

Certified Crop Adviser 4R Specialty Certification

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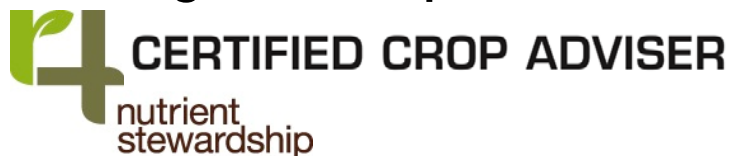
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Rationale

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?

