Crop Advisers has created a new community marketing portal just for CCAs. It's called [ThatSoundAdvice.com](http://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.certifiedcropadviser.org) (<https://www.certifiedcropadviser.org/>) site! It will log you in and provide you access to many tools to help us serve your clients and promote your profession.

Contact Information

CaCCA 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@capca.com This email address is being protected from spam bots, you need Javascript enabled to view it.

CA CCA Newsletter

In This Issue

[New CA CCA Officers](#)

[CA CCA Annual Meeting](#)

[CA Chapter ASA Meeting](#)

[CA CCA Survey](#)

[Next CCA Exam](#)

[CA CCA Agreement with CDFA](#)

[UC Davis Soil Fertility Course](#)

[Current CCA Numbers](#)

[New ICCA Website](#)

Quick Links

[CE Opportunities](#)

[CA CCA Facebook Fan Page](#)

[CCA Exam Registration](#)

New CA CCA Officers

California CCA recently held their elections for new officers for 2012-2013.

The new executive officers are:

Sebastian Braum (Yara) - Chairman
Michael Huffman (The Lyman Group) - Vice Chairman
Keith Backman (Dellavalle Labs) - Secretary
Allan Romander (CPS) - Treasurer
Tim Hartz (UC Davis) & Renee Pinel (WPHA) - Members at Large
Jim Rogers (Simplot Grower 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 & Soils 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 Klassen, East San Joaquin Water Coalition
Asif Maan, California Department of Food & Agriculture (CDFA)
Fertilizer Inspection Program Update on International & California CCA programs

For additional information contact Aaron Heinrich
aaron.heinrich@cosaqu.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 84% see value in retaining their CCA certification.

Visit http://www.cacca.org/files/file_gallery/230-2011caccasurvevresults-2012-01-11-09-485919.pdf to access the survey results.

Next CCA Exam

Trade Shows and Expos



Press Visits and Releases





California Certified Crop Adviser

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 play 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.

###

Contact:

Steven R. Beckley

S. Beckley & Associates

(916)539-4107

sbeckley@aol.com

Communications

Become a FAN of California Certified
Crop Advisers

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

facebook

Admin Panel

Edit Page Build Audience Help Show



California Certified Crop Advisers

205 likes · 5 talking about this

Liked

Non-Profit Organization
That's Sound Advice - Advancing Crop Production and
Protecting the Environment



205

31

CCA Exam Trainin
Schedule -
SACRAMENTO- CA F
Bureau Conference f

About

Photos

Likes

Events

Notes 25

Highlights

Status Photo / Video Event, Milestone +

Write something...

California Certified Crop Advisers updated their cover photo.
6 hours ago



97 Friends
Like California Certified Crop Advisers



Likes

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Western United Dairymen
7 friends also like this.

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Steven Beckley

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You are posting, commenting, and liking as California Certified Crop Advisers — Change to Steven Beckley



California Certified Crop Ad... Timeline Now

Admin Panel

+ Create A Page



California Certified Crop Advisers

Sunday

Congratulations to Allan Romander on his election as Vice
Chairman of the North American CCA Board. He will take office on
January 1, 2013 and become Chairman of the Board on January 1,
2014.

Like · Comment · Share

Scott McGinnie and Monica Barricarte like this.

Keith Backman Congratulations Allen!!! Wow!!
Sunday at 5:12pm · Like

Lisa Muirheid Martin Congratulations Allen!!
Sunday at 6:05pm via mobile · Like

Write a comment...

67 people saw this post



California Certified Crop Advisers shared a link.
Saturday

The California Regional Water Quality Control Board, Central
Valley Region (Central Valley Water Board) has released
nonpoint waste discharge requirements and a monitoring and



Organic Fertilizer Association of California

64 friends also like this.



UCCE Manure Nutrient Management

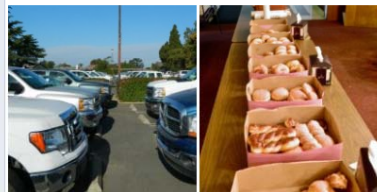
3 friends also like this.



California Certified Crop Advisers shared California
Association of Pest Control Advisers (CAPCA)'s album.

Saturday

CE MEETING (2 photos)
Need a parking lot full of pickup trucks. Preferred color is white.



Like · Comment · Share

40 people saw this post

Now

August

2012

2011

2010

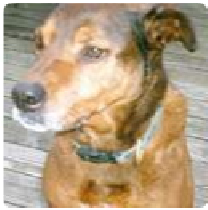
Founded

See Your Ad Here

California Certified Crop Advisers

That's Sound Advice - Advancing
Crop Production and Protecting
the Environment





Steven Beckley

@srbeckley

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

Edit your profile

3,021 TWEETS

789 FOLLOWING

642 FOLLOWERS

Tweets

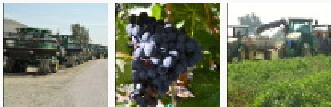
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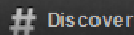
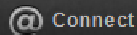
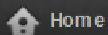


Megan Silcott @LtlMeg
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Tom Tibbits @ksfarmboy
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Tweets



Steven Beckley @srbeckley 8m
Harvesters lined up and ready to head to the rice fields of Grimes, CA #kacf twitpic.com/aum3n0
[View photo](#)



Steven Beckley @srbeckley 7h
Another California Crop How farmers tame wild rice | rice, wild, market - Appeal-Democrat [share.es/u6SIW](http://sharethis.com/shar.es/u6SIW) via @sharethis #kacf
[Expand](#)



Steven Beckley @srbeckley 7h
Another Ag Job - Wanted: 1 goat herder, 30 goats at O'Hare Int'l Airport - Chicago News and Weather | FOX Chicago News myfoxchicago.com/story/19540560...
[Expand](#)



Steven Beckley @srbeckley 8h
USDA NASS 2012 Calif Land Values and Cash Rents Average farm real estate was valued at \$7,200 per acre, nass.usda.gov/Statistics_by_... #kacf
[Expand](#)



Steven Beckley @srbeckley 20h
Thanks @CAFarmBureau AG Alert for coverage Chico & Tulare OFAC/CAPCA #Organic Seminars, Sept 12 Edition Good Soil & Plant Health goal of all



Steven Beckley @srbeckley 13 Sep
At National #Heirloom Expo (@ Heirloom Food Exposition - Pure Food Fair w/ 3 others) [pic]: 4sq.com/ShzXgs
[View photo](#)



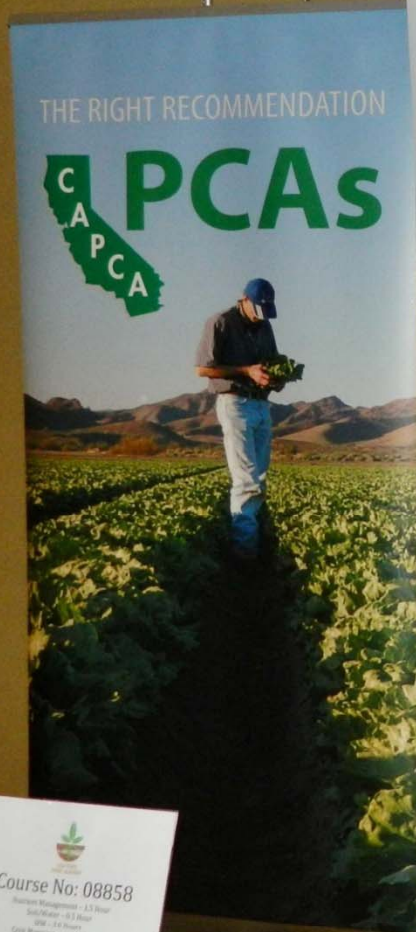
Steven Beckley @srbeckley 12 Sep
Use a Certified Crop Adviser instead @CCASoundAdvice Fewer modern farmers rely on almanacs for insights - sfgate.com

Exam Prep Sessions




Conferences/Seminars







Course No: 08858
Nutrient Management - 1.7 Hours
Soil/Water - 0.3 Hours
IPM - 0.4 Hours
Crop Management - 2.6 Hours
Total CE Hours Approved - 7.8 Hours



OFAC



**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



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www.cacca.org



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/certifications/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

- 2300 River Plaza Drive, Suite 120
- Sacramento, California 95833
- (916) 928-1625 ext. 201
- Terry Stark, Administrator
- terry@capca.com
- Steve Beckley, Marketing
- sbeckley@aol.com



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