

TNC and the CCA Program



**CERTIFIED
CROP ADVISER**



Protecting nature. Preserving life.

U.S. Regenerative Row Crops

Our Theory of Change to achieve resilient, climate-smart farms that benefit people and nature

Collaboration and alignment across policy, business and science sectors can help guide and incentivize large-scale adoption of regenerative practices by U.S. farmers, leading to significant benefits for farmers, communities and nature.



Key Strategies

Pathways to Adopt Practices

Cycle of Accelerated Adoption



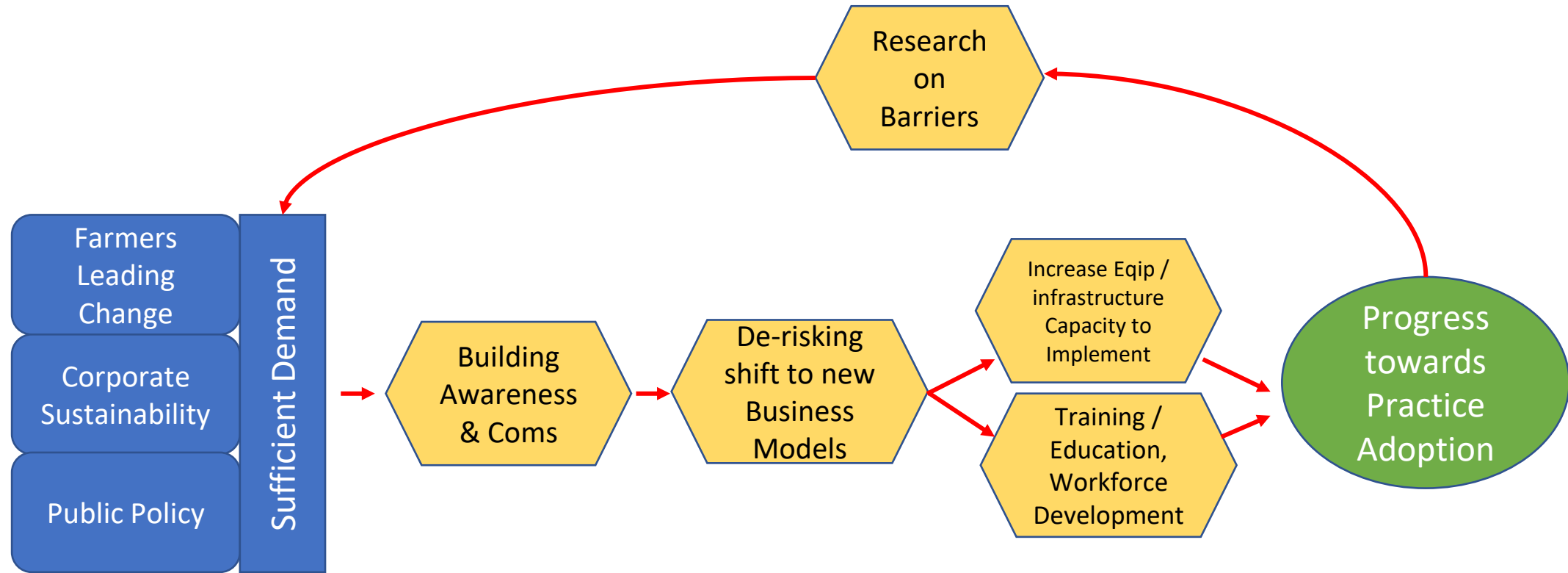
Goals:

Farmer Advisor Strategy

- Prove & build awareness of a new business opportunity
- De-risk leading the demand curve
- Create enabling conditions for accelerating adoption



5 key work streams ID'd in the TOC.



Note: The goal is to launch work focused on each of the different workstreams at same time



Current MOU Purpose:

“WHEREAS, this MOU has as its objective providing a framework of cooperation among the parties to facilitate effective and efficient management of important agricultural lands that meet the objectives identified herein”

History:

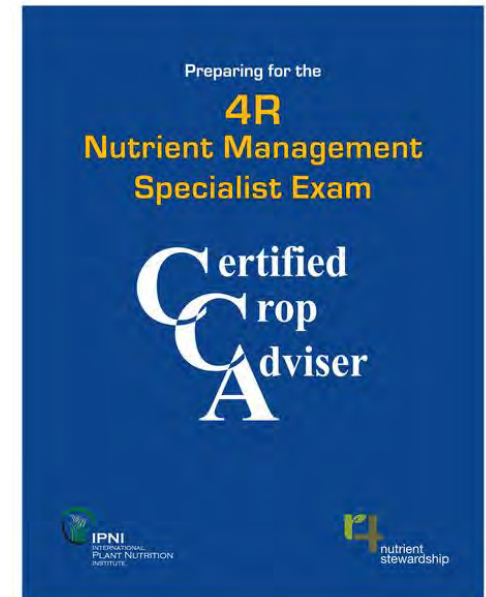
- Started in 2017
- Prior we didn't do much together – it was spotty work across the states
- The MOU helped solidify the relationship and provide some focus areas

Current Objectives:

- Developing relationships at a state level
 - Find a certified professional - <https://www.agronomy.org/certifications/professional-search>
 - State CCA Boards
- Increasing overall understanding of nutrient and soil health practices through collaborative education programs
- Advancing the science of soil health
- Advancing and documenting the value of CCA member's role in soil health, nutrient management and water quality
- Building a broad coalition to support soil health across North America

What We've Accomplished Together

- 2 Specialties developed:
 - Sustainability, 4R Nutrient Management
- CCA Certificant Survey (2 repetitions)
- Developed training courses
 - Cover Crop series – Cover Crop Toolkit
- Supported CCA focused conferences
 - Sustainable Agronomy Conference
- Public policy coordination & Engagement in Congressional Visit Days
- Various state level engagements and partnerships



Desired Outcome - Increased value of being a CCA through:

1. All Farmers have access to, and can easily find, advisors with proven expertise in regen/precision ag practices – this includes an increased focus on BIPOC farmer needs and related services/expertise.
2. Farmer Advisors understand the value of increasing their knowledge of regen ag systems and have a clear roadmap for building and continually evolving their expertise. This potentially includes:
 - Exploring ways to increase the value of the Sustainability specialty, including coalition building and development of a marketing campaign to build consensus in the industry around a single, widely accepted regenerative ag certification/recognition program
 - Fast dissemination of new regen / precision ag research that's relevant for practice implementation – ie. training opportunities, resources (Decode 6), and decision support tools
 - Fast dissemination and connection to regen ag business opportunities (ie. Enviro Mkts, supply chain initiatives,
3. Farmer Advisors have access to a network of peers for sharing experience and troubleshooting
4. A nationwide network of ethically bound, 3rd party verified, proven technical service providers/advisors that government and private organizations can utilize to deliver defensible/verifiable programming to farmers
5. A feed-back mechanism for the research community on what the needs and knowledge gaps are in the field

WFF Proposal

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WALTON FAMILY
FOUNDATION



Thank You & Discussion



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The Nature
Conservancy 

Protecting nature. Preserving life.

What could we work together on – TNC ideas?

(In no order/priority; this is a brainstorm of ideas from TNC ag staff)

- New endorsements / specialties – adding new, re-branding/tweaking existing
 - TSP endorsement
 - Conservation Incentives programming?
 - Fiduciary Agronomist
 - Specialty crops, perennial crops, agroforestry, cash-cover crops
 - Underserved Ag Communities
- Promotion and social/programmatic integration of existing and new Specialties
- Develop new tools to help CCAs stay up to date on and make recommendations on regen practices and programs
 - “Conservation Connector”, <https://ctic.org/CSA-Connector>
 - Develop new decision support tools
 - Ag Evidence
- Permanent online training series – that are free
 - Could be similar to the IA 4R Plus series
- Workforce Development
 - ACS Workforce Devel. participation
 - DEIJ focus
 - Survey membership on their pathway to ag profession
- Sponsored/Themed lecture tracks at Annual mtg / Sust. Agronomy Conf.
 - Organizing annual research gaps assessment and presentation track
 - Have FFAR, USDA, TNC, Industry, WFF talk about their research priorities
 - Connecting research to the field / Industry
 - A foodscapes theme/track
 - CCA track/ highlighted list
 - Highlighting TNC research and projects more
 - Organize/sponsor networking events at meeting
- Ag Evidence - <https://www.agevidence.org/#>
 - General connection to journals
 - Communicating and distilling research into key take-aways
 - Connection to Decode 6?
 - Create a “CCA questions from the field” inventory
- Decode 6 / Environmental Markets Work
 - Enrollment specialist training / Specialty
 - Ag Evidence connection
- Public policy coordination
 - Congressional Visits Day

Training & Education



937 individuals attended at least one webinar.
51 individuals attended all four webinars.
41 Signed up for the in-field trial training

Preferred Topics

