

IFA INTERNATIONAL WORKSHOP on Effective Last-Mile Delivery

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THE AMERICAN SOCIETY OF AGRONOMY'S CERTIFIED CROP ADVISER PROGRAM

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Agribusiness and Field Extension Personnel Requirements

- Basic level of knowledge
 - Enable the individual to learn new techniques, processes, and evaluate inputs
 - Enable the individual to increase their expertise through continuing education
 - “Life-long learning” is not a cliché in today’s world
 - Agriculture is science based and advisers must be able to continually learn
- Level of expertise must increase over the years if they are to be able to keep growers abreast of new technology

CCA program Supports Objectives of All Groups

- Researchers
 - Audience that is constantly looking for the new information to implement.
 - Audience has a base level of knowledge that increases over the years through continuing education, thus allowing research information to be transferred more rapidly.

CCA program Supports Objectives of All Groups

- Extension (Gov't, Universities)
 - Audience trained to a base level that increases with each year of continuing education
 - Cooperative efforts with persons having the last contact with the grower before input decisions are made
 - More rapid adoption of new technologies because of the “multiplier effect” that each agribusiness person has with growers

CCA program Supports Objectives of All Groups

- Agribusiness
 - Personnel have access to latest research and regulations
 - Personnel advance to new levels of expertise with continuing education
 - Professional status of the adviser
 - Exam, education and experience requirements
 - Continuing education requirements
 - Ethics requirements

American Society of Agronomy (ASA) North American View

- Certifications:
 - protect the public and the profession
 - help establish the profession through standards
 - enhances professional development, recognition
- Certified Crop Adviser (CCA)
- Certified Professional Agronomist (CPAg)

Certified Crop Adviser Program

- 13,000 + (CCAs) certified in the USA and Canada
- CCA Mission: The Certified Crop Adviser (CCA) Program validates the credentials of professional crop advisers by establishing standards for knowledge, experience, ethics and continuing education.
- CCA Vision: To be the most valuable certification a professional crop adviser can hold by establishing Certified Crop Advisers' (CCA) essential role in agricultural production, food safety and environmental stewardship.

Certified Crop Adviser Program

- *Crop advisers provide advice and counsel to farmers, ranchers and other agricultural entities in their decision making process.
- *This responsibility requires a proficient understanding of crop production science, food safety, technology, economics and the environment.
- *Crop advisers combine their knowledge in these disciplines as well as their local experience to provide sound recommendations to their clients.

Structure/Relationship

- ASA is the credentialing organization
- CCA Board is the certifying body
 - Sets the policies and procedures
- India CCA Board like other CCA boards implements the program – grants/denies certifications to individuals

Technical Components: Exam, Education, Experience, Ethics

Exams – developed within country (India) with local experts

- region-specific performance objectives

4 primary competency areas:

- Nutrient management
- Soil and Water management
- Integrated Pest Management
- Crop Management

Education / Experience / Ethics

- Basic Education & Experience Requirements
 - BS degree with 2 years of experience
- Continuing Education
 - 40 hours every 2 years
 - 5 hours in each of the 4 technical areas
 - Nutrient management
 - Soil and water management
 - Integrated pest management
 - Crop management
- Code of Ethics – signed by everyone

Cereal Systems Initiative South Asia

- CSISA – funding by the Bill and Melinda Gates Foundation, USAID, World Bank
- Starting in India ...
- Expanding to Nepal, Bangladesh, Pakistan

- India CCA Program – improve delivery and application of information leading to increased food production

India CCA – Case Study

Certifying Board

- Members (7-15)
 - Serve 3 year terms (appointed/elected)
- Private/Public sector partnership
 - Represent different segments of production Ag
 - Academia
 - Research/Extension
 - Government
 - Agencies responsible for agriculture, environmental quality, Research Institutes
 - Private sector
 - Agriculturally oriented businesses and organizations

India CCA – Case Study

Next Steps

- 2010
 - Offer the exam for the first time in November
 - Organize the India CCA board
 - Adapt all program documents to India conditions
- 2011 – 2012
 - Continue to promote and expand, 1,000 CCAs
 - Objective - India CCA will become self sustaining

India CCA-Case Study

Collaborations

- International Rice Research Institute (IRRI)
 - Program manager – Dr. Kanwar Singh
 - Chair of the CCA board – Dr. J.K. Ladha
- Indian Society of Agribusiness Professionals (ISAP) – ASA Business Partner
 - Records (applications), Fund collection, Program promotion
- Punjab University
 - Exams, Continuing Education

CCA International Expansion

- Currently – USA and Canada
- Future:
 - India, Nepal, Pakistan, Bangladesh
 - Argentina, Brazil
 - Mexico
- Goal – all CCAs will meet very similar, rigorous standards regardless of where they live/work
- Opportunities for Collaboration