For Immediate Release Contact Information:

Tammy Shutters, Communications Director

Telephone 515-262-8323

Email: [tammy@agribiz.org](mailto:tammy@agribiz.org)

Web: [www.agribiz.org](http://www.agribiz.org) & [www.agribizshowcase.com](http://www.agribizshowcase.com)

**Certified Crop Advisors Recognized for Tenure at AAI Conference**

**<INSERT NAME>,** **<INSERT COMPANY>** of **<INSERT TOWN>** was saluted for fifteen years of service as a Certified Crop Advisor at the Agribusiness Association of Iowa’s Agribusiness Showcase & Conference, held February 7 & 8 in Des Moines.

The Agribusiness Association of Iowa (AAI) and Iowa Certified Crop Advisers (ICCA) recognized 94 Certified Crop Advisers (CCAs) for their professionalism and years of service to agriculture at a special luncheon ceremony held at the annual conference.

Certified Crop Advisers utilize their skills in nutrient and pest management to assist growers with economical and efficient crop production. They also ensure that growers are aware of regulations and utilize best management practices to protect the environment.

“Your status as a certified professional demonstrates your dedication to your profession, your employer and your client. Being a CCA shows that you are willing to put in the extra work to get ahead in your field,” said Roger Tietjens, past chair of the ICCA board.

Jeff Schnell, CEO of AAI stated, “We are delighted the CCAs came to Des Moines for training and continuing education. As farmers continue to grow their business, their suppliers and crop advisors will be well trained and loaded with valueable information for their operation. This creates a profitable relationship and business climate. I congratulate the CCAs who were recognized for their 15 years of service.”

At the Agribusiness Showcase & Conference, hundreds of CCAs received continuing education training to maintain their certification. AAI offered fourteen hours of continuing education units (CEUs) at the event and will offer six additional hours at summer sessions in 2012. A CCA must accumulate a total of forty hours of CEUs every two years to remain a Certified Crop Adviser.

**About the Agribusiness Showcase & Conference**

The Agribusiness Showcase & Conference offers educational opportunities while showcasing industry innovation and technology through featured speakers, presentations, and exhibitors. Save the date for 2013: February 12 & 13.

**About the Agribusiness Association of Iowa**

The Agribusiness Association of Iowa exists to advocate, communicate and educate on behalf of the agribusiness industry. AAI represents over 1,000 ag retail and wholesale locations in Iowa that supply feed, seed, crop protection chemicals, grain, fertilizer, equipment and other agriculture products.

**About the Iowa Certified Crop Advisers**

The Certified Crop Advisor (CCA) program is coordinated at the national level by the American Society of Agronomy. A state/regional board administers the CCA program in each respective state or region, including the state of Iowa. The Board is responsible for developing the Performance Objectives and state exam. The Performance Objectives provide applicants with specific information on knowledge and skill areas covered in the state exam.