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