CERTIFIED CROP ADVISERS & SOYBEAN RUST

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What is CCA?

- **Certified Crop Adviser Program**
  - American Society of Agronomy
- **Voluntary certification program for individuals providing crop production advice and services to growers**
- **14,000 CCA’s across North America**
Distribution of U.S. Certified Crop Advisers (CCAs)
(1 Dot = 1 CCA)
Who are CCA's?

- Retail agronomists and salesmen
- Seed company reps
- Consultants
- Chemical manufacturer reps
- Extension/Government agency reps
Role of CCA’s in Managing Soybean Rust

- Intimately involved in all aspects of managing Soybean Rust
  - Direct contact with the farmer
- Conduit of timely information
- In-field monitoring
- Fungicide application decisions
- Application logistics
2006 Issues

- Product
- People
2006 Product Issues

- Same as 2005
- Inventory
  - Who wants to carry the risk?
- Availability
- Ohio
  - 5 million acres soybeans
  - 270,000 gallons product
- Indiana
  - 4 million acres soybeans
  - 220,000 gallons product
2006 Product Issues

- Always enough when it's not needed
- Application logistics
2006 People Issues

- Growers
  - Attitudes widely vary
  - Many still assume that it will all take care of itself
  - Still unfamiliar with fungicide use
2006 People Issues

CCA's

- Want to do the right thing
- Struggle with conflicting information in the countryside
- EXTREMELY important group to keep updated and informed
THANK YOU