



**CERTIFIED  
CROP ADVISER**  
WESTERN REGION



Dare to shape  
the future of food.





# WRCCA Rebranding - 2023

- 🌿 Images of CCAs in the field
- 🌿 Focus on Universities and PCAs not certified
- 🌿 PowerPoint presentations for meetings
- 🌿 Elevator speech to clarify messaging
- 🌿 New graphics for all marketing initiatives



NUTRIENT  
MANAGEMENT



SOIL & WATER  
MANAGEMENT







PEST  
MANAGEMENT



CROP  
MANAGEMENT

# What Is A Certified Crop Adviser?

Certified Crop Advisers (CCAs) are agronomic professionals who have taken additional steps to be the pinnacle of crop advising

-  Work with growers to maximize resource use
-  Identify opportunities to be more efficient
-  Provide product guidance
-  Assess and implement emerging practices

We apply knowledge of:



CROP  
SCIENCE



ENVIRONMENTAL  
SCIENCE



SOIL  
SCIENCE



PLANT  
PHYSIOLOGY



ECONOMICS





# Commitment To Lifelong Learning And Practice

## Benefits to Becoming a CCA

- 🌱 Standing out on a job application
- 🌱 Making your own schedule
- 🌱 Working out in the field instead of at a desk
- 🌱 Entering agriculture and working on a farm without purchasing land
- 🌱 Regional scholarship opportunities to support your study

## Key Classes for CCAs

Nutrient Management, Crop Management, Basic Chemistry, Biology, Botany Classes, Viticulture, Horticulture, Agronomy



“Advice I would give to students is to try to get an internship or a job within the related field you want. You can always work your way up.”

**Gustavo Lopez,**  
CCA since 2017





# Evenings with Industry and Career Fairs



- 🌿 Interact with ag students and promote certification
- 🌿 Students are in various disciplines and all levels of school
- 🌿 Most have career plans, some do not
- 🌿 Many students are looking for advice upon graduation





# Scholarship and Honorarium

## Western Region Certified Crop Advisers

CCAs play a vital role working with producers to ensure sustainability and long-term success for agriculturalists.



### CCA Scholarships

WRCCA offers four **\$1,000 scholarships** to undergraduate students interested in agronomy and obtaining their CCA credentials. Scholarships will be awarded to a student from each of the following regions:

- Arizona/California Desert
- California Coast
- California Northern Valley
- California Southern Valley

### CCA Exam Student Discount

A **student discount** is available for undergraduate students and recent grads who register to take the CCA exams.

Students need to provide transcripts prior to registering to take the CCA exams during designated testing windows.

Send transcripts and questions to [info@wrcca.org](mailto:info@wrcca.org).



[WWW.WRCCA.ORG](http://WWW.WRCCA.ORG)





# WRCCA Representative at Select Trade Shows

## Crop Consultant Conference

- 🌿 In coordination with JCS Marketing
- 🌿 WRCCA is a co-sponsor
- 🌿 Two-day show, offer CCA and PCA CEUs
- 🌿 WRCCA Board member emcee classes
- 🌿 CCA hospitality happy hour



# Digital Outreach Initiative

## Email Marketing

February CCA Newsletter ✉ Inbox x

Western Region CCA [admin@wrcca.org](mailto:admin@wrcca.org) [Unsubscribe](#)

**CCA Exam Registration**  
International, Western Region, and Specialty Exams are offered four times a year. You can take the International and Western Region exams in one window or you can split them between different windows. Section testing is now available, allowing you to take the four sections of each exam separately, rather than all at once. Learn more and register [here](#).

**Exam Registration: February 26-March 24, 2025**  
**Exam Period: April 2-16, 2025**

[Register for the Exams](#)

**WRCCA Publications**  
Visit the WRCCA website to read published articles by WRCCAs featuring new research and expert viewpoints on pertinent topics within the industry.

[Read Publications](#)


**February CEU Opportunities**

February 3, 2025  
**North Sacramento Valley Prune Day 2025**  
NM 0.5, SW 0.5, IPM 1.5, CM 0.5, PD 0.5  
Red Bluff, CA  
<https://ucanr.edu/sites/ucanr/?callitem=501720>

February 4, 2025  
**PAPA Redding Seminar**  
IPM 7  
Redding, CA  
<https://www.papaseminars.com/seminars>

Subject	Opened	Clicked	Bounced	Complaints	D
<b>February CCA Newsletter</b> Sent to 1,734 in Active Subscribers	73.4% 1,269	27.1% 469	0.3% 6	0.00% 0	TI PI
<b>CCA Exam Registrations Now Open</b> Sent to 1,740 in Active Subscribers	61.0% 1,052	5.9% 101	0.9% 16	0.00% 0	TI AI
<b>January CCA Newsletter</b> Sent to 1,740 in Active Subscribers	66.2% 1,128	9.5% 162	2.1% 37	0.00% 0	TI 7
<b>December CCA Newsletter</b> Sent to 1,741 in Active Subscribers	65.6% 1,139	14.6% 253	0.2% 4	0.00% 0	Fr 2
<b>FREE CEU Webinars with WRCCA</b> Sent to 1,743 in Active Subscribers	65.8% 1,144	21.5% 373	0.3% 5	0.00% 0	Fr 7
<b>FREE CEU Webinars &amp; November CCA Newslet...</b> Sent to 1,753 in Active Subscribers	77.9% 1,357	29.0% 505	0.6% 11	0.00% 0	W 4
<b>Salinas CE Seminar October 25th</b> Sent to 1,782 in Active Subscribers	69.3% 1,207	22.7% 395	2.3% 41	0.00% 0	Fr 1
<b>CCA News &amp; October CEU Opportunities</b> Sent to 1,750 in Active Subscribers	63.3% 1,085	12.1% 207	2.1% 37	0.00% 0	TI 2
<b>RSVP for the WRCCA Networking Reception</b> Sent to 1,750 in Active Subscribers	60.5% 1,040	6.6% 114	1.8% 31	0.00% 0	W PI
<b>Western Region CCA Announces CCA of the ...</b> Sent to 1,753 in Active Subscribers	64.3% 1,091	4.8% 82	3.2% 56	0.00% 0	TI 3
<b>RSVP for the WRCCA Networking Reception</b> Sent to 1,755 in Active Subscribers	62.0% 1,068	12.5% 216	1.9% 33	0.00% 0	W 3
<b>CCA News &amp; September CEU Opportunities</b> Sent to 1,754 in Active Subscribers	72.2% 1,264	24.7% 433	0.2% 4	0.00% 0	TI 7
<b>Join us for a Networking Reception &amp; Crop C...</b> Sent to 1,768 in Active Subscribers	70.6% 1,226	26.8% 465	1.8% 31	0.00% 0	TI 2





# Get more information on how to become a CCA Today

To learn more, scan the QR code or visit us online

[wrcca.org/become-a-cca](http://wrcca.org/become-a-cca)

