Certified Crop Adviser
4R Specialty Certification

Andy Knepp, IL CCA Chair
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Rationale
Aligns with ICCA Strategic Plan 2014-2016

• Goal 1: Increase value of CCA Certification
  – Establish relationships with Agri-business industry
  – Establish relationships with government agencies, legislators, educators, professional and scientific organizations

• Goal 2: Increase value of program to CCAs
  – Engage CCAs in processes to provide assurance of environmental quality to consumers and the general public
Rationale
Timing - Current Events

• Lake Erie algal bloom
• Ohio 4R Certification Program/Ohio SB150
• Corporate Sustainability Pledges
• 2008 Hypoxia Action Plan - Mandated
  State Nutrient Loss Reduction Strategies are nearly complete
• Consumer awareness of nutrient loss as an issue
Rationale
Current Efforts are Insufficient

• Current Nutrient Management and Soil and Water Management Performance Objectives were updated to reflect/incorporate 4R practices
• The 4R programs has visibility that extends beyond our normal audience, but our incorporation of the principles is not very visible
Rationale
If we don’t, others will

• Ohio 4R Certification program
• Voluntary Illinois 4R Code of Practice - Illinois Fertilizer Chemical Association
• Others?
• CCA Program is the only certification program currently able to immediately administer this type of program
Progress

• Draft Performance Objectives created - complimentary and not overlapping current related P.O.s
• Exam - to be developed
• Aligned with Illinois Fertilizer Chemical Association and Agribusiness Association of Iowa
Who?

• Illinois and Iowa Programs currently planning to pilot 4R Specialty
• Michigan has expressed interest in offering 4R Specialty
• All are welcome, but no local programs would be obligated to take part
Questions?