The landscape of agriculture is changing and has been adapting, when faced with new obstacles, as the whole industry works to meet the demands of a growing population. The growers supplying the marketplace have so many aspects of their businesses that they have to consider on a daily basis that they need a partner in the production of food, feed, fiber, and fuel. That is, obviously, where you come in as CCAs. You have the biggest influence on local producers and can help them adopt more sustainable crop production practices that will satisfy the future demands of the food industry and address demands from consumers for safe food while protecting the environment and preserving natural resources.

You advise on the concepts, stewardship, and best management practices for production within the food supply chain. In order to better prepare and qualify you as a CCA, the American Society of Agronomy (ASA) intends to provide progressively more frequent and unique opportunities for continuing education and specialty certifications.

The most unique opportunity to participate in a larger effort around sustainability and earn CEUs in the process will take place during the 2015 ASA, CSSA, and SSSA Annual Meeting in Minneapolis, MN (www.acsmeetings.org). The day of Tuesday, Nov. 17, 2015 will be focused on providing professional development on-site to CCAs and CPAgs. The morning of sessions will all lead to the main event: “Sustainability in the Food Supply Chain.” Our moderator will work between two panels representing both the food and agricultural industries to explain how their sustainability efforts/policies affect the whole chain from grower and CCA down to the consumer. The industry representatives, ICCA, and ASA are all hoping for a large presence from the local CCA community. If you are in the Minneapolis area during that time or wish to earn discounted CEUs while participating in a first-of-its-kind ASA event, you should plan to attend the afternoon event at the very least. This session will give you the opportunity to openly discuss your opinions on sustainability policies and network with industry players from companies like Kellogg, General Mills, Mosaic, Cargill, and more.

The “Sustainability in the Food Supply Chain” panels and open Q&A event will be followed by the release of the Sustainability Specialty Certification. The first exam for this new specialty certification is set to take place in February of 2016. This specialty is the second of three spe-