**Trends of International Exam Participants**

- **February:**
  - 2004: 1362
  - 2005: 1080
  - 2006: 1119
  - 2007: 1063
  - 2008: 1173
  - 2009: 1066
  - 2010: 1172

- **August:**
  - 2004: 898
  - 2005: 852
  - 2006: 963
  - 2007: 852
  - 2008: 965
  - 2009: 820
  - 2010: 881

**Yearly Totals:**
- February: 6,459
- August: 1,547
- Grand Total: 8,006
New in 2010

• Web site redesign
  – Now allows local boards to have pages

• Self Reported CEUs
  – Updated online form/mandatory online reporting

• Interactive, online CEU application - August

• Do we still need paper CEU reports?
New Web Site

• Allows for local board pages
1. Send description of what is wanted
2. Estimate to set up - $40/hr, 5 to 6 hrs
   a. Confirm estimate prior to starting work
   b. Amount of functionality will influence price
3. Same address, reinforces brand
   www.certifiedcropadviser.org/name
4. You maintain once it is set up
ASA Fundamentals in Applied Agronomy

- Offered 4 times, averaged 90+/session
- Online course, 12 sessions, 2 hours each
- Fall and Spring
- Prep to become certified and good review
- Follows ICCA POs
Crops and Soils Magazine

- ASA – delivered 6X per year

- Educational focus on what is important to Certified Professionals in Agronomy and Soil Science [CCA, CPAg, CPSS/C]

- Need more local content – available to local boards to provide updates
Salary Survey

• 2010 – 2,115 participants so far

• Average compensation package:
  – US: $65,181, High/Low $94,000/45,500
  – Canada: $60,241 $76,100/47,930

• Not enough participants that were not certified to compare certified vs. not certified compensation

• On-going collection of data
Not Renewing CCA Survey

• CCAs that did not renew in 2010
• Combination of not paying the annual fee or not earning enough CEUs
  – 750 in North America were sent the survey
  – 50 responded to update their records and are coming back in, 6.7%
  – 62 completed the survey, 8.0%
  – Total responses 112, 15%
Not Renewing Survey

• Years certified:
  • 1 – 5: 13%
  • 6 – 10: 36%
  • 11 – 15: 39%
  • 16 – 20: 7%
Not Renewing Survey

• Why did you not renew?
  – Employer not supportive 3%
  – No longer employed in professions 11%
  – Retired 25%
  – Certification did not meet my needs 5%
  – Certification did not add enough value 37%
  – Too costly for the benefits received 20%
  – Lost my job and Customer does not care so why should I 0%
Not Renewing Survey

• Too Costly –
  – Annual renewal fee 21%
  – Earning CEUs – everything 47%
  – Earning CEUs – time away from work 16%
  – Earning CEUs – registration and event fees 16%
  – Earning CEUs – reporting and record keeping 0
Farmer Quotes

• When [my CCA] started doing continuing education, his enthusiasm for the job and productivity went way up, other farmers noticed as well. (farmer)

• Best part [of CCA program] experience, having to continually learn – helps keep you up to date, can interact with researchers, learning new technology (farmer/CCA)
Farmer Quotes

• The important part for farmers is finding unbiased information, salesman sells products you have a natural skepticism – is he trying to sell a product or make a recommendation – important part for CCA program it adds creditability to your salesperson/agronomist
Farmer Quote

• Continuing Education high part of CCA, reason to keep up, everyone gets busy and its [continuing education] the last thing you have to do so continuing education requirements keep people who advise us [farmers] up to speed on what is going on.
CCA quote, risk management

• – I can affect a lot of acres with what I sell, I better be right. My continuing education - I’m taking the proper classes that are meaningful to reinforce what I need to know to make the correct recommendations.
International Expansion

• India
  – National board organized
  – Exam and POs are ready
  – First public offering of the exam – Dec. 12, 2010
    • Pilot exam on August 8, 22 people
    • Goal 300+ for December
  – www.certifiedcropadviser.org/india
International Expansion

• Cereal Systems Initiative for South Asia
  – India
  – Nepal
  – Bangladesh
  – Pakistan
International Expansion

Argentina

Completed a feasibility study in June

~3,500 potential CCAs based on 15 companies

Recommendation is to start the program

Start up funding - Applied for a grant through USDA – Emerging Markets Agency
International Expansion

• Mexico
  – Working on feasibility study to determine more accurately how many potential CCAs exist
  – Companies’ and government are supportive
  – Trying to arrange first meeting with interested stakeholders