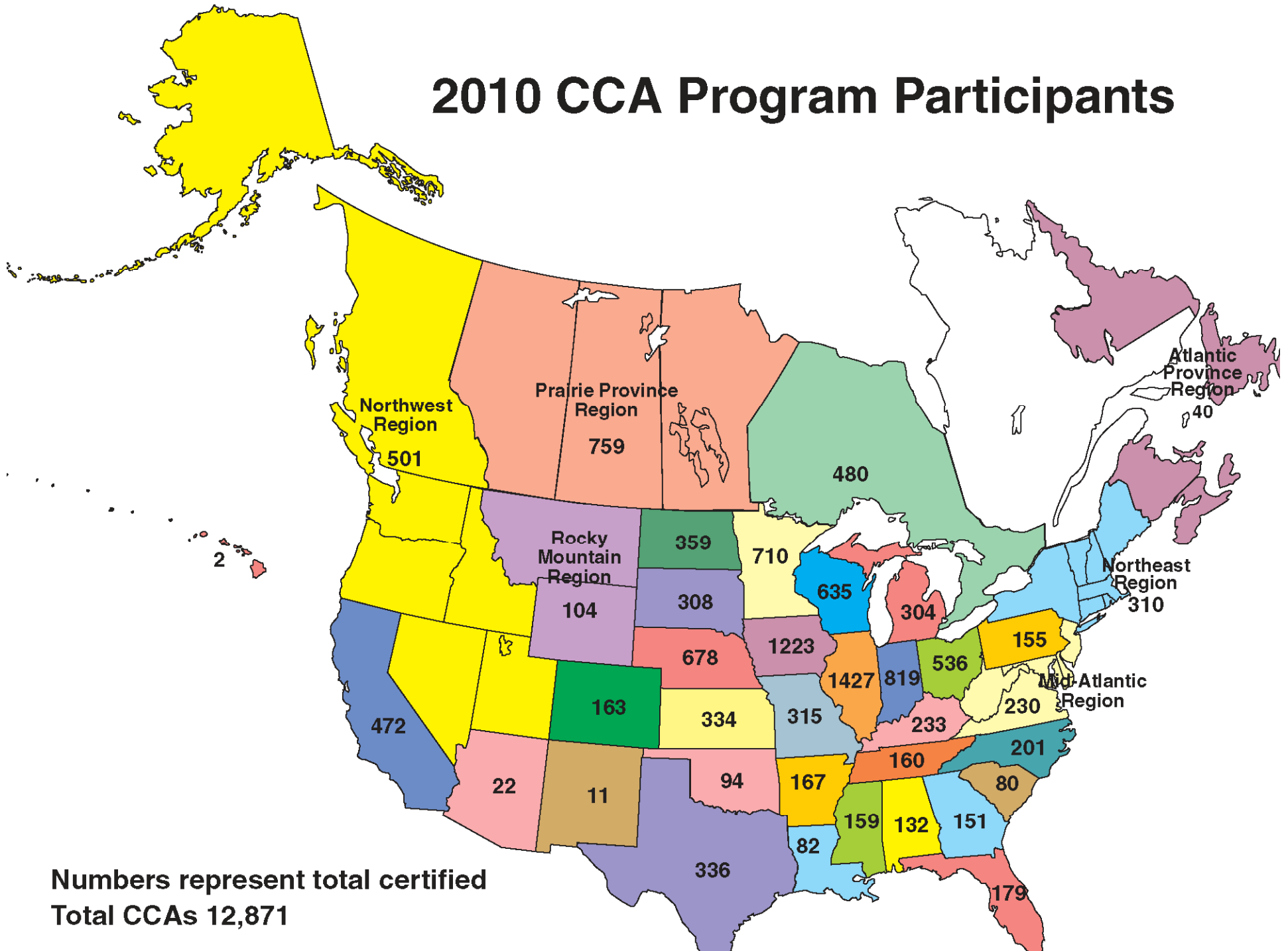




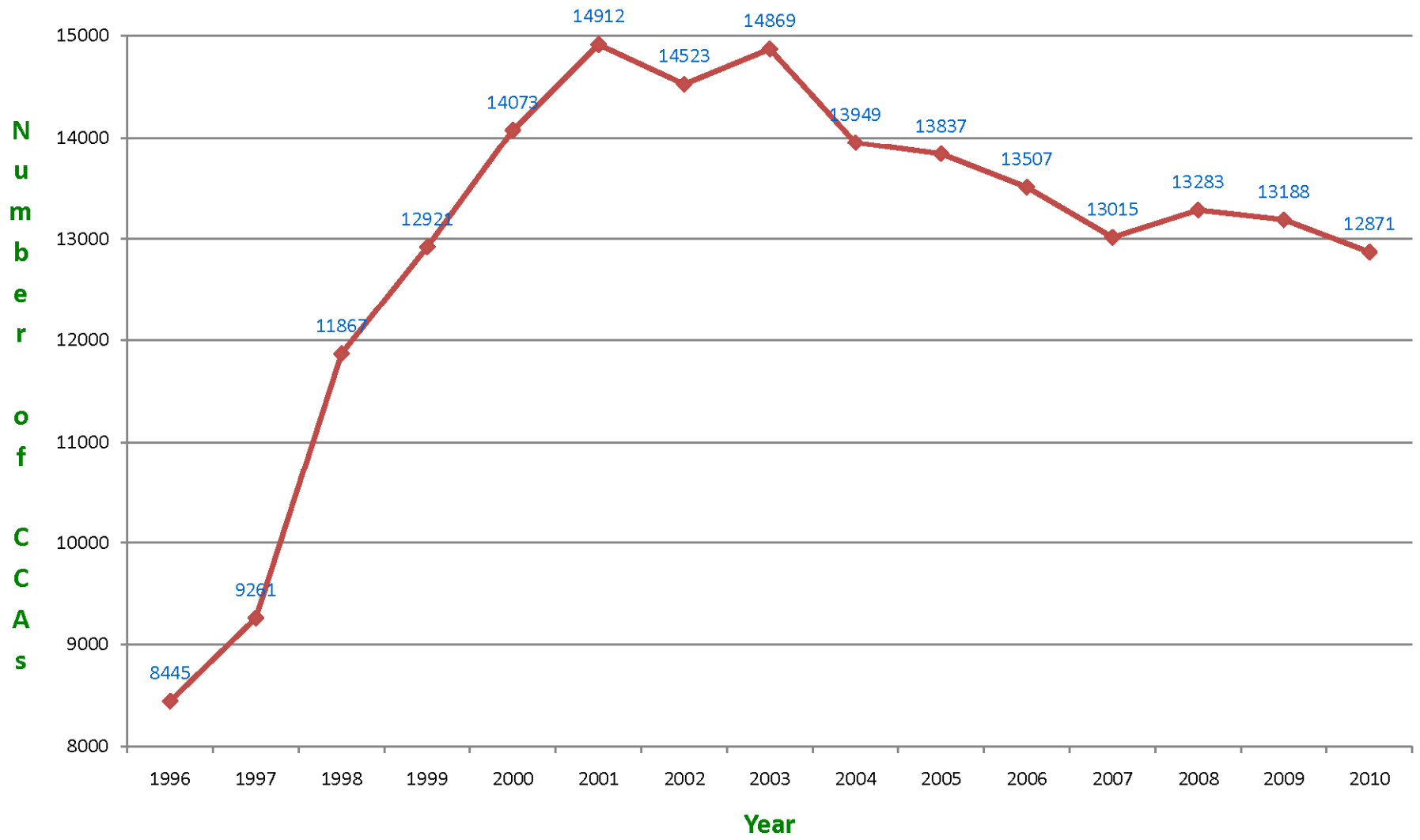
**CERTIFIED
CROP ADVISER**

2010 CCA Program Participants

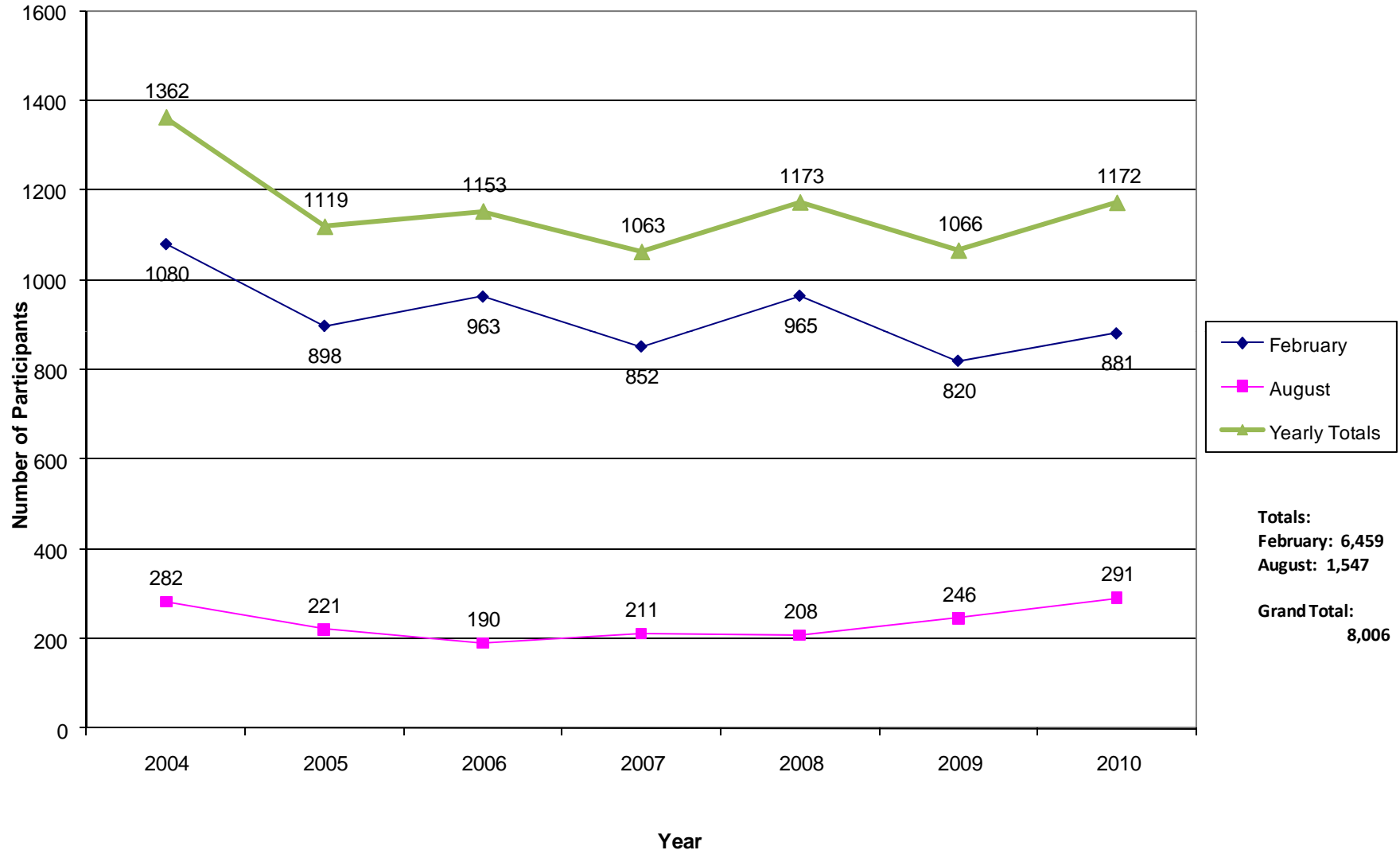


Numbers represent total certified
Total CCAs 12,871

Number of CCAs Throughout the Years



Trends of International Exam Participants



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