

# CCA-Why?

The purpose of the CCA program is to protect the public, farmers and the agricultural industry as a whole. These programs are voluntary, professional certifications to Advisers – proving their commitment to their clients, their employers (*you*), and to the public welfare. Farmers can depend on that determination and commitment for true results in the field.

All successful certification programs have one common element, and that is to serve and protect the public interest. Many professions require a license to practice such as in medicine, engineering, and accounting. A license is basically a certification program offered by the state. Certification programs offered by ASA are voluntary, but offer similar benefits as licensing programs. The ASA certification programs set higher standards for knowledge, skill and conduct within the field of agronomy - a higher standard you can depend on.

## Steps a CCA Takes for You:

- CCAs are required to pass two comprehensive exams covering nutrient management, soil and water management, integrated pest management, and crop management.
- CCAs are required to have at least two years of documented crop advising experience with a bachelors degree and grower references.
- CCAs must sign and adhere to the CCA code of ethics; meaning, they always focus on integrity and profitability while optimizing and protecting our natural resources.
- CCAs are required to earn 40 hours or more of continuing education every two years. CCAs always have the latest information on new technology and industry developments.

## About the Program

CCA is a certification program of the American Society of Agronomy (ASA). ASA established the certification programs more than 20 years ago to provide a benchmark for practicing agronomy professionals.



American Society of Agronomy  
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## That's Sound Advice

20 years of sound advice for those feeding the World



## Hire a Certified Crop Adviser (CCA)

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*"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young."*  
— Henry Ford



# Hire a Certified Crop Adviser (CCA)

## Employer Benefits

1. Take the Guess Work out of Hiring!
2. Lower your risk as an employer
  - a. Reduces legal liability
  - b. Reduces Mistakes/Costs
  - c. Professional performance benchmarks are already established and proven
3. Better compliance with increasing environmental regulation
4. Increase profits (better employees)
  - a. Increases customer confidence in employee and, by extension, the employer
  - b. Reduces costs associated with training and customer complaints
5. Strong correlation between certification and employee performance (creates a more self-motivated, self-directed, and proud staff)
6. Lower Turnover of employees
  - a. They have committed to the profession and their careers through certification
  - b. Heightened job satisfaction
  - c. Happier/more knowledgeable employees result in a better work environment
7. 20 Years of Defining a Profession!

## Bottom Line

A trained professional could increase gross profits by as much as \$25 per acre, depending on the crop and weather. This is reflected by increased customer retention and product confidence.

## Cutting Edge

Up to date knowledge on the latest developments in agriculture. Certification standards require Certified Crop Advisers (CCAs) to earn continuing education units (CEUs) every two years.

## I Need the Best

Certified Crop Advisers earn their certification by passing rigorous state and international exams. They must also sign and adhere to a code of ethics that places the customer's needs first. CCAs meet and often exceed the high standards set by the American Society of Agronomy.

## Technology Transfer

Agricultural scientists offer training to CCAs and depend on them to pass that knowledge on to the grower to directly benefit your bottom line.

# Hire the best!



Visit the website below to find or verify CCAs near you:

Go to [www.certifiedcropadviser.org](http://www.certifiedcropadviser.org)

Click on "Find a CCA/CPAg" (Right side of homepage)

