

# Specialty Certifications

- Specialty Certifications
  - “Certification programs are good but to be suitable for microcredentialing they need to be broken down to focus on **discrete skills acquisition.**” AM
  - CCA (agronomy) = generalist
    - NM, SW, IPM, CM
  - Specialist – deeper knowledge and ability, narrower focus
    - NM
    - SW
    - IPM
    - CM

# WHY ?

- Adds Value – specialized knowledge and skills
  - CCA is good but in some cases not enough
  - Is there a demand for it? YES
- Creates a way to identify those that do have the knowledge and skills
- Not all CCAs are the same – focus their work but still need to know all 4 areas – CCA +, voluntary
- If we don't, other groups will – negative consequences

# Timing

- Underdevelopment
  - Sustainability
  - 4R Nutrient Management
  - Cover Crops
  - IPM
  - Soybean Management

# Sustainability Specialist

- United Soybean Board (USB) – supported ` \$93,000 grant
- Not beans only – corn and wheat
- Driven by: Customers - Food Companies and Agri-businesses
  - Field to Market
- Education programs and specialty
- Launch late 2015/early 2016

# Cover Crops Specialist

- Need for education to improve outcomes
- Regional focus to start – upper mid-west

# Soybean Management

- Production focus – 5 to 10 bu improvement
- Illinois, potential national
- Only an idea at this point

# 4R NM and IPM

- 4R Nutrient Management – Andy Knepp
- IPM – Amy Asmus