

Board of Directors Meeting

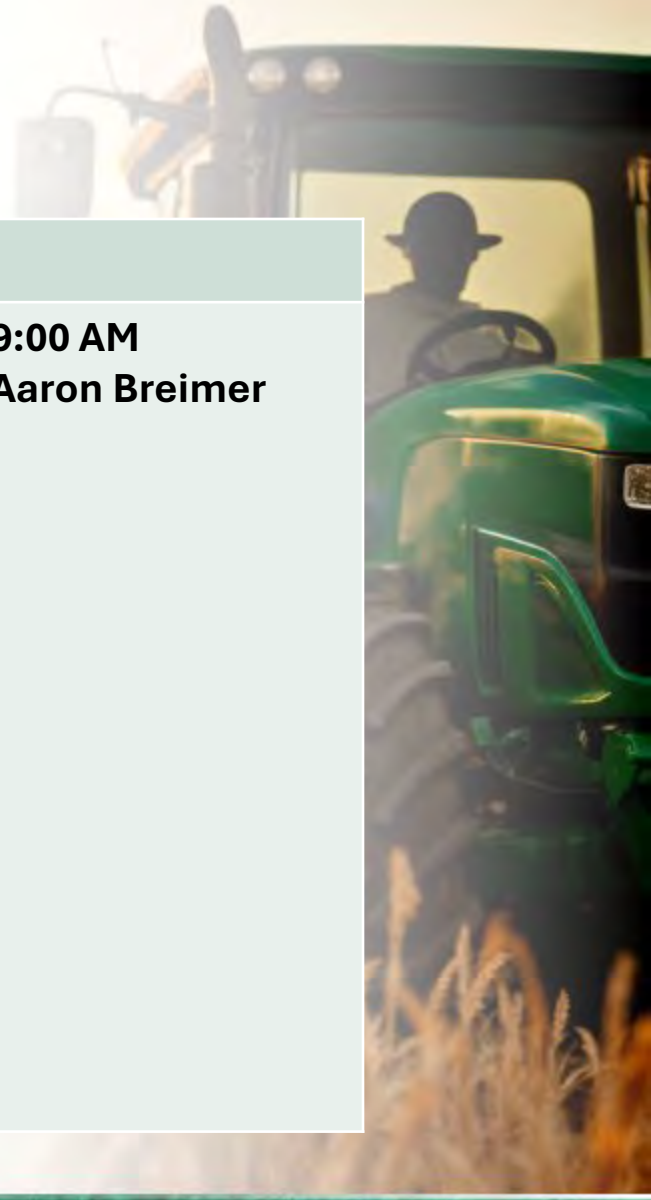
Aug. 26, 2026

Agenda

01 02	**Welcome & Announcements** • Announcements • Approve Consent Agenda: Meeting Minutes	**9:00 AM** **Breimer**
03	**Introduce: Local Boards Best Practices** • Illinois Board	**9:07 AM** **Corrigan, Martin**
04 05	**Update: ASA Headquarters** • New Staff Guide • Board Collaboration Survey • 2026-2030 ICCA Strategic Plan	**9:25 AM** **Cudahy, Breimer**
06	**Break**	**10:10 AM**
07 08	**Certification** • Certification • Exams	**10:30 AM** **Sullivan, Gibas**
09	**Discussion & Action: Exec Committee** • Clarify Executive Committee: Quorum, Voting	**11:30 AM** **Breimer, Uttech**
10	**Lunch** • The Terrace	**Noon**
11 12	**Workforce Development & Marketing** • DiginDoGood.com • Invest in CCA Program	**1:00 PM** **Piper, Jeske**
13	**Break**	**2:00 PM**
14	**Financials** • ICCA Quarter 2 Financial Dashboard	**2:20 PM** **Moore**
15	**Awards** • Greenfield Scholars • ICCA of the Year • Admin Excellence Award	**2:40 PM** **Wyant**
16	**Adjourn Day One** • Announce: Adjournment • 4:45-6:15 PM Reception	**3:30 PM** **Breimer**

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Welcome & Consent Agenda



01	**Welcome**	
	• WiFi: “Hilton Honors Meeting” | Password “events” • Edit your Zoom name to include your Local Board. Example: Iowa - David Simonson • Thank you to hosts Ontario CCA Board: Chair Nicole Weber, Vice Chair Meagan Ioi, and Administrators Susan Fitzgerald, Erin Burton, Daina McMurray	**9:00 AM** **Aaron Breimer**
02	**Consent Agenda: Motion, Second, Vote to Approve**	
	• ICCA Board Minutes, June 4, 2026 (Document 2)	

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Tips & Tricks to Enjoy Canada

"Same, Same BUT Different"

- Money





- Value: 1 USD = 1.38 CDN
- Taxes: 13% HST
  - (8% Provincial, 5% Federal)

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Tips & Tricks to Enjoy Canada

"Same, Same BUT Different"



- Measurements
  - Distance: Kilometers (km) – 1.6 km's = 1 mile
  - 100 km/h = 62.5 mph
- Temperature
  - Weather: Celsius. 15°C = 59°F, 20°C = 68°F, 25°C = 77°F
  - Cooking: Fahrenheit – all of Grandma's recipes were in Fahrenheit
- Fertilizer
  - Buying in MT (1000 kgs = 2204 lbs)
  - Applying in lbs/ac
- Spraying
  - Product in mL/L/grams per acre
  - Water or Carrier in gals/ac
- Yield
  - Depends on crop and where you are
  - bus/ac, Mt/ha, ton/ac

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Tips & Tricks to Enjoy Canada

"Same, Same BUT Different"

- Suggested Grocery Shopping Experience
  - Butter Tarts
  - Coffee Crisp Chocolate Bar
  - Nanaimo Bar
  - Ketchup Chips
  - Maple Cookies











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Local Board Best Practices: Illinois

Karen Corrigan
Lisa Martin



The Illinois Soybean Association (ISA) checkoff and membership programs represent more than 43,000 soybean farmers in Illinois.

The checkoff funds market development, soybean production and government relations efforts, while the membership program, Illinois Soybean Growers (ISG) and the Illinois Soybean Growers PAC actively advocates for positive and impactful legislation for farmers at local, state and national levels. ISA upholds the interests of Illinois soybean farmers through promotion, advocacy, research and education with the vision of becoming a trusted partner of Illinois soybean farmers to ensure their profitability now and for future generations.

Agronomy Meetings – worked with staff to talk about research priorities and provide input – created trusted relationship

Soy Envoy Program suggested by Andy 10 years ago and developed between ISA and CCA. Has evolved and all of the Envoys are not CCAs but many are and many have received a great deal of positive press.

They write columns for Field and Bean and the fieldadviser.org website, tape podcasts and are often utilized as speakers at Soybean Sponsored Educational Meetings attended by growers across the state.



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Fieldadvisor.org Website







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Thank you 2025 CCA Soy Envoys!

Haley Brokate

Torey Colburn

Matt Montgomery

Mike Wilson

Byron Hendrix

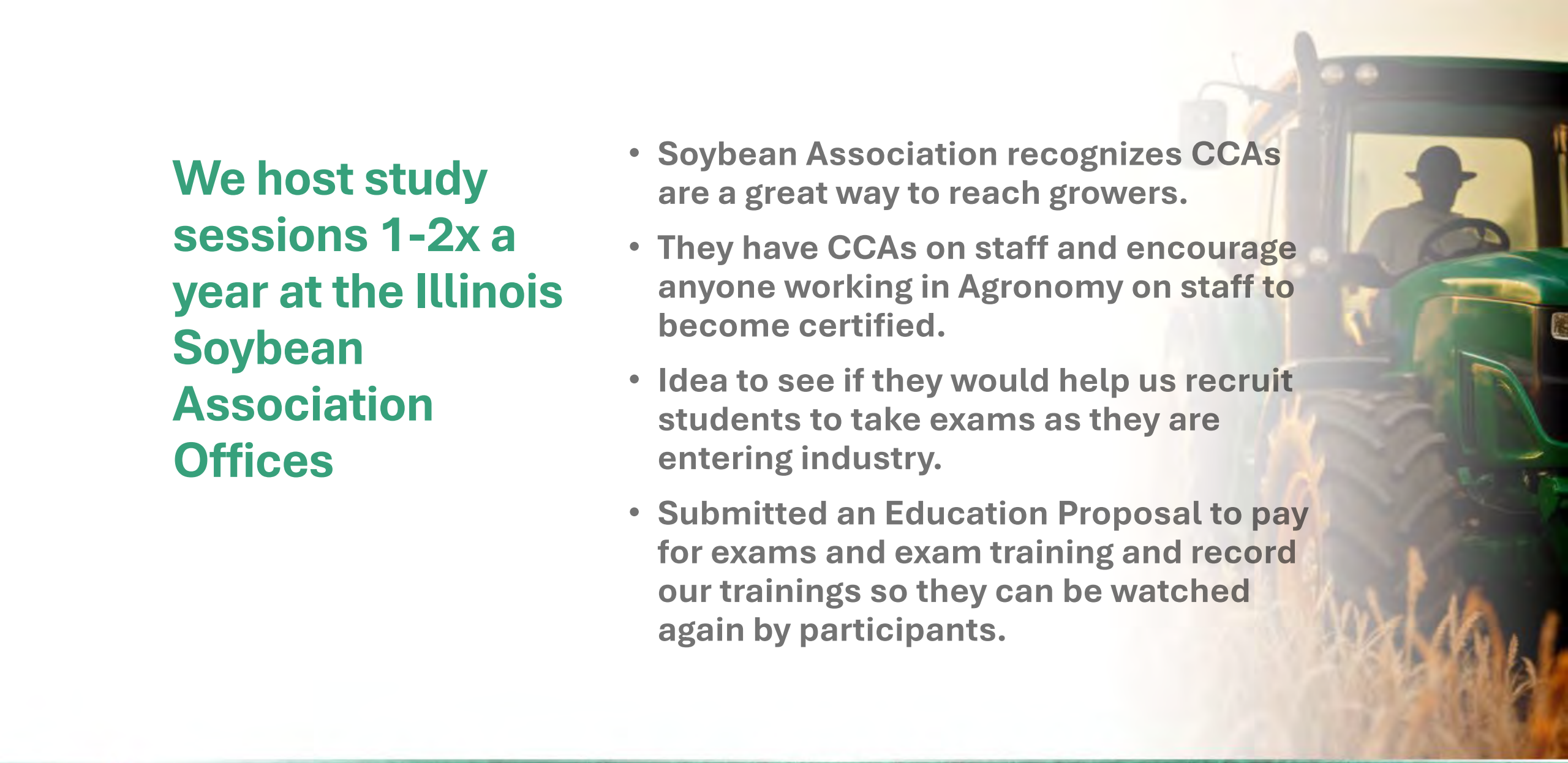
How about you in 2026?



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We host study sessions 1-2x a year at the Illinois Soybean Association Offices

- Soybean Association recognizes CCAs are a great way to reach growers.
- They have CCAs on staff and encourage anyone working in Agronomy on staff to become certified.
- Idea to see if they would help us recruit students to take exams as they are entering industry.
- Submitted an Education Proposal to pay for exams and exam training and record our trainings so they can be watched again by participants.



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Recruiting More Certified Crop Advisers to Help Increase the Use of Soybean Best Management Practices

- **Addressing a workforce shortage:** Illinois is experiencing a decline in Certified Crop Advisers (CCAs), largely due to retirements and a shrinking agricultural workforce. Recruiting younger agronomists into the CCA program would expand access to trusted agronomic guidance for soybean growers.
- **Reducing financial and educational barriers:** The project proposes scholarships for **25 Illinois students** to help cover CCA exam fees, study materials, recorded study sessions, and recruitment. Priority would go to qualified students without employers who can pay exam costs.
- **Improving exam preparation and pass rates:** CCA exams are challenging. Recording study sessions and providing additional resources would give students more opportunities to prepare, build confidence, and succeed on the exams.
- **Strengthening soybean production and environmental stewardship:** More CCAs would increase the reach of Illinois Soybean Association-supported best management practices, including nutrient stewardship, soil health, crop and pest management, and environmentally responsible input use. Successful CCAs could also become future **Soy Envoys**.
- **Creating a sustainable recruitment model:** The project would partner with community colleges and universities, particularly schools with CCA instructors, while using current CCAs to help. Success would be measured through exam participation, study-resource usage, pass rates, and student surveys, with the goal of developing a scalable workforce-development model for future years.



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Headquarters Update

Jim Cudahy, CAE
CEO

Personnel Update



Leon Katcharian
Director of Certification



Tina Sullivan, CCA
Certification Manager



Emma Johnston
Exam Program Coordinator



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Luther Smith





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Headquarters Staff Guide

Points of Contact

608-273-8080 www.certifiedcropadviser.org

Note: All email addresses are **@sciencesocieties.org**

Certification Team



Leon Katcharian
lkatcharian

Exams	Exam Prep Materials	Cert Mgmt & Board Liaison	Exam Program Coordination
			
Dawn Gibas dgibas	**Ann Edahl** aedahl	**Tina Sullivan,CCA** tsullivan	**Emma Johnston** ejohnston

Service Center Team

Lacey Edwardson
ledwardson



		
Sally Paese spaese	**Penny Magana** pmagana	**Chloe Nowicki** cnowicki

Educational Programming	Database	Governance	Member Programs	Marketing	Accounting	Science Policy/ Advocacy
						
Jamie Nix jnix	**Lacey Edwardson** ledwardson	**Sara Uttech** suttech	**DJ May** dmay	**Hanna Jeske** hjeske	**Dee Huber** dhuber	**Luther Smith** lsmith

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CCA Board Survey Results

Fielded March 2026

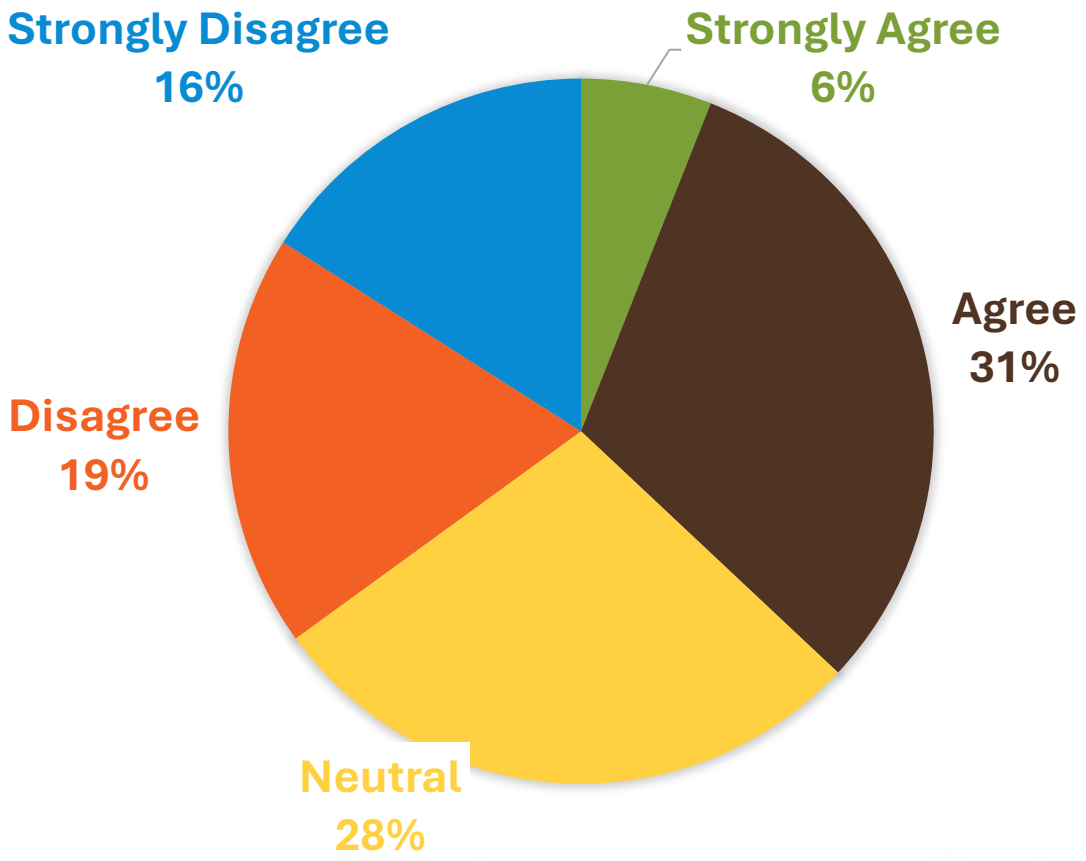
About the Survey

- Delivered to 314 local CCA board members & administrators
- 32 completed questionnaires
- Most responses came from board chairs or administrators
- Fielded March 8-20, 2026
- Included questions & space for verbatim comments (“Reasons for my ranking”



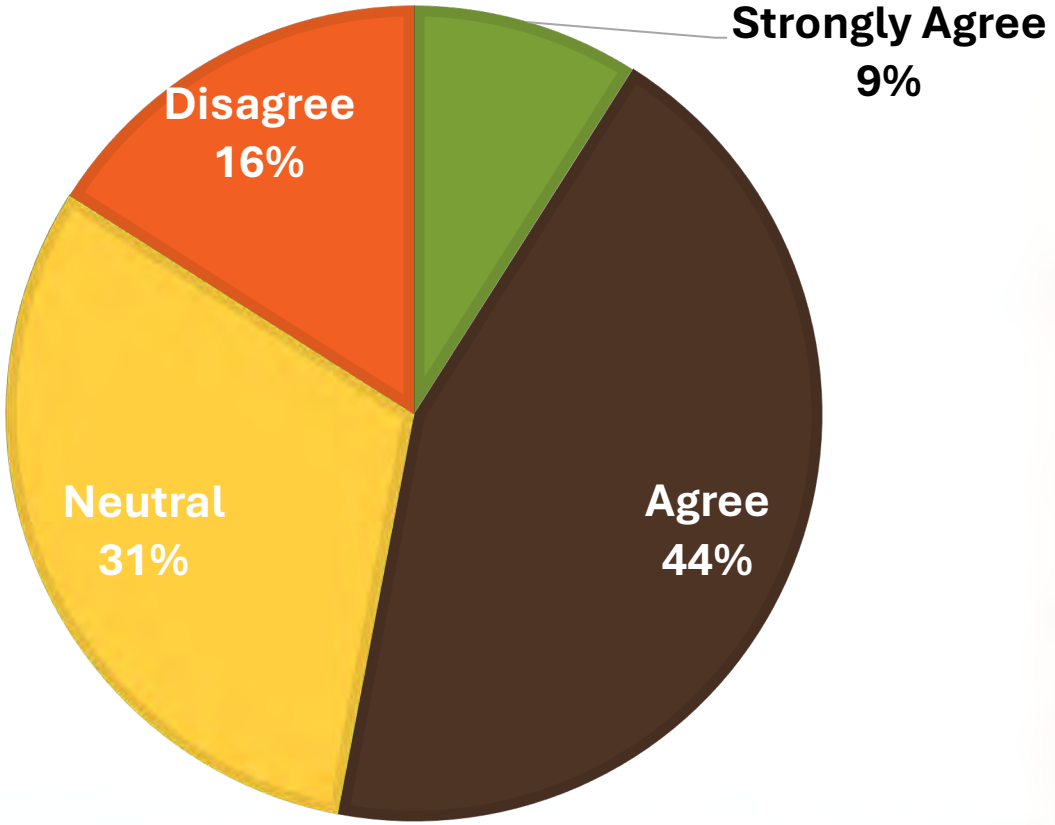
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ICCA-HQ staff clearly explained & reinforced the division of roles & decision-making authority between staff at HQ, the ICCA Board & my local board.



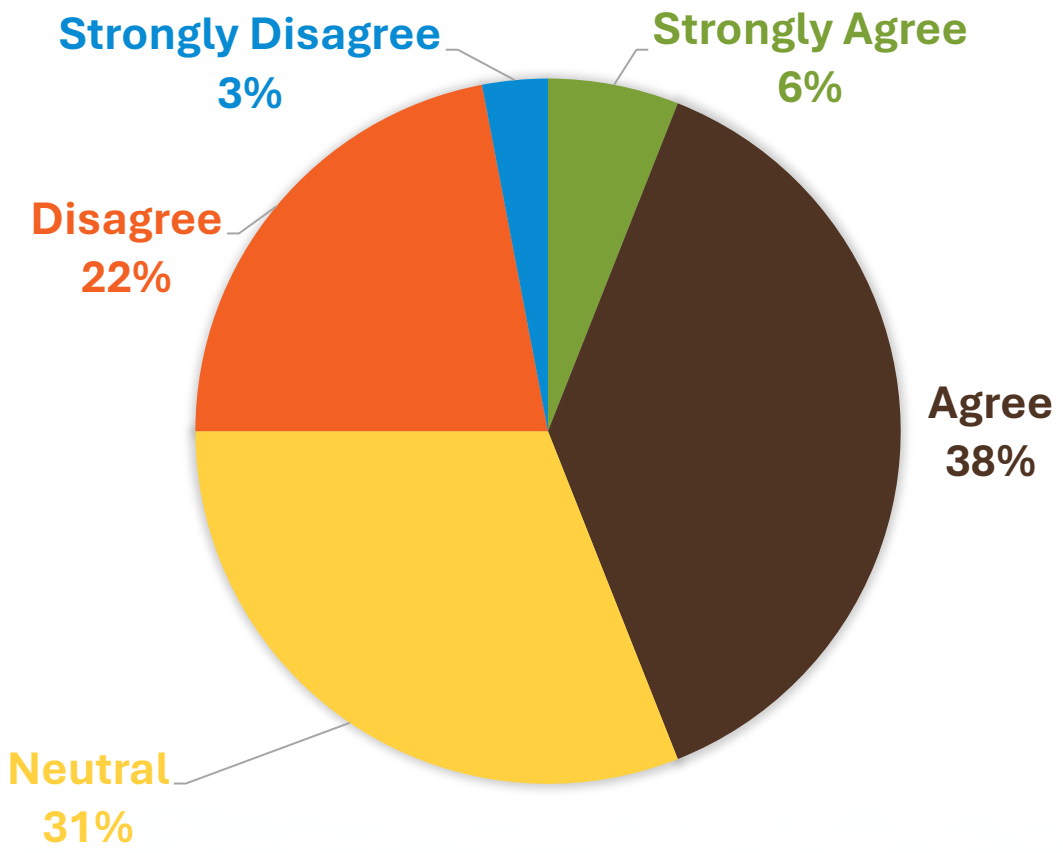
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ICCA-HQ staff provided effective & timely support to my board in carrying out its responsibilities (e.g. applications, CEUs, finances, governance, administration)



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Overall, ICCA-HQ staff provided tools, resources & processes that helped my board be effective.



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Select the top three staff-provided tools, resources & processes that were most helpful to your board.



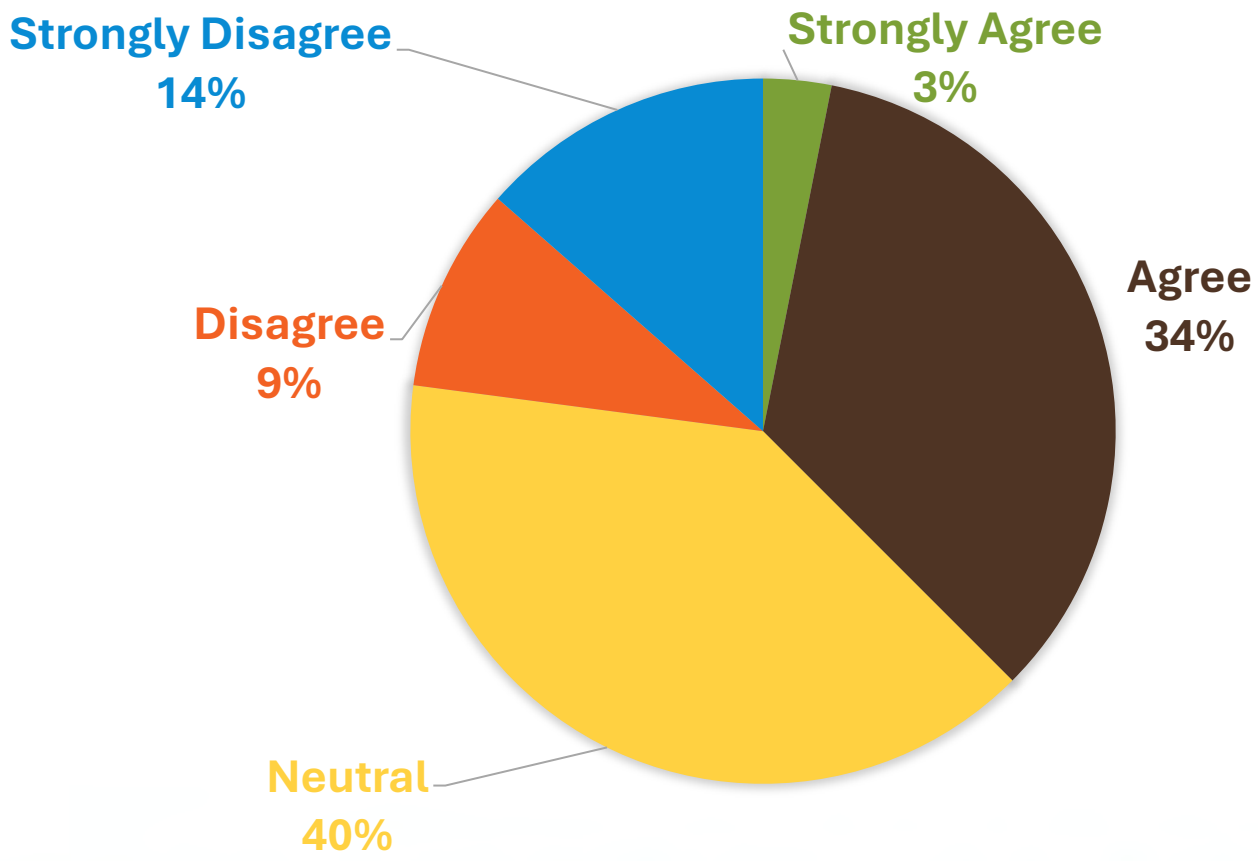
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Select the top three staff-provided tools, resources & processes that were most helpful to your board.



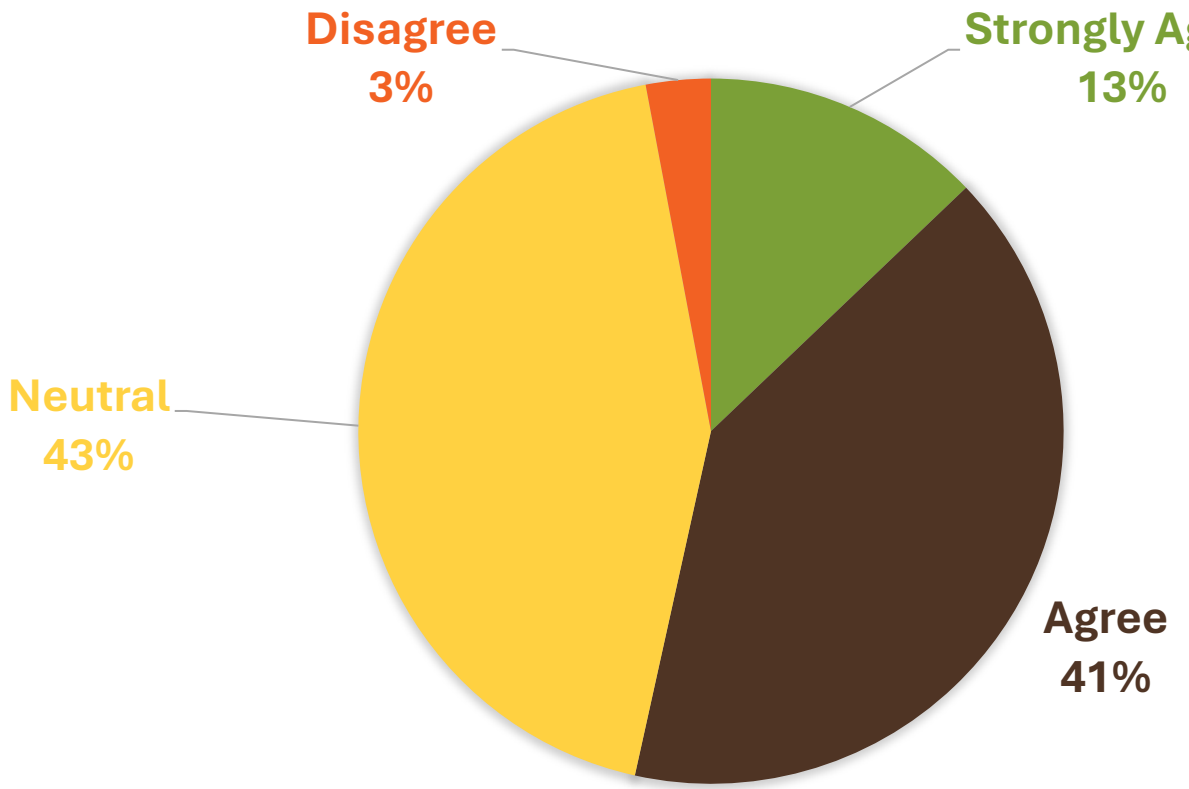
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When challenges arose, ICCA-HQ staff processes & workflows supported timely & effective resolution.



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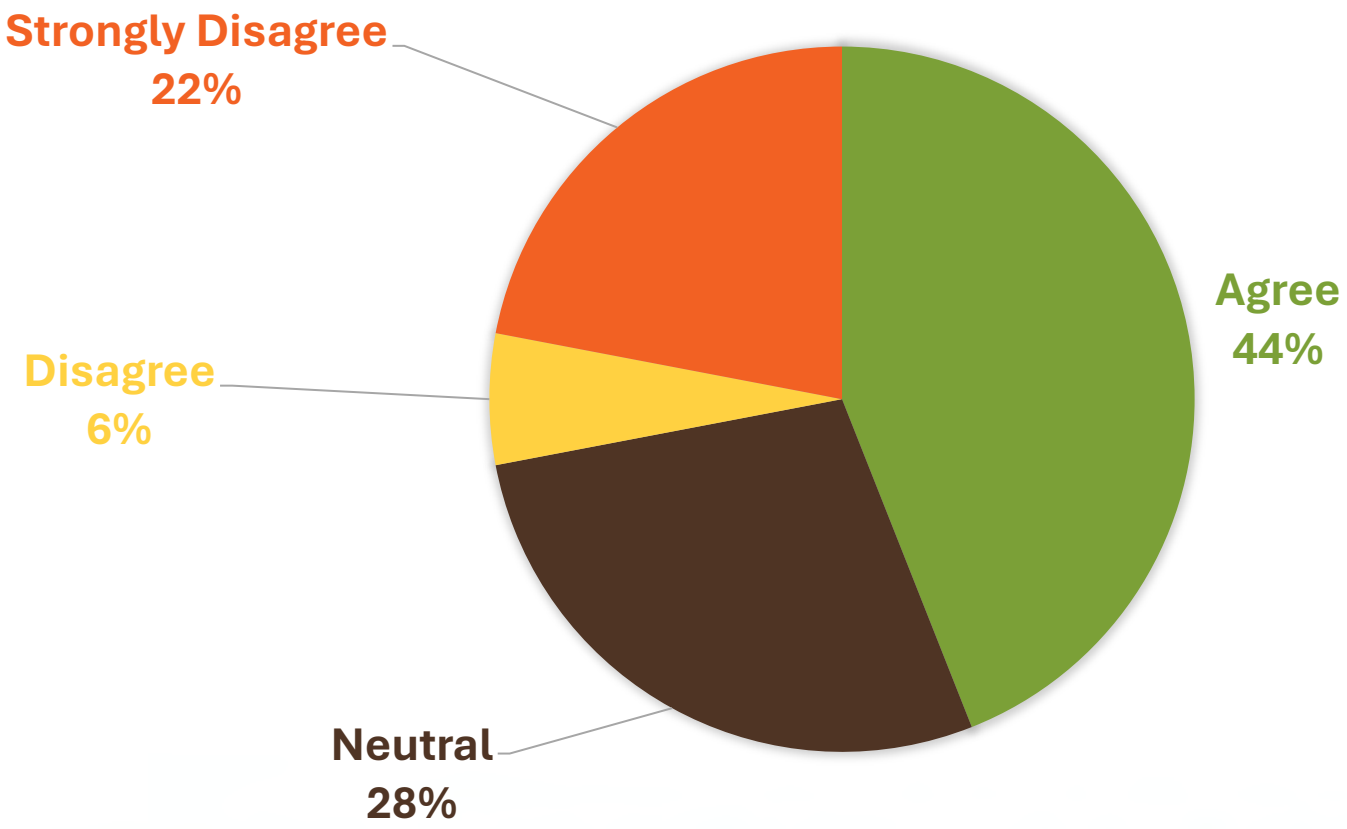
ICCA-HQ staff were responsive & accessible, providing timely responses when my board had questions or needed support.





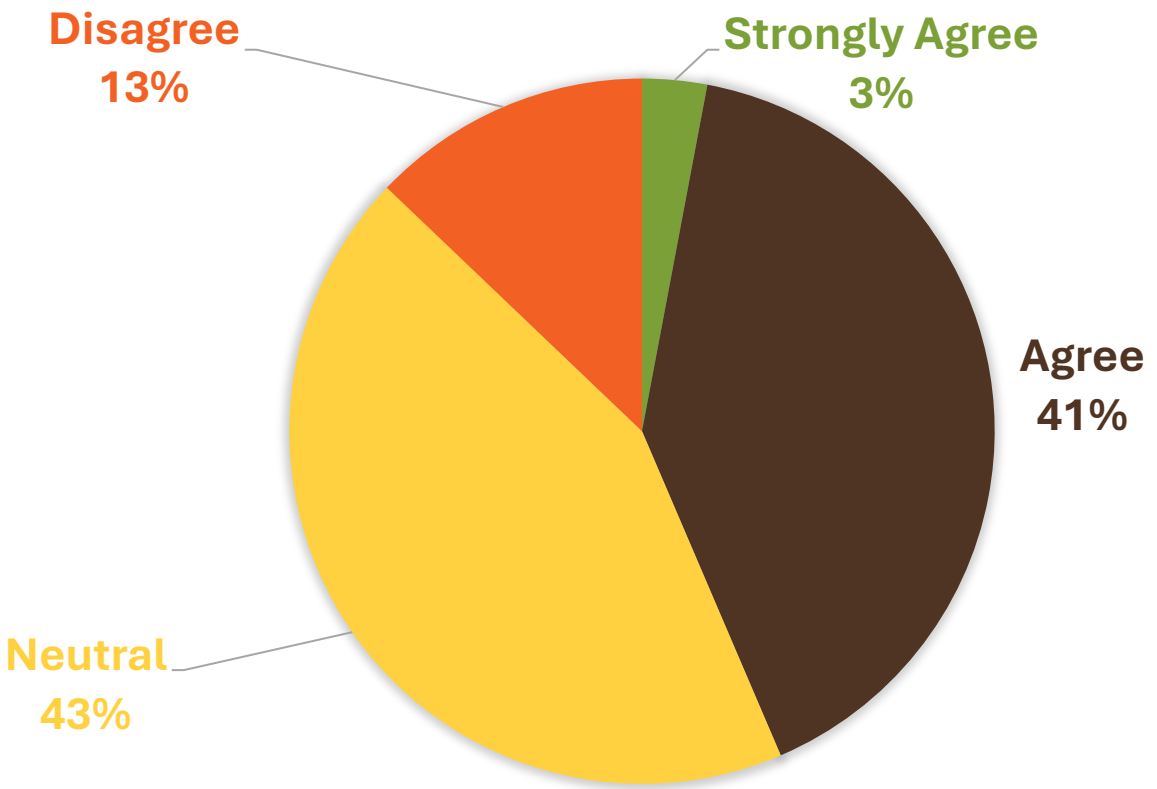
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ICCA-HQ staff actively sought out, listened to & respected my board's feedback & regional perspective.



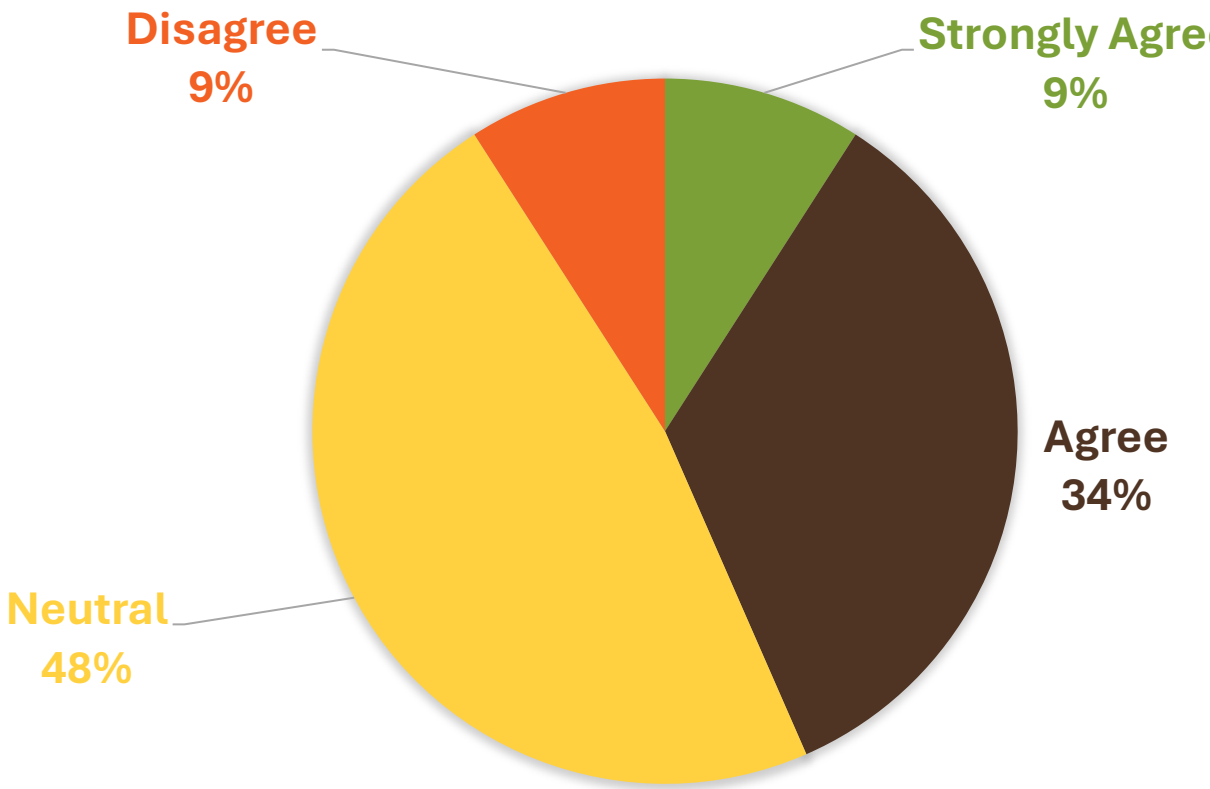
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ICCA-HQ staff communications (emails, meetings, guidance documents, timelines) were clear, timely & appropriate for my board's needs.



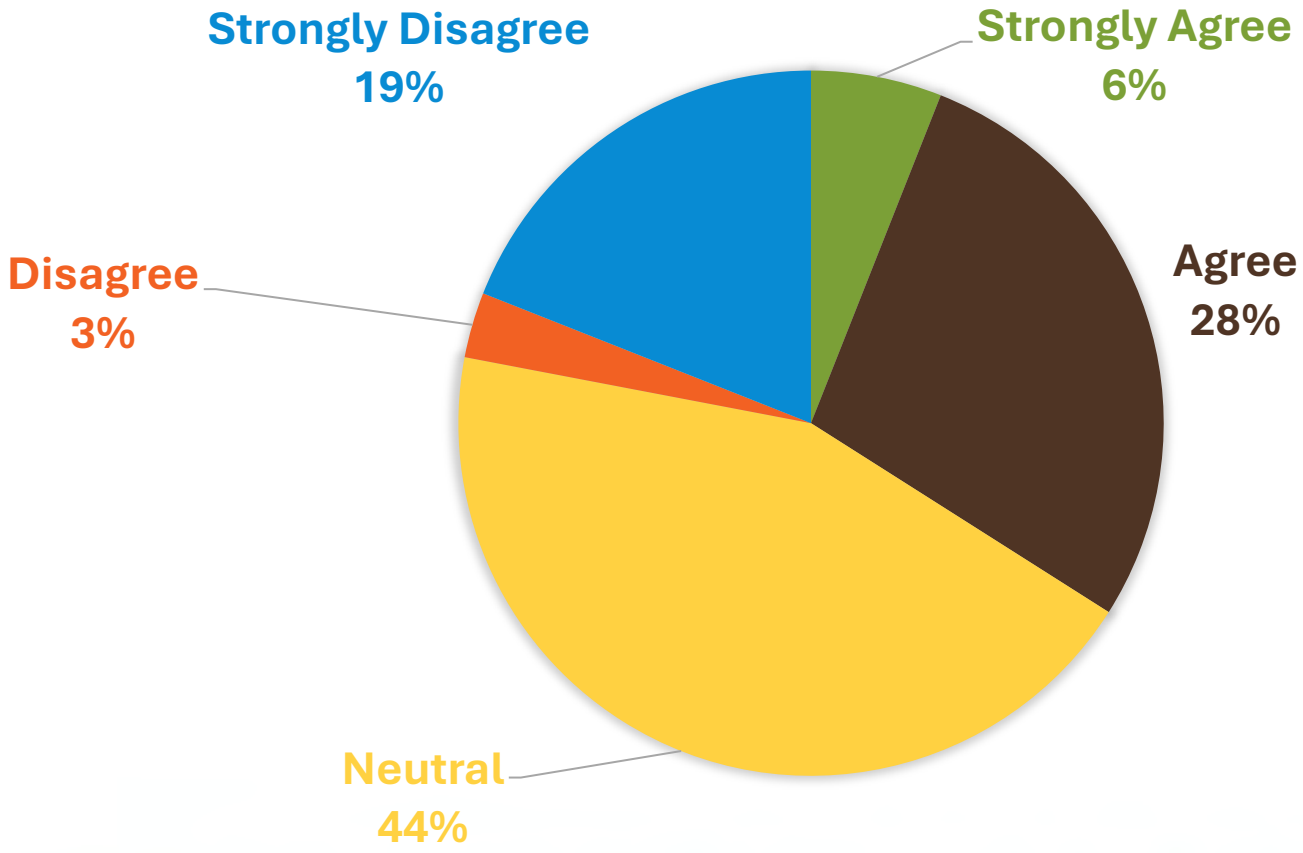
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ICCA-HQ marketing supported my board's marketing efforts while providing clear brand guidelines & accessible, useful materials for my board to adapt.



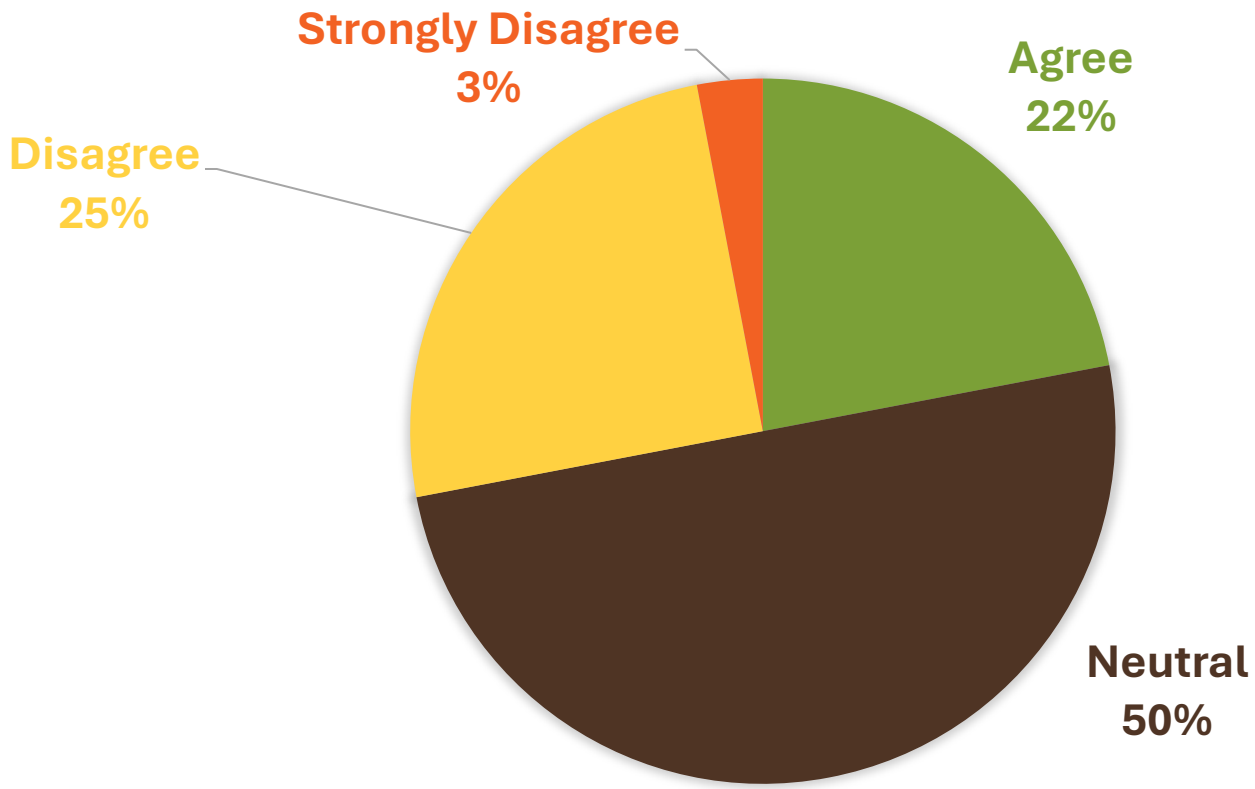
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ICCA-HQ staff demonstrated adaptability & openness to improve based on board needs.



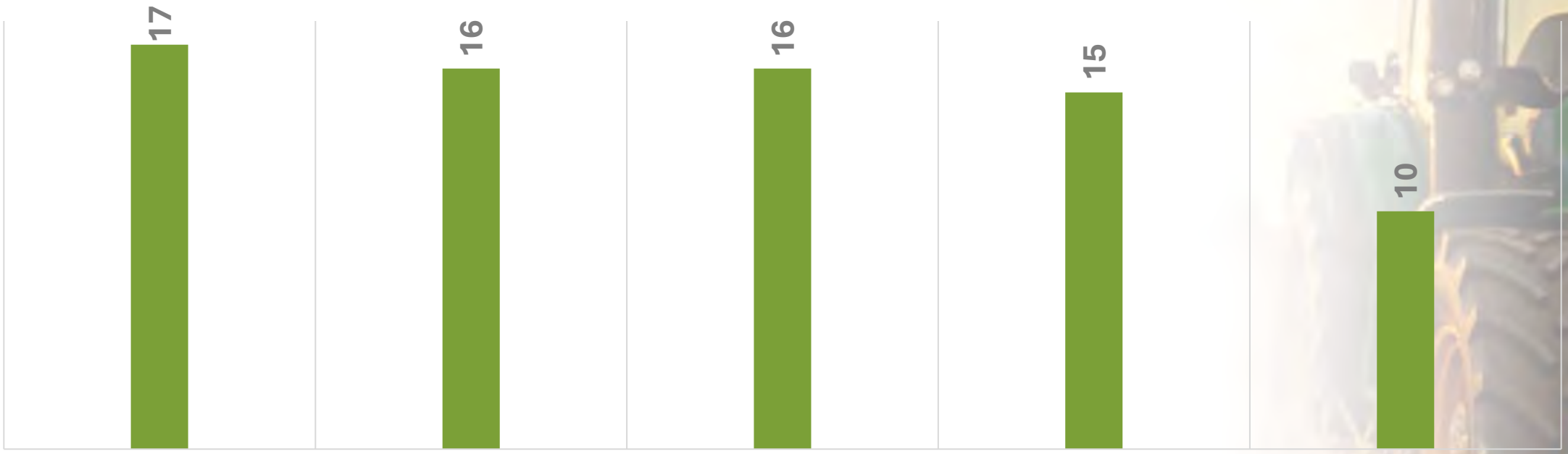
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ICCA-HQ staff facilitated a strategic-planning process that was inclusive, thoughtful & clearly articulated to my board.



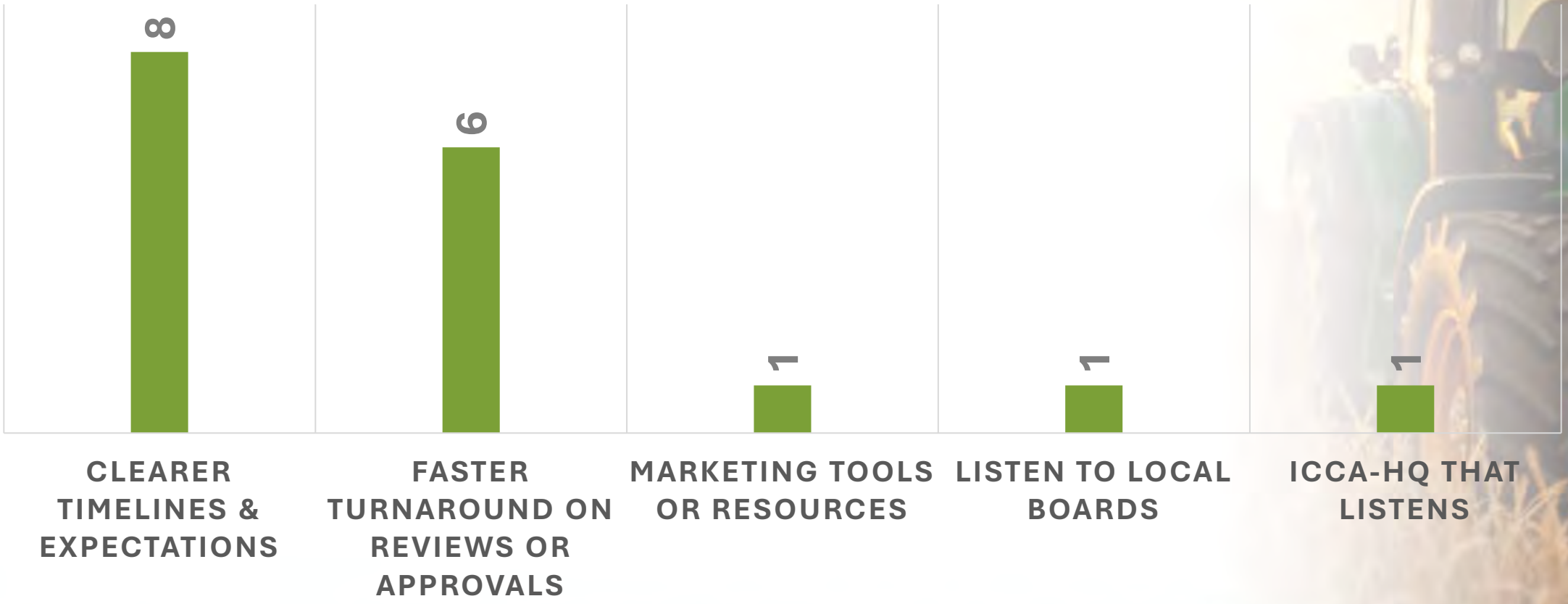
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Which change would most improve the experience for future ICCA board members or administrators?



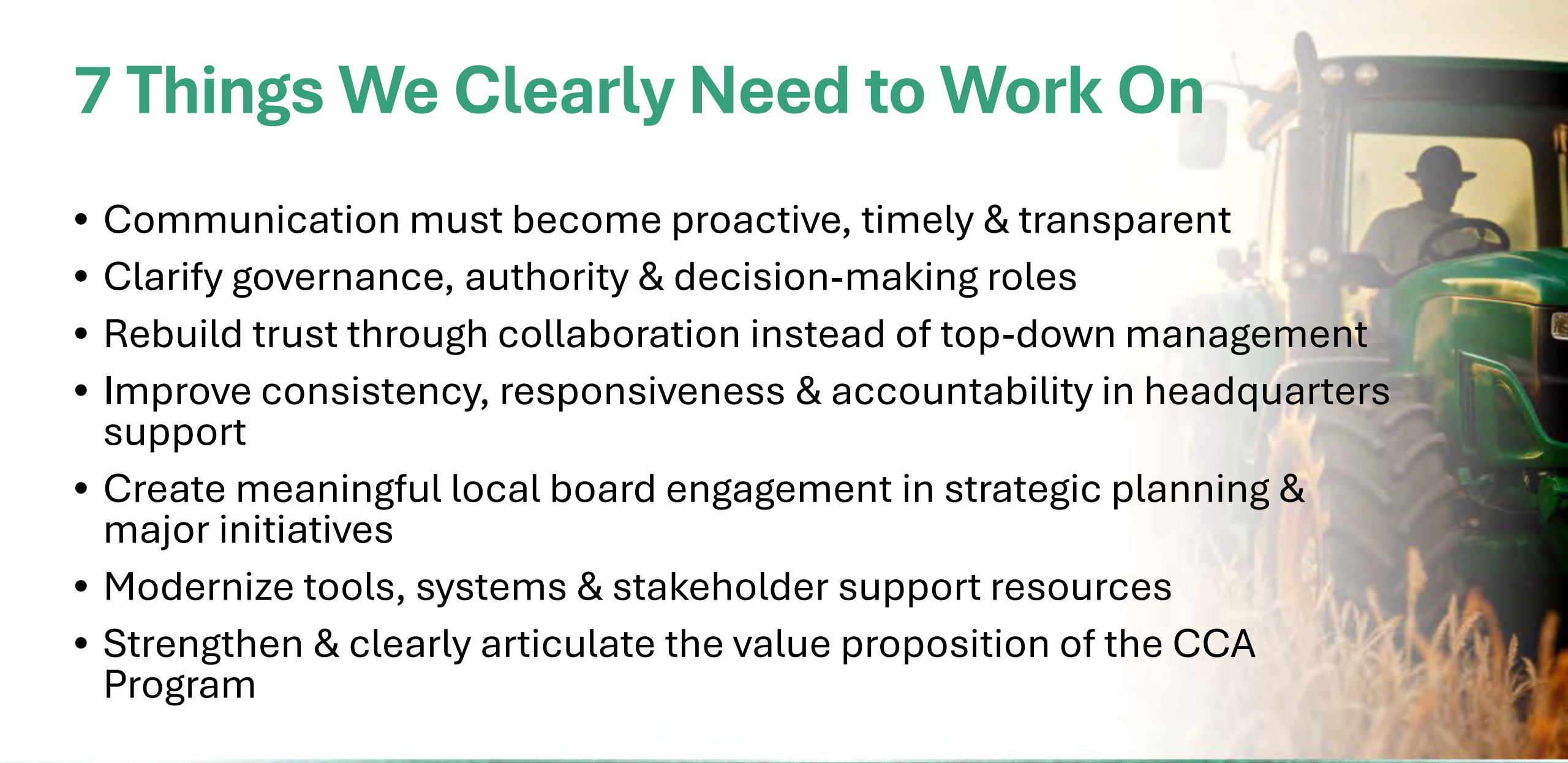
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Which change would most improve the experience for future ICCA board members or administrators?



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7 Things We Clearly Need to Work On



- Communication must become proactive, timely & transparent
- Clarify governance, authority & decision-making roles
- Rebuild trust through collaboration instead of top-down management
- Improve consistency, responsiveness & accountability in headquarters support
- Create meaningful local board engagement in strategic planning & major initiatives
- Modernize tools, systems & stakeholder support resources
- Strengthen & clearly articulate the value proposition of the CCA Program

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7 Reasons for Optimism



- People deeply care about the CCA Program
- There are signs that communication & relationships have already improved
- Several headquarters staff members are highly respected & trusted
- Local boards want more partnership, not separation
- There is broad agreement on many of the core problems
- The survey itself was viewed positively
- There is substantial opportunity for visible improvement

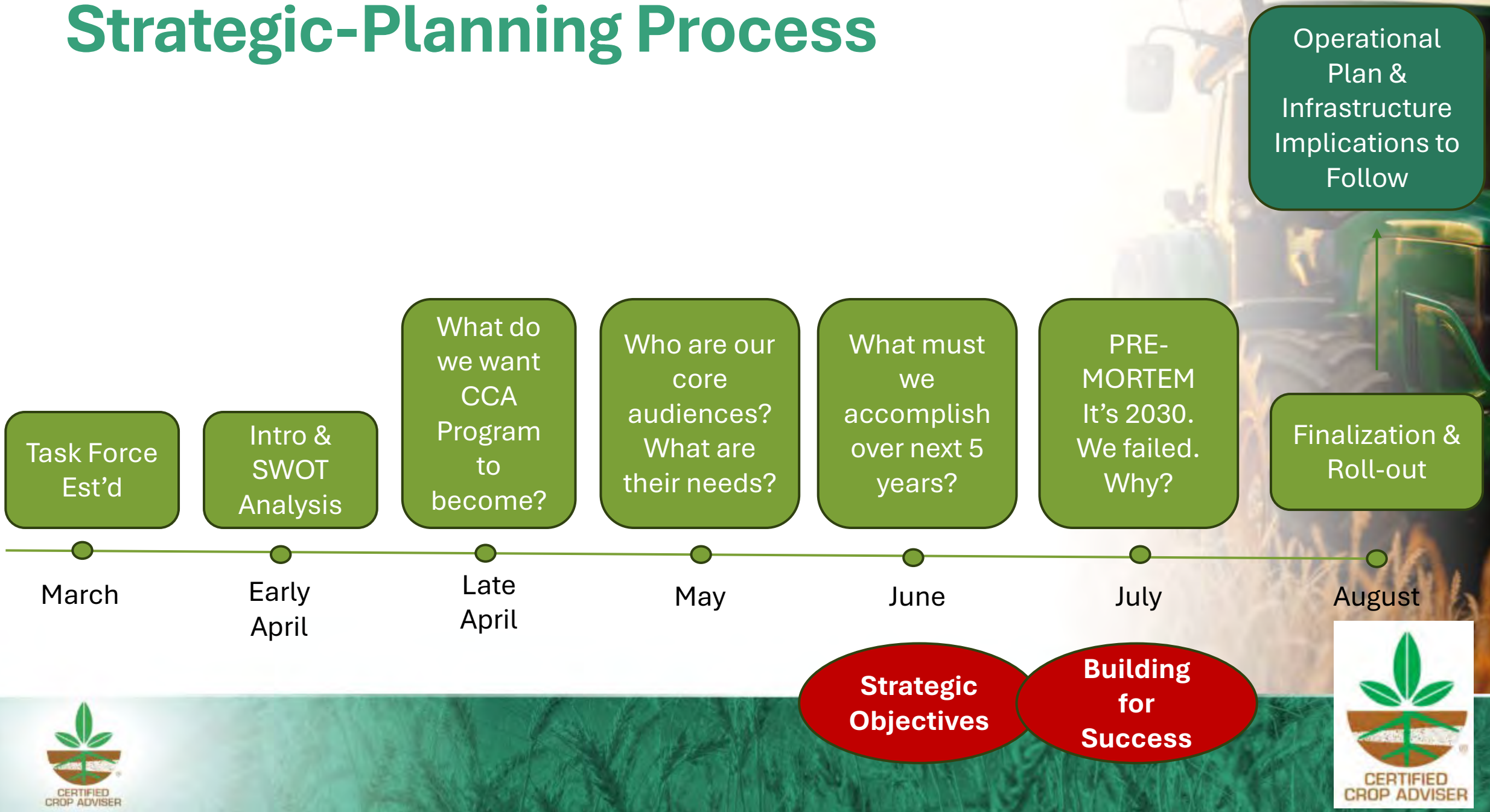
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Strategic Plan Update

Jim Cudahy, CAE
CEO

Strategic-Planning Process



Strategic Plan 2026: Connecting to the Future of Applied Agronomy

On behalf of its network of Certified Crop Advisers, local and regional certifying boards, and the global community of stakeholders we together serve, the International Certified Crop Adviser (ICCA) Board—in conjunction with the American Society of Agronomy (ASA)—aspires to the following vision to prepare the CCA Program to meet the challenges that stand before us.

Vision

A modernized CCA Program that deepens engagement with stakeholders across agriculture's evolving landscape and enhances the meaning of holding a credential that defines the profession of applied agronomy.

ICCA Strategic Objectives

ICCA will direct time, energy, and resources in the following areas to achieve its vision.

Desired Outcomes	Build wider awareness & appreciation of the CCA credential among key stakeholder groups	Continually increase the number of professionals enrolling for the CCA exam	Expand the value proposition of holding the CCA credential over being part of the CCA community	Modernize the infrastructure that supports the CCA Program	
	More employers reward and recognize the value of the CCA credential	Multi-faceted, sustained international marketing campaign to lift enrollment implemented	National, regional & local educational/networking events established	Policies & procedures across program analyzed & simplified to enhance user experience	
	Deep appreciation of the CCA credential & its value among farmers	More specific role for marketing at CCA board level established & deployed	Repertoire of online educational programming expanded	New operating standards established & formalized to accentuate service & value to key stakeholders	
	Library of exceptional resources available for CCAs to promote the credential	Targeted campaigns & resources directed at university students & other key markets	More training & informational resources available for specialty areas of agronomy	Technology utilized to accentuate collaboration & communication at international & local levels	
	CCA performance objectives embedded into university & college courses	Extensive library of exam prep materials for local & international exams in place	Enhanced representation of CCAs' professional interests at national & local levels	Operational changes implemented to enhance working relationships	
	Legislators at national & state level recognize the value of the CCA Program	CCA Program expanded to additional new markets outside North America	New tools in place to connect science of agronomy with its local application through CCAs	New programs & services established that enhance the value of the CCA Program	

ASA
American Society of Agronomy

Our Collaboration

The Certified Crop Adviser (CCA) Program meets the literal definition of "collaboration." A program that exists under the auspices of the American Society of Agronomy (ASA), the CCA Program relies on partnerships with several professional societies, the United States Department of Agriculture, and more than three dozen local CCA Boards.

It is through this collaboration – and extended network of volunteers – that the CCA Program extends its connection to all spheres of agriculture across North America and beyond.

Our Process

- Strategic Planning was a months-long process built around needs of CCAs & stakeholders of the CCA Program
- Process informed by one-on-one conversations with CCA Needs Assessment, fielded in July/August 2024, as well as extended conversations with local CCA boards
- A task force of ICCA Executive Committee, local CCA board representatives, and ASA professional staff engaged in extended dialogue to arrive at this vision & these objectives
- The objectives of this plan will be pursued over the five-year period beginning in January 2026 in collaborative fashion

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Desired Outcomes

Demonstrably increase the recognition & appreciation of the CCA credential among key stakeholder groups

	PROGRESS		LOOKING AHEAD
Many more employers reward & recognize the value of the CCA credential	"Invest in CCAs" marketing initiative approved by ASA Board ($500,000) to support large-scale marketing efforts		
Deep appreciation of the CCA credential & its value among farmers	Invest in CCAs campaign(s) will focus on farmers & other key audiences		
Extensive catalog of resources available to promote the CCA Program & credential	DITTO		Invest in CCAs will include collaborative efforts – on nat'l / int'l basis as well as at local board level
CCA performance objectives imbedded into univ, comm college & high school courses			Needs exploration and long-term plan
Legislators at national & regional level recognize the value of the CCA Program	"Muster," grassroots advocacy platform launched in June		

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Desired Outcomes

Continually increase the number of professionals holding the CCA credential

	PROGRESS		LOOKING AHEAD
Multi-faceted, sustained int'l marketing campaign to lift enrollment implemented	Invest in CCAs campaign(s) follow more expansive marketing efforts		
More specific role for marketing at CCA board level established & implemented	Invest in CCAs marketing group established w/ local board reps		Collaboration will be a key part of the Invest in CCAs campaign(s)
Targeted campaigns & resources directed at high school, vocational & univ students			
Extensive library of exam prep materials for local & int'l exams in place	CCA Essential Video Series Updates to CCA glossary		CCA Flash Cards
CCA Program expanded to additional markets outside North America			Expand on progress made in Brazil (and Mexico prior to that0

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Desired Outcomes

Expand the value proposition of holding the CCA credential & being part of the CCA community

	PROGRESS		LOOKING AHEAD
Nat'l, regional & local educational/ networking events established	CANVAS in the Field piloted in July, an effort to connect CCAs and research scientists (includes local CCA board in Penn.)		
Catalog of online educational programming expanded & effectively promoted			
More training & informational resources available for specialty areas of agronomy	Sustainable Agronomy Conference has 4,000K + registrants	Introduction of new Organic specialty exam	Consideration underway way for how Sustainable Agronomy Conference can be leveraged to deliver more value to CCAs
Enhanced representation of CCAs' professional interests at nat'l & local levels	"Muster," a new advocacy platform provides ability to facilitate grassroots lobbying	CCAs included in annual Congressional Visits Day in February in DC	
New tools in place to connect science of agronomy w/ its local application through CCAs	CANVAS in the Field piloted in July, white paper through PACT to follow	"Neighborhood" program piloted at 6 locations, includes "some" CCAs	
Sustained P.R program that recognizes CCAs as lifelong learners			

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Desired Outcomes

Modernize the infrastructure that supports the CCA Program

	PROGRESS		LOOKING AHEAD
Policies & procedures across program analyzed & simplified to enhance user experience	Assessment of certification processes being completed by Mickey Rops Consulting	CCA application task force progress, several changes made to process as a result	
New operating standards in place at all levels to ensure higher levels of service	Report card system being piloted at local board level		
Technology utilized to accentuate collaboration & communication at int'l & local levels	Conversations taking place about enhancements to CCA app	New investments & changes taking place to HQ infrastructure	
Operational changes implemented to enhance working relationships	New Director of Certification & Certification manager added to HQ team	Exam-prep position added in '25, leading to study guide, practice exam rollout	
New programs & services established that enhance value of the CCA Program	New exam-prep materials in development, long-needed study guide to be introduced later this year		Exam-prep will expand to include local boards (templated) that have an interest in local exam prep
Better tools implemented to enhance collaboration between & among ICCA HQ & local boards	New staff guide intended to streamline & enhance communications between HQ & local boards	Financial dashboard created to bring clarity to ICCA financial picture	

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Questions?



Certification: By the Numbers

Tina Sullivan, PhD, TN-CCA, NW-CCA

Manager of Certification

[Maybe] Lofty Goals

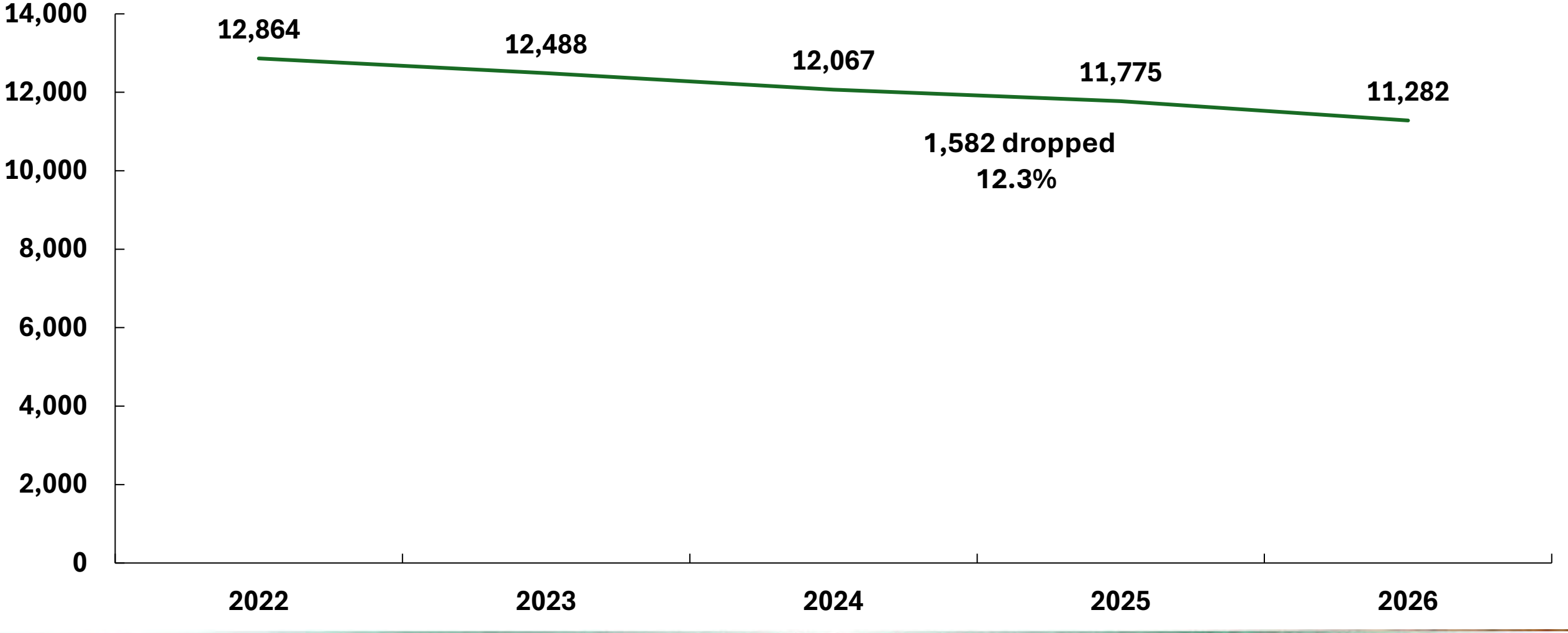


- Increase my Board Involvement
- Update CEU Calendar
- Update CEU Offering/Application Form
- Update Budget form ☺
- Increase awareness of CCA: FFA, graduate students, etc

- And… other low hanging fruit working with the greater team: Certification Team & the CCA Boards

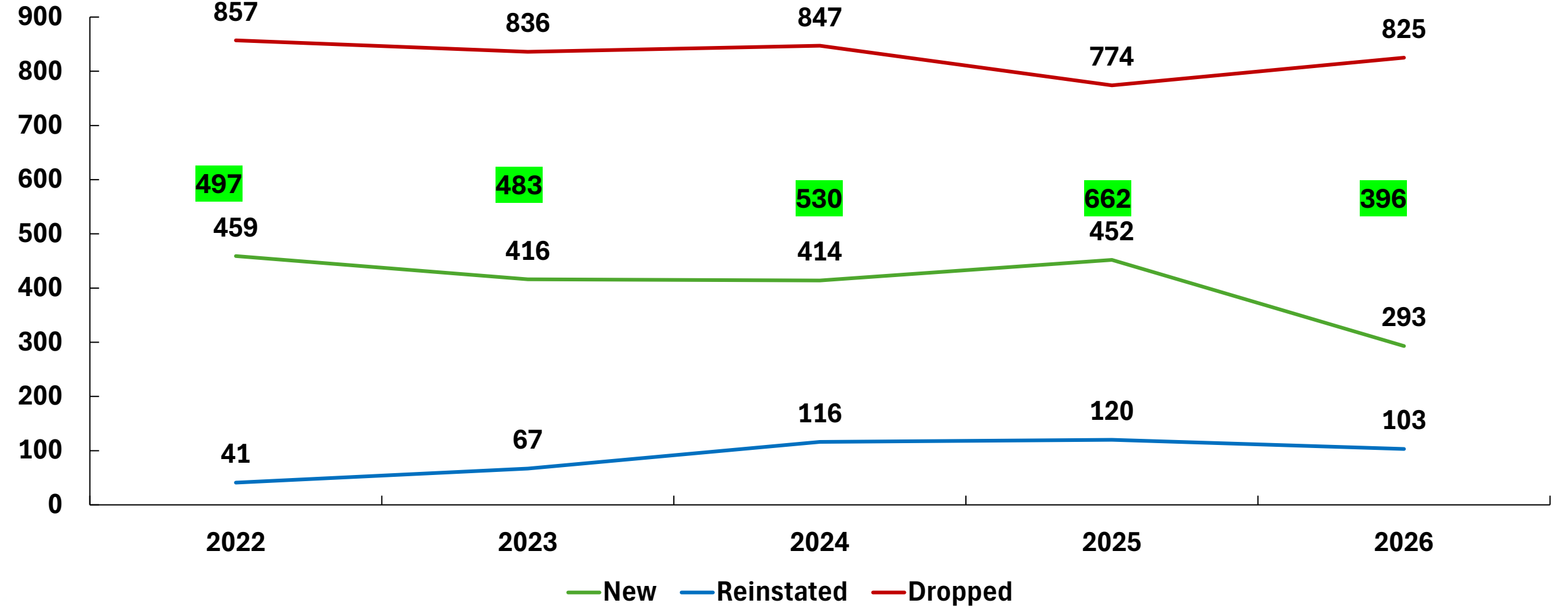
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Total: 2022 - 2026



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Growth & Loss

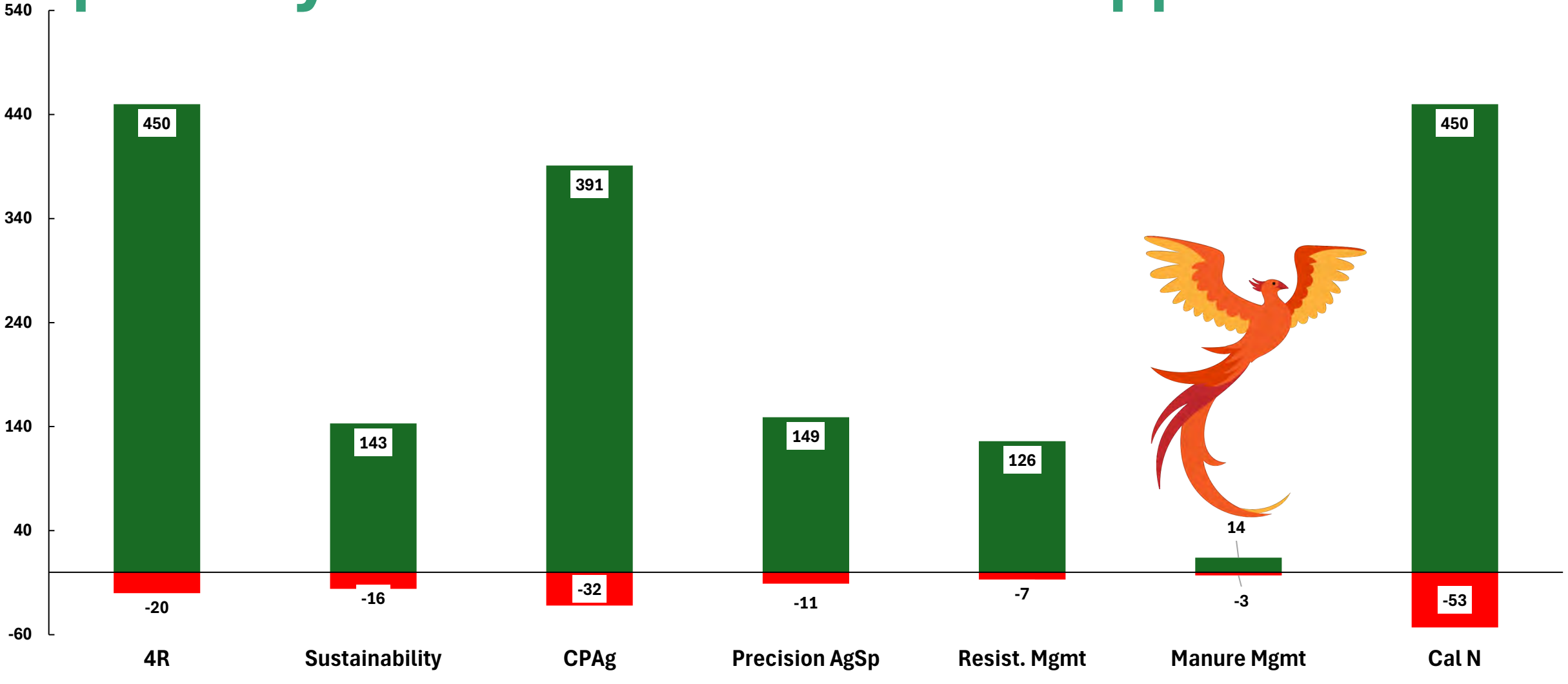


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2026 CCA & CPAg Program Participants

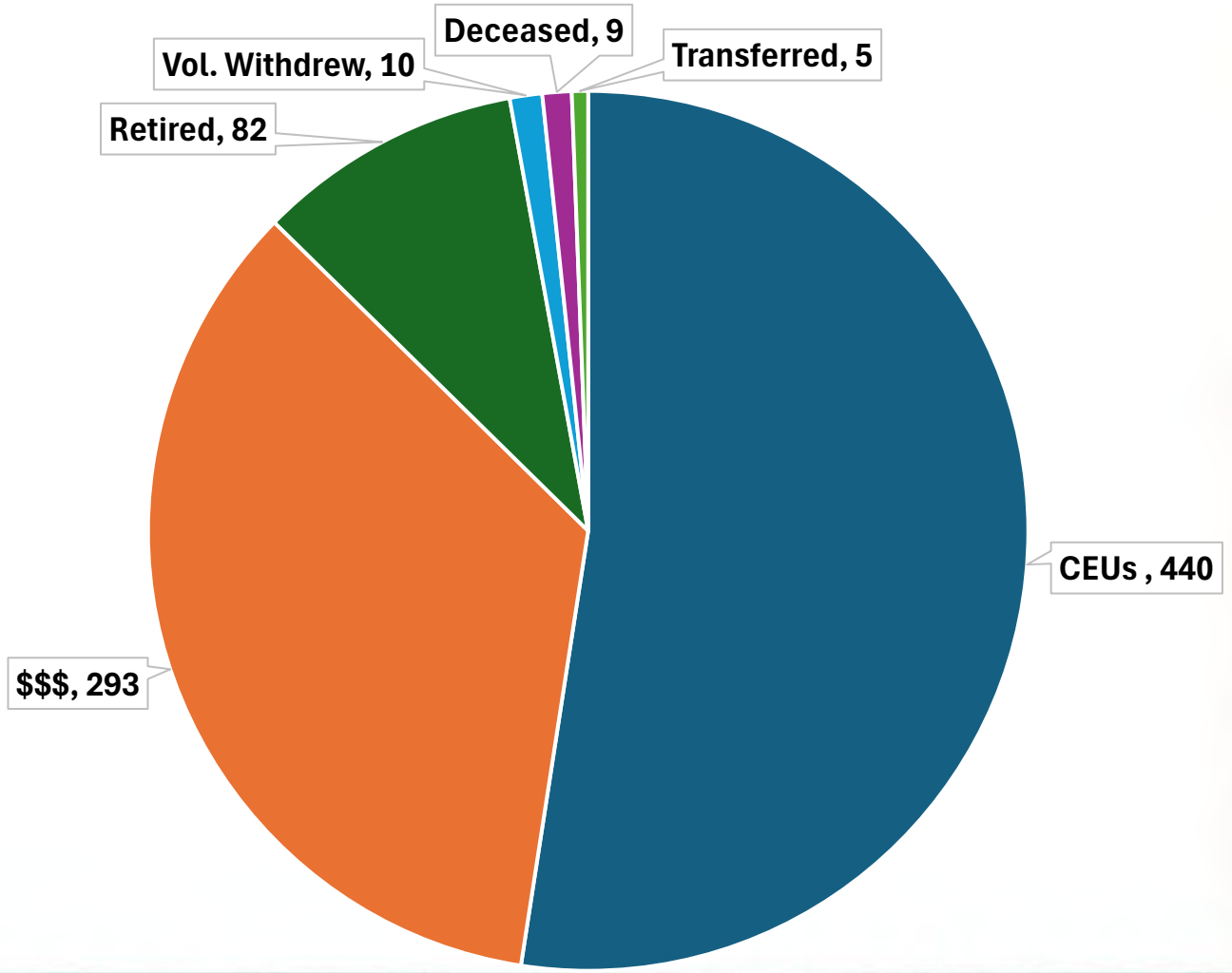


Specialty Certification Held & Dropped



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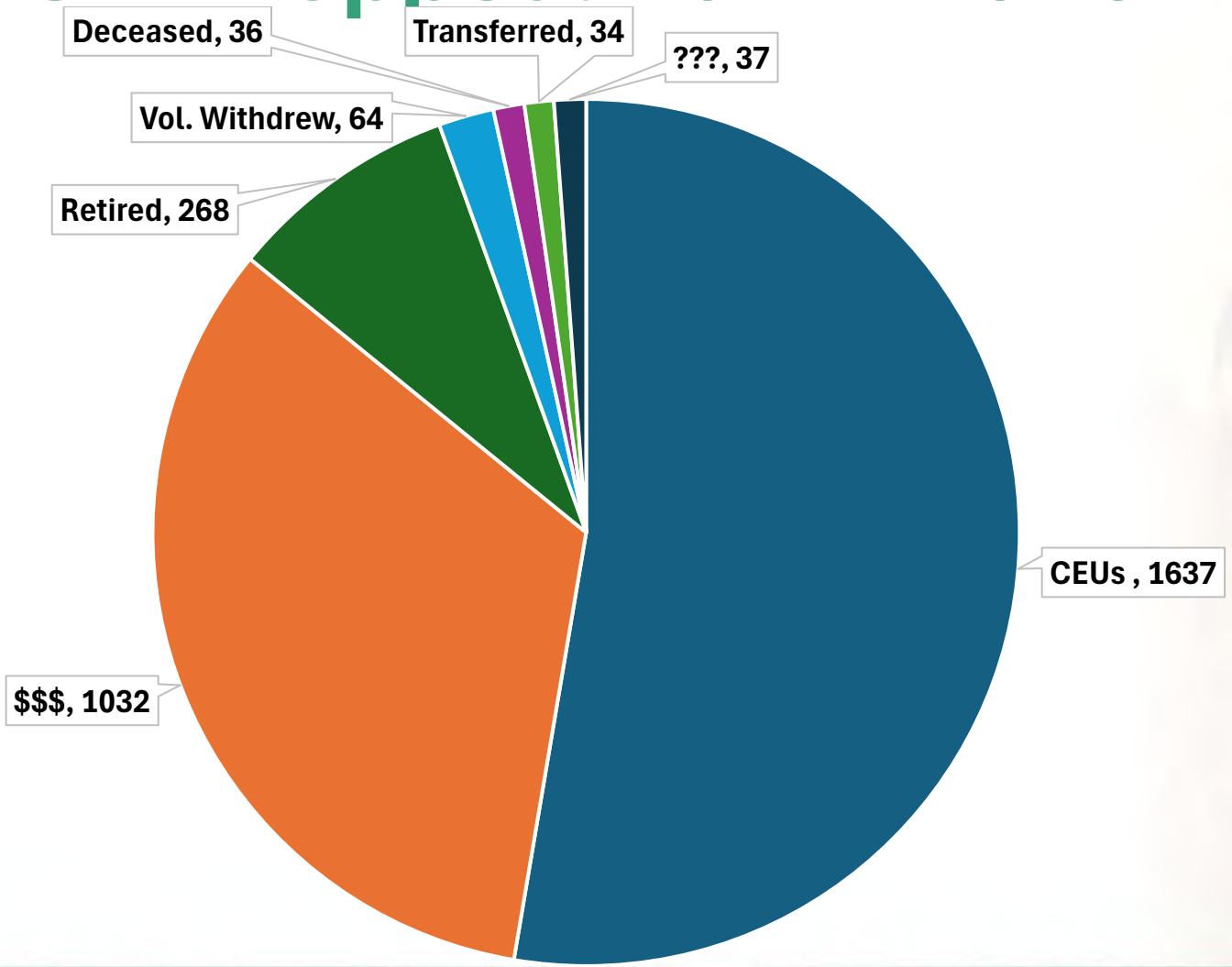
Reason CCA Dropped: 2026





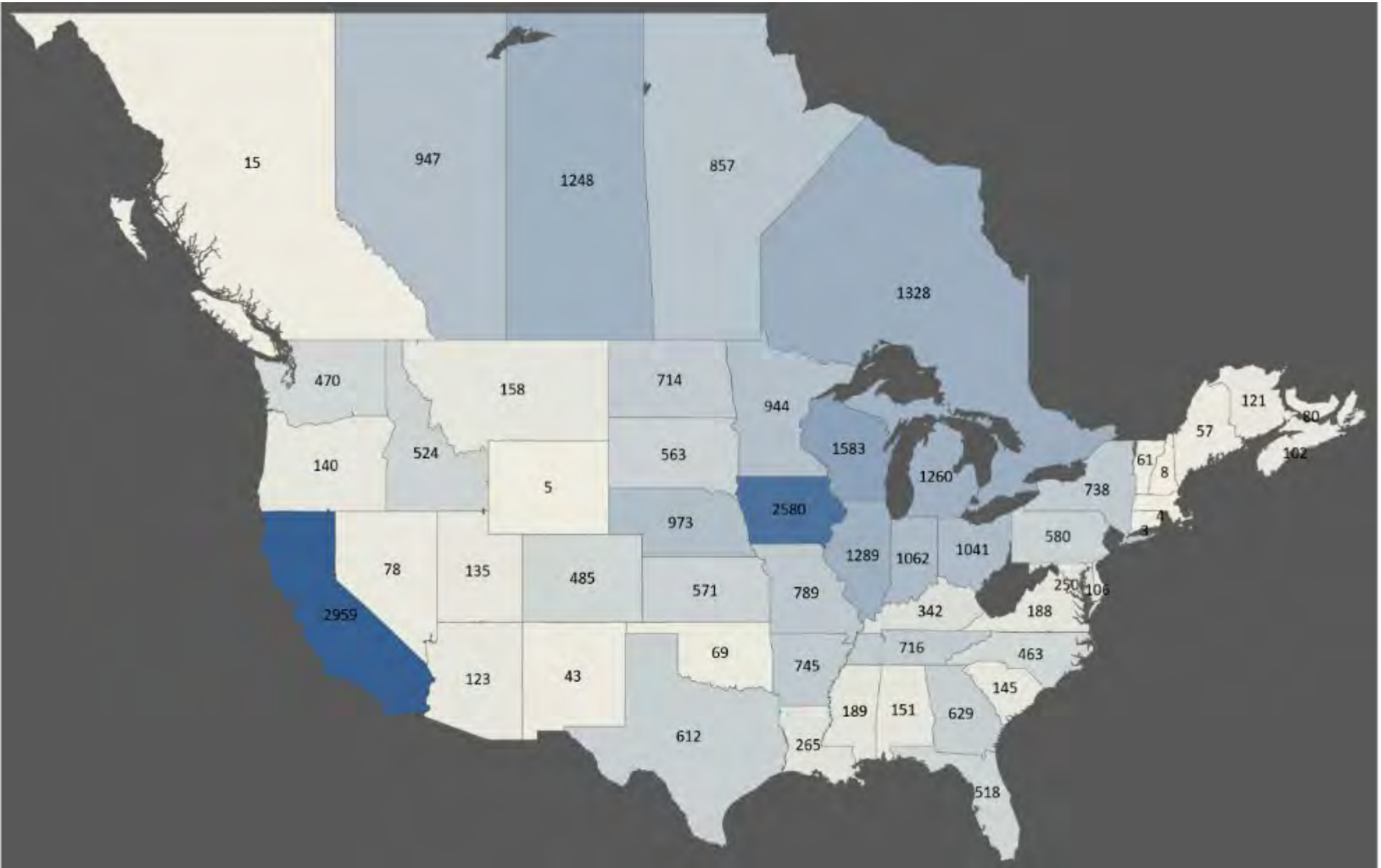
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Reason CCA Dropped: 2022 -2026



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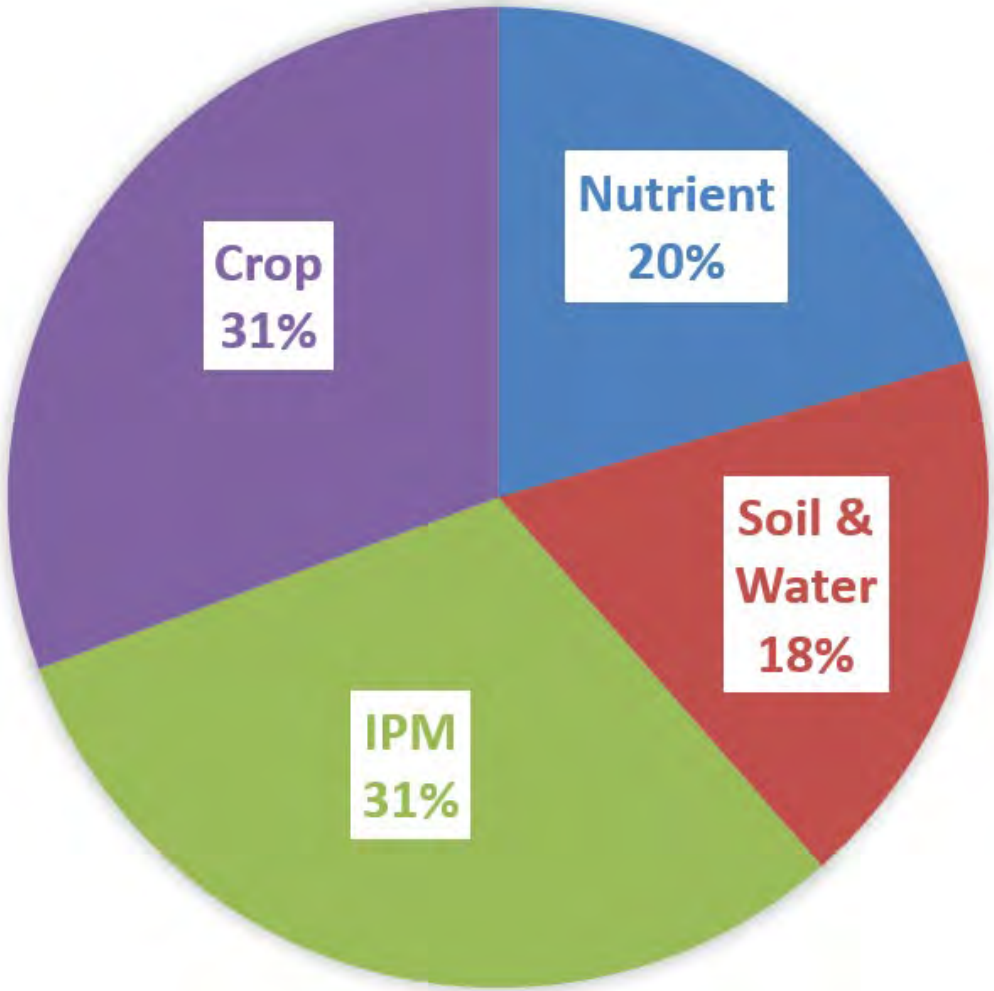
Applied for CEUs: Jan 2025 to July 2026



Total Events: 30,026

Total CEUS: 32,675.5

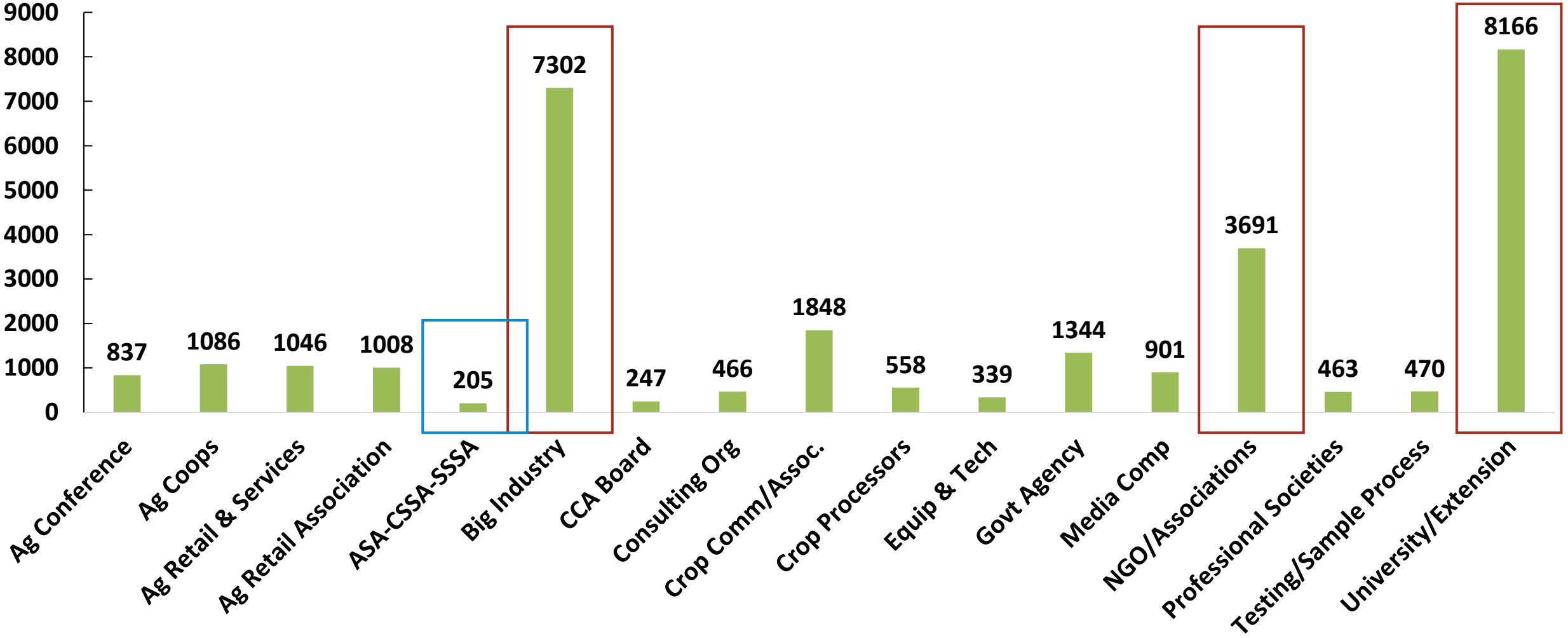
Breakdown of CEUs by Category





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Who Applies to Offer CEUs



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2026 In-Person ICCA Board Meeting Exams

Dawn Gibas, PhD, CPSS
Assessments

Topics

- Exam Overview - 2026 Statistics
- Specialty and Horticultural Crops Proposal
- Organic Specialty Update
- In-person testing: Report and Next Steps



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Exam Overview and Data



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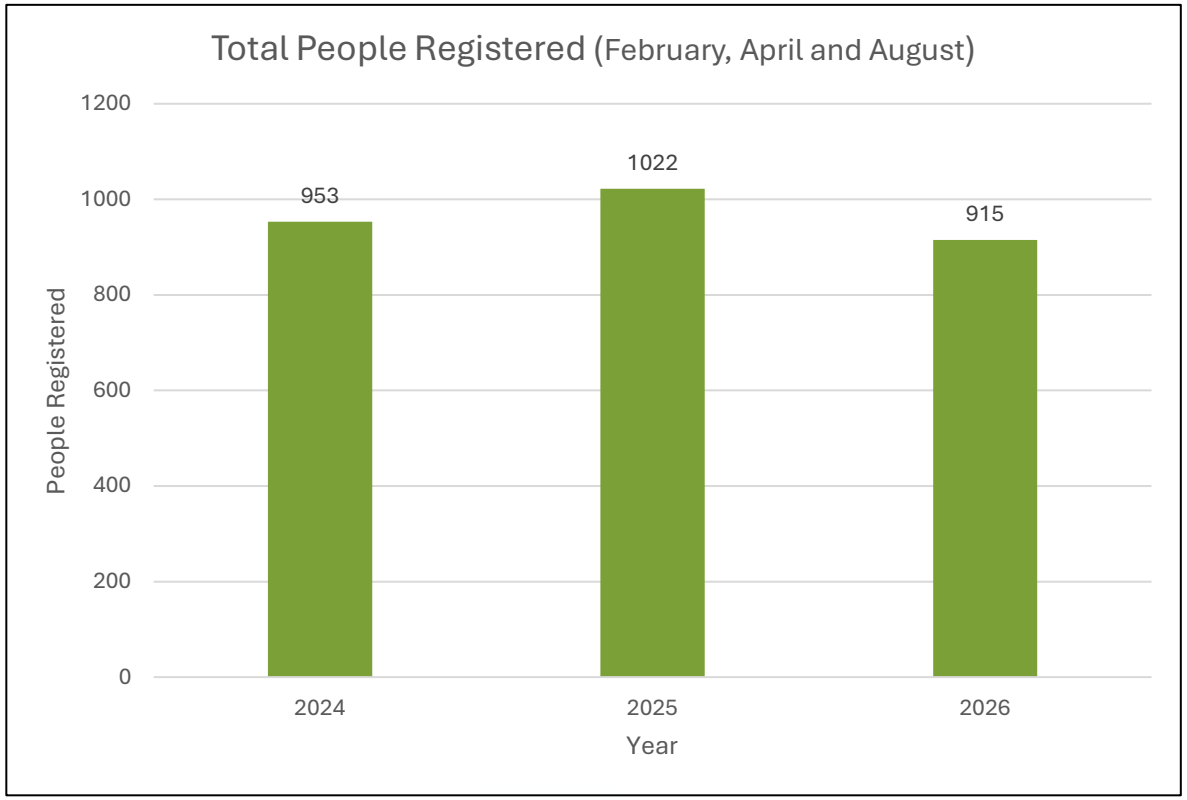
ASA/SSSA Assessment Program Goals

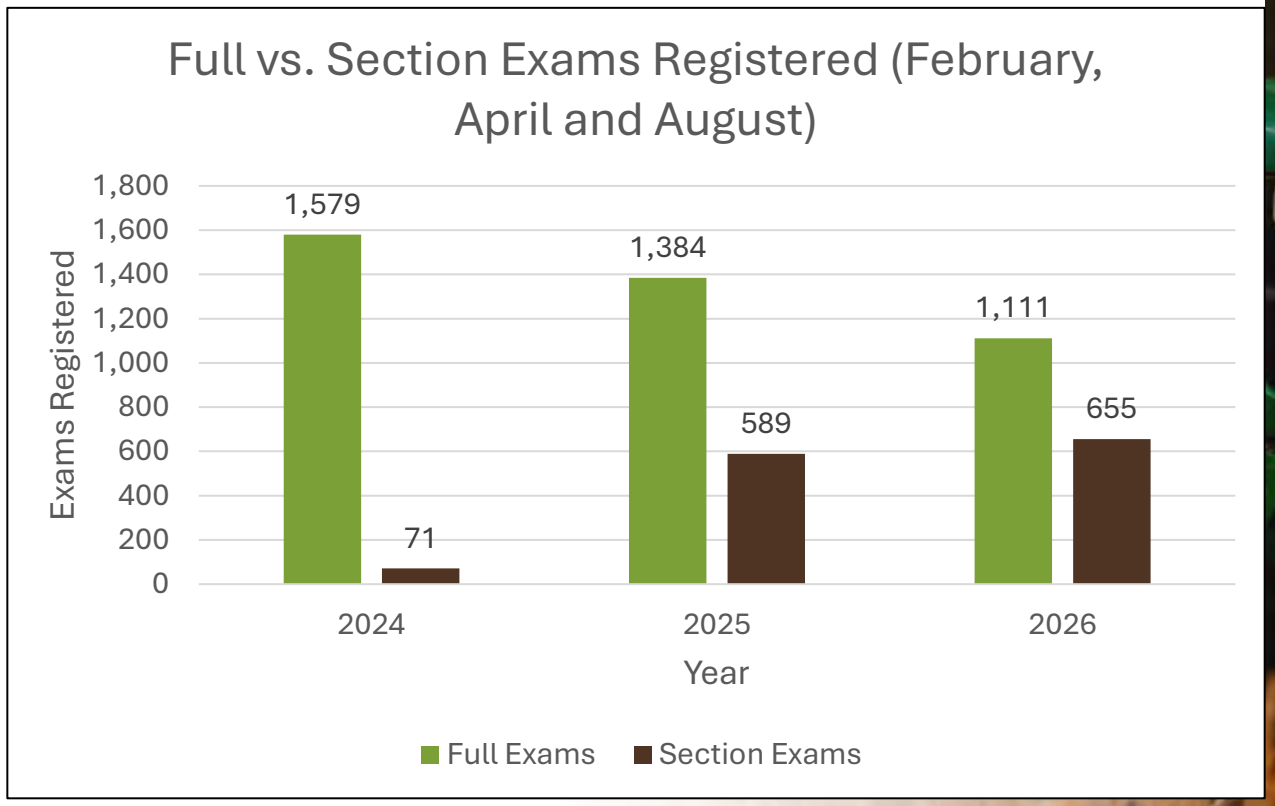
- Consistency and Standardization Across all Exams.
- Compliance with Accepted Standards for Credentialing Exams.
- Operate and Maintain an Exam Program that is Legally Defensible.



Exam Performance YTD

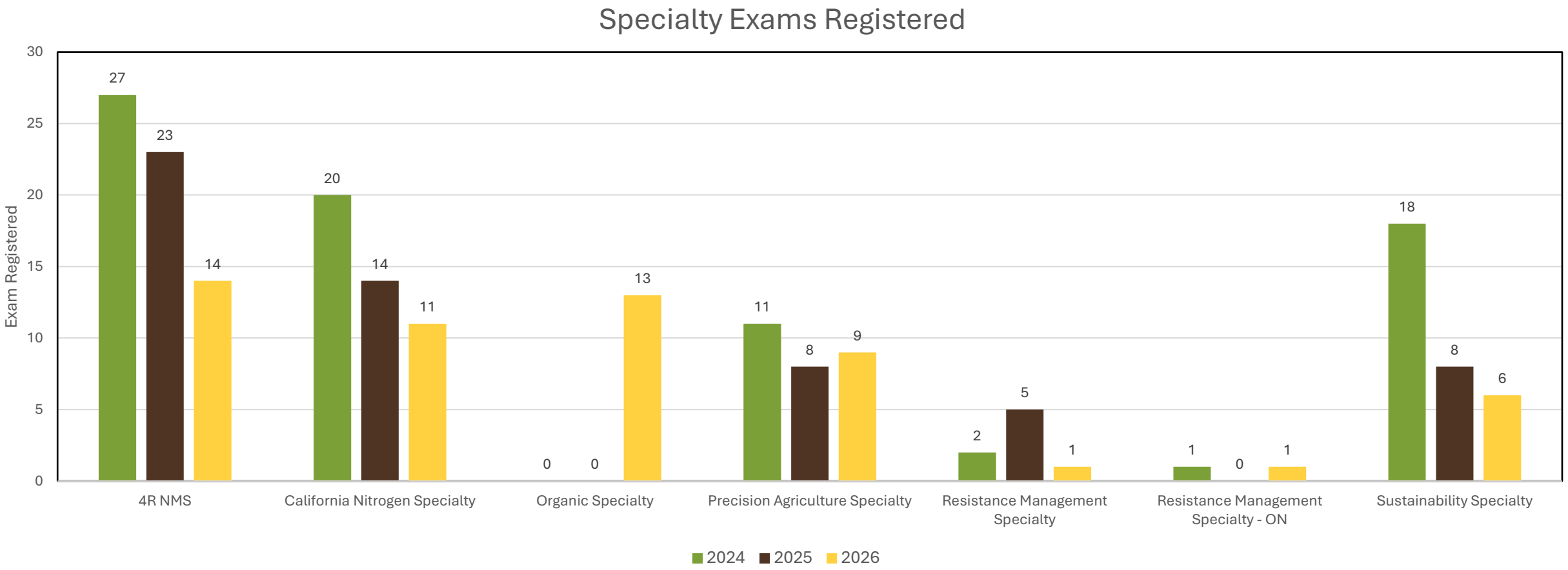
Year-to-date view through the February, April and August exam windows





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Specialty Exam Performance



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2026 Exam Updates



- **Updated for August 2026**
  - Colorado
  - Fundamentals of Soil Science
- **New in August 2026**
  - CCA Organic Specialty
- **Updated for Nov 2026 or Feb 2027**
  - Prairie Provinces
  - South Dakota
  - ICCA Exam
  - Rocky Mountain
  - Ontario
  - Soils Professional Practice

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Specialty and Horticultural Crops

Proposal for an Alternate Path to the CCA

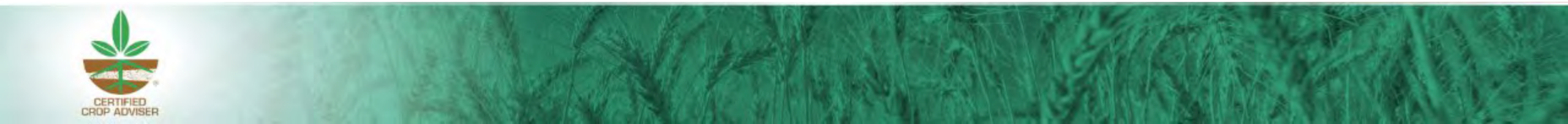


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Specialty and Horticultural Crops

Information Sheet in Board Packet

- Alternative path to a CCA for those who work primarily in specialty crops or horticultural crops.
  - This is informational/discussion, the Executive Committee asked for broader input.
- Would be the local board exam alternate.
  - Same sections as the current exam (NM, SW, PM, CM) except applied to the specialty and horticultural crop advisers.
  - Focus on:
    - Fruits, vegetables, orchards
    - Irrigation, mulches, plastics
    - Indoor production
    - Food quality/safety
- Turf and Ornamentals are not included in this proposal.
- Committee from the Northeast Region, Ontario, Michigan, Delaware
  - Can be expanded as developed to other regions of North America.
- POs, Exam, CEUs would all mirror the current program



Specialty and Horticultural Crops

Other Programs

- The American Society for Horticultural Science ceased their Certified Horticulturalist Exam as of December 31, 2019.
- It is now legacy only.
- Tested on
  - Landscape Design and Maintenance
  - Production of Fruits, Vegetables, Turf, and Ornamental Plants
  - Shipping and Handling of Final Product
  - Propagation
  - Monitoring and Testing,
  - Diagnosing and Managing Plant Problems
  - Business Practices
- Various state programs (FL) for certification, others are certificates from colleges and extension programs.

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Organic Agriculture Specialty

Updates

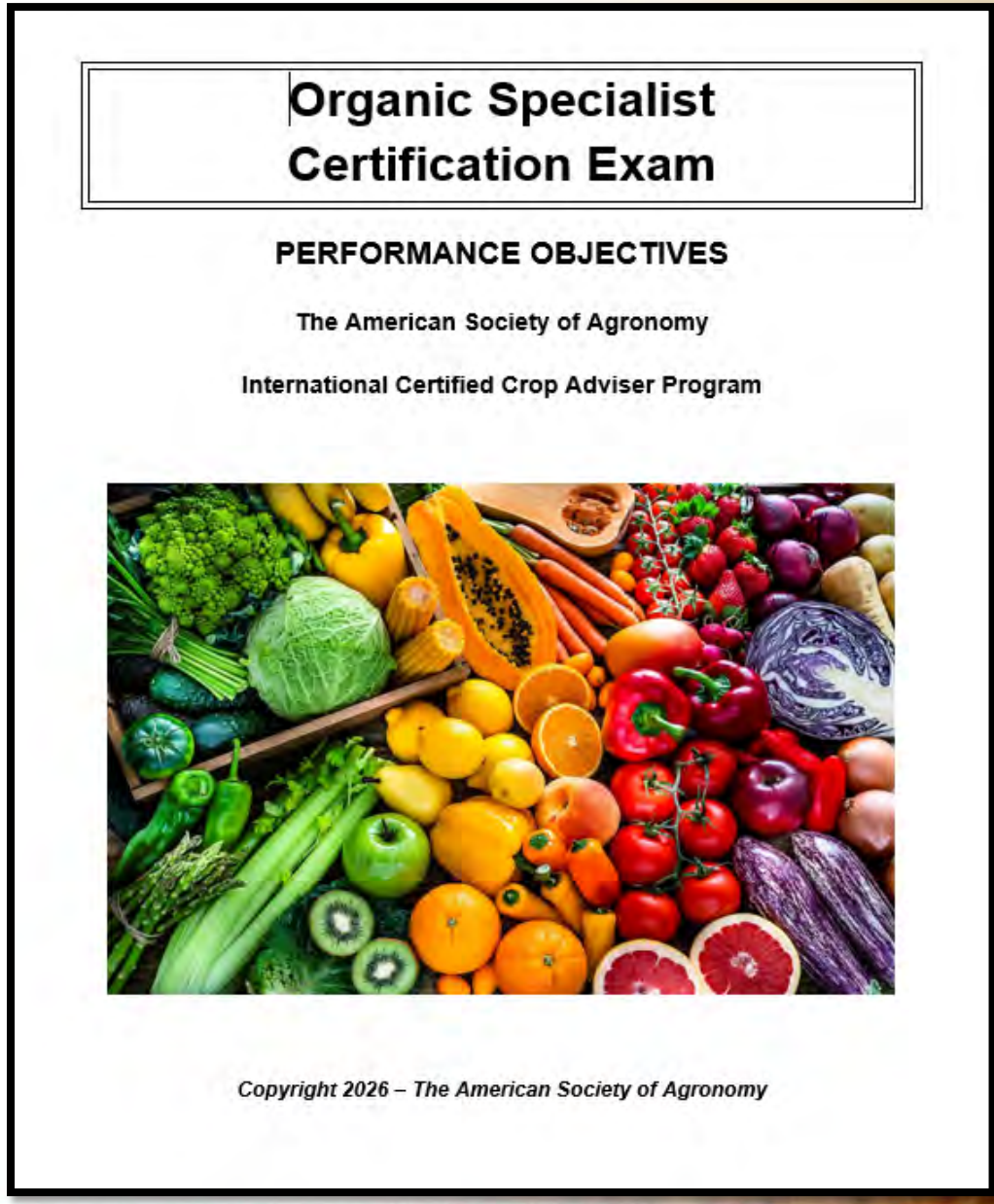


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CCA Organic Specialty

USDA TOPP (Transition to Organic Production Program) Grant - concludes 9/30/26

- Launched Exam August 2026
  - 13 Exams
  - CA-7, WI-2, MN-1, IN-1, KY-1, NW-1
- Results: X Pass/ X Fail
- Thank you to the exam team and Angoff team!
- August Meeting
  - Should there be a stand-alone Organic Program?


Organic Specialist Certification Exam

PERFORMANCE OBJECTIVES

The American Society of Agronomy

International Certified Crop Adviser Program

Copyright 2026 – The American Society of Agronomy

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CCA Organic Specialty

USDA TOPP Grant – concludes 9/30/26



Special Deal for the November Exam Window

IF REGISTERED BY SEPTEMBER 30 we are providing a $100 discount for the exam for the first 150 people!

Pay $70 instead of $170!

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In-Person Testing:

Report and Next Steps



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In-Person Testing

One Year into the Concept

- Prairie Provinces is an early adopter but uses a testing center.
- April – Prairie offered, but no exams.
- August – Prairie, WR, IA, and MX offered.
  - Prairie had exams at the test center.
  - WR had exams, some issues.
  - IA and MX, no exams.
- November?
- Still computer-based.
- Has a $25 charge for exam delivery.

Next Steps

- Continue on this path?
  - Labor intensive on both sides.
    - Planning, set up, training.
  - Does not appear to have buy-in.
  - Is not significantly cheaper.
  - We already work with universities to do student testing.
- Move to testing centers?
  - We are set up to do this, but there is a cost.
    - 2-hour exam $90, 3-hour $105
    - International (non-US/CAN) $153/$165
  - Testing centers are prepared and may be easier to navigate for people.

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Questions?
Comments?
Ideas?

Please feel free to contact me!

Dawn Gibas, PhD, CPSS

dgibas@sciencesocieties.org

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Discussion & Action: Executive Committee

Purpose	Clarify Chair, Vice Chair, and Past Chair's Roles & Responsibilities, including Meeting Quorum and Voting
Executive Committee	Aaron Breimer, Chair; Karen Corrigan, Vice-Chair; Karl Wyant, Past Chair
Recommended Policy	*"The Chair, Vice Chair, and Past Chair shall have all the rights and privileges of directors, including being counted towards quorum. The Chair, while presiding, shall vote only when the Chair's vote would affect the outcome of the motion."*

One vote per local board, proxy voting allowed if submitted in advance.

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Workforce Development Campaign

Post-Launch Update

Workforce Development Campaign

GOAL

- Increase enrollment in agronomy, crop and soil science programs at post-secondary institutions throughout the United States.

ACHIEVE BY

- Raising awareness of the opportunities offered by agronomic, crop, soil, environmental science-related degrees, both as a satisfying career and a way to make a true difference to the world.
- Changing the perception of these degrees as farming-related—communicate breadth of science and technology (human health, climate/environment, food)



Target Audiences

PRIMARY College-Bound High School Students

Motivated by a desire to have a meaningful, successful career and make a difference.

What They Want

- Flexible, successful career
- Autonomy
- Work-life balance
- Meaningful work

Needs We Can Meet

- Choosing a career that matches their interests
- Finding the right college
- Feeling confident in their choices





SECONDARY Undecided Freshmen & Sophomores

Motivated by a desire to have a meaningful, successful career. Looking for career support.

What They Want

- Self-sufficiency & autonomy
- Clear career path
- Work-life balance
- Meaningful work

Needs We Can Meet

- Choosing a career that matches their interests
- Feeling confident in their choices
- Support on their journey

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Campaign Elements

Project Management (15%)
- Metrics & Optimization

Website (10%)
- Flagship communication tool
- Deliver actionable leads
- Drive engagement

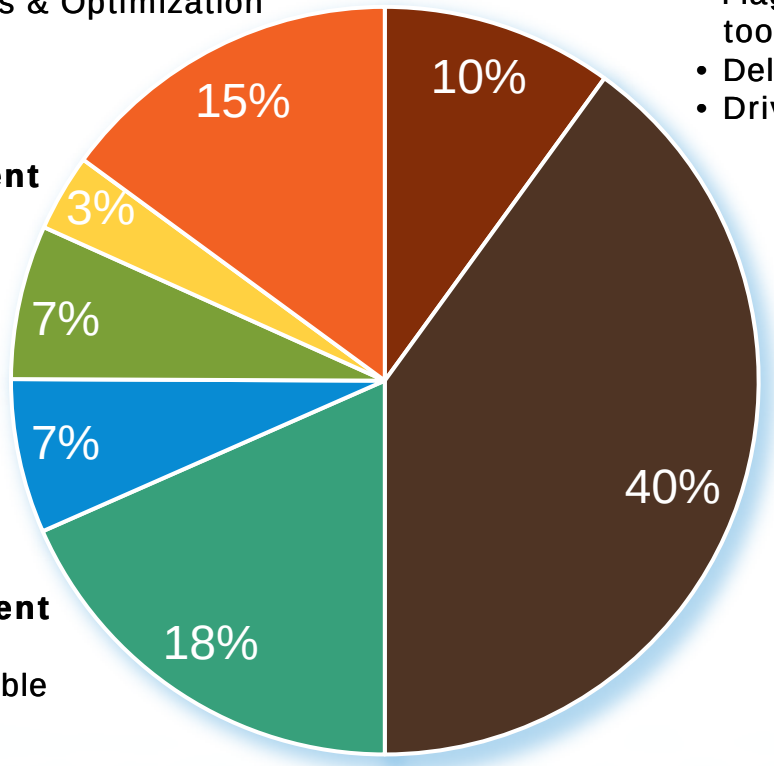
Campaign Development (3%)

Digital Advertising (7%)
- Drive awareness
- Funnel to website

PR/Events (7%)
- Generates awareness
- Includes sponsorships

Content Development (18%)
- Engaging & Actionable
- Feeds social media, website, PR

Social Media (40%)
- Drive awareness
- Spark interest
- Build engagement
- Amplify reach
- Funnel to website



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A Campaign Theme Is Chosen



Campaign theme was chosen from among three options by students (SASES and graduate) and Early Career members, as well as a teacher-administered focus group of 52 high school students enrolled in science classes.

Executing the Campaign Theme

Awareness Drivers

Social Media

Organic, Influencer, Paid

Digital/Advertising

SEM, SEO, Paid Media

PR

Teachers/Counselors, Parents

Events & Outreach

Universities, Teachers/Counselors

Website



Key Solutions

Career Quiz
Fun, BuzzFeed style, matches interests to our sciences.

Career Profiles
Real jobs with real opportunity outlooks and salaries.

School Finder
Searchable colleges offering programs, scholarships, more

Edutainment
Many ways to connect—videos, downloads, real stories

KPIs

- ✓ **Website Analytics**
  Visits, Page Views, Time Spent, Downloads
  - ✓ **Quizzes Taken**
  - ✓ **Account Activity**
    Created, Shared
  - ✓ **Videos Viewed**
  - ✓ Documents Downloaded
  - ✓ **College Listings**
    Viewed, Saved, Contacts
- ✓ **Social Media Analytics**
  Views, Likes, Comments, Shares
  - ✓ **Reach**
  - ✓ **Engagement**
- ✓ **University Participation**
  Member and non-member
  - ✓ **Listings created/maintained**
  - ✓ **Enrollment shared**

Campaign Theme Comes to Life: Web

95% of teens have access to a smart phone. Half spend more than four hours online daily.

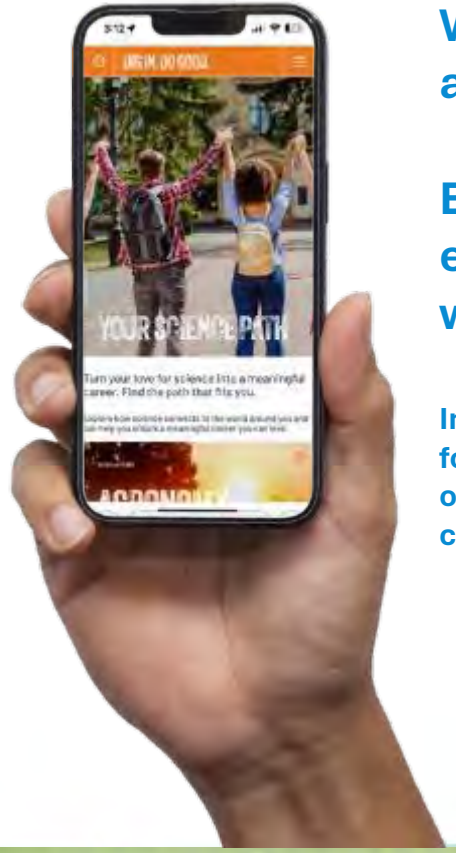
We are optimized for mobile, tablet and desktop.







Website Features: All About Our Sciences



What is agronomy anyway?

Each science page explains the field and why it matters.

Includes a video, general brochure for download/share, schools that offer related programs, relevant career profiles, ability to save.



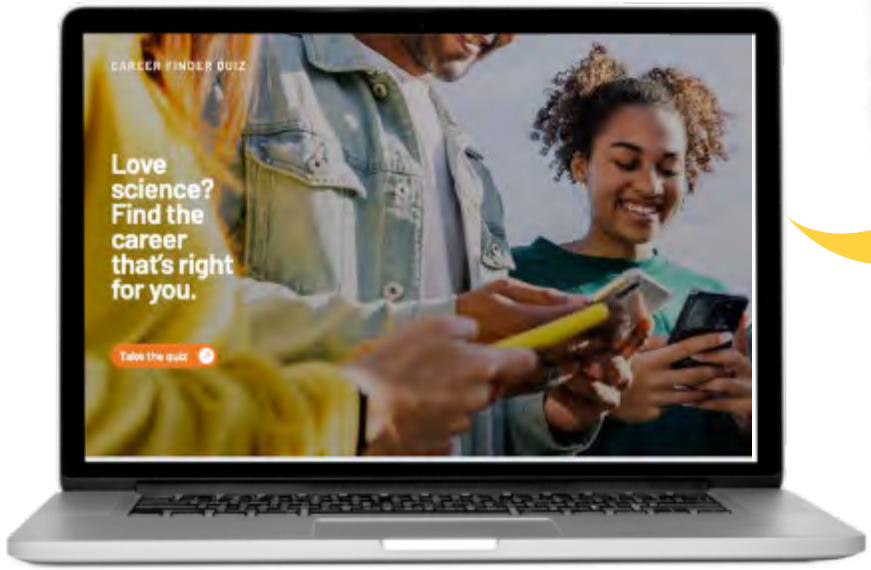






Website Features: Career Quiz

Quiz appears on website and linked from social media





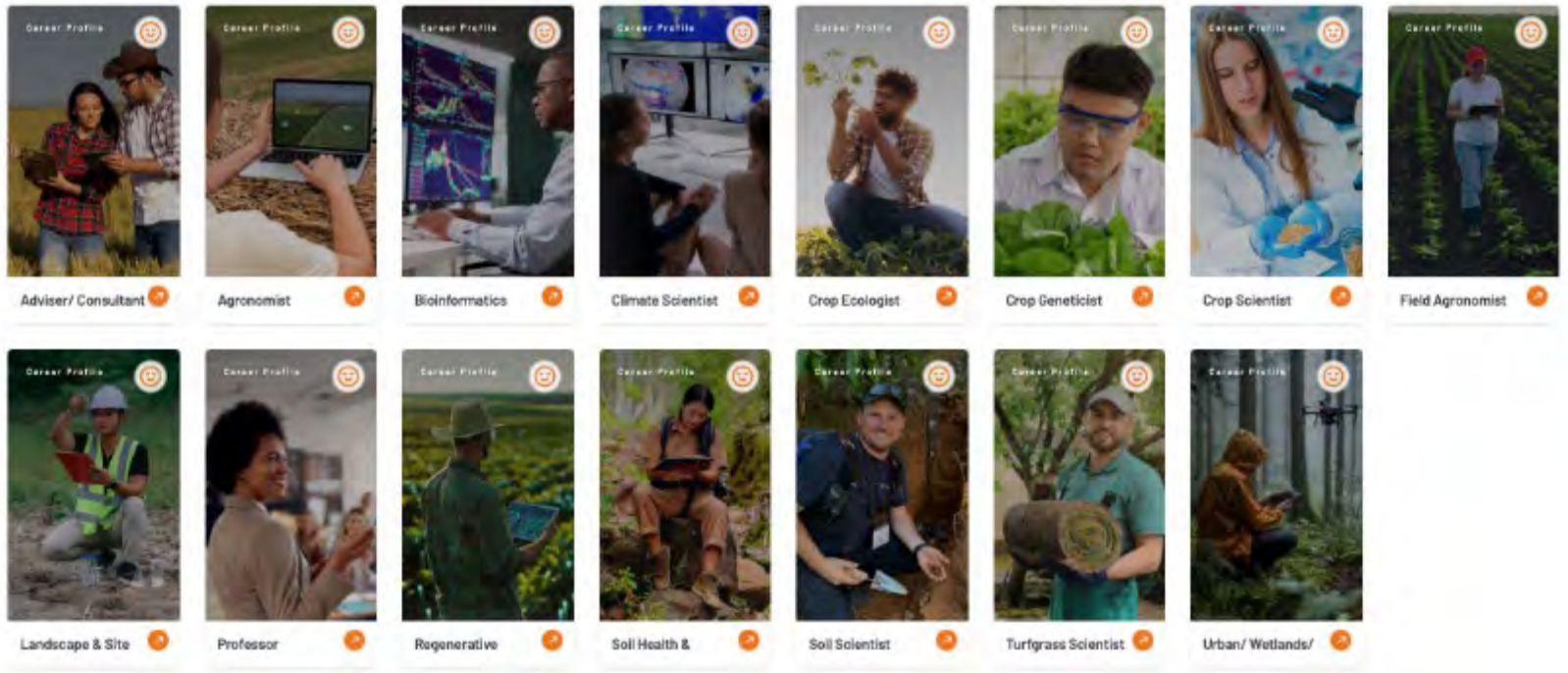
10 questions aimed at Gen Z—slightly snarky and quirky, just like them



Agronomist | Crop Scientist | Soil Scientist | Hybrid Results

Description, General Science Video & Brochure
Suggested Career Profiles, Potential Schools, Save to Favorites, Share

Website Features: Career Profiles





6 Career Motion Graphics

- Bioinformatics Scientist
- Climate Scientist
- Crop Geneticist
- Field Agronomist
- Soil Health & Conservation Scientist
- Turfgrass Scientist

Career Profiles showcase the variety of careers possible with degrees related to our sciences.

Included is Description, Day in the Life, Get Ready for Success, Education Required, Job Outlook, Average Salary and How to Get Started.

Website Features: Adviser/Consultant



Crop Adviser/Consultant

(Certified Crop Adviser)

Included is Description, Day in the Life, Get Ready for Success, Education Required, Job Outlook, Average Salary and How to Get Started.



#2 Most Visited Career Profile

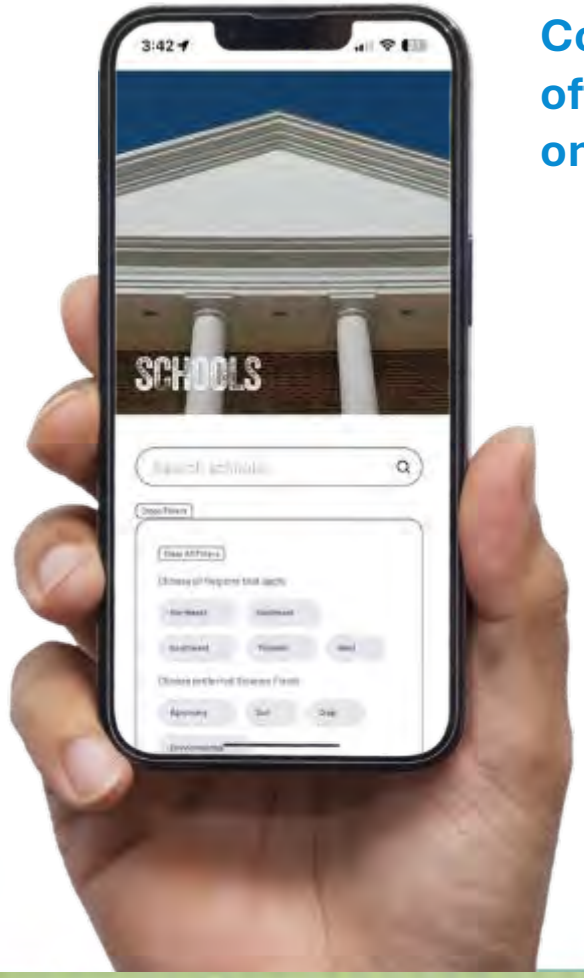
ASA American Society of Agronomy | CSSA Crop Science Society of America | SSSA Soil Science Society of America

Website Features: How To...



Practical, actionable advice for students, including **How To Choose a Career**, **How to Choose A Major** and **How to Choose a College**.

Website Features: School Listings



Connecting students with universities that offer degree programs in our sciences is one of our core metrics of success.

Any university that offers an agronomy, crop science or soil science program may request a free listing and be added to the database. Listings include:

- School name
- Campus
- Department Name + Contact
- Picture + Logo
- Address
- Website
- Links to Degree Programs
- Links to Scholarship Information (degree-specific)
- Any Events or Clubs

Universities receive quarterly metrics on Views, Clicks and Contacts. We ask for department & degree enrollment data (only shared in aggregate).



Campaign Concept Comes to Life: Social

YouTube
- 254 million users in United States
- #1 platform for ages 13 – 17
- 15% use daily

TikTok
- 136 million users in United States
- 25% of users are aged 10 - 19
- Most engaging network (~4%)

Instagram
- 136 million users in United States
- 61% of teens aged 13 – 17 use
- Black, Hispanic and older teens use most



Strategic Approach

Goal: Boost Awareness
- Highlight Real Stories
- Leverage Paid Media

Goal: Reframe Perception
- Prioritize Edutainment
- Use Impact Storytelling

Tactics

- Organic posts tied to student calendar flow
- Paid posts at key intervals
- Influencer content to boost engagement

First Quarter Results

Q2 Summary

Apr 1, 2026 - Jun 30, 2026

Campaign to Date

Impressions
236.6M
Unique web visitors + social impressions + PR + digital

Engagements
2,118,401
Website users who visit more than one page + social clicks + social comments + socialshares + ad clicks

Quizzes Completed	Accounts Created	Video Views	Doc. Downloads
862	23	923,706	26
5% conversion	Subscribers		

Universities Viewed	Universities Contacted	Career Profiles Viewed
709	82	507
4% conversion	0.5% conversion	3% conversion

Website

Total users	Returning Users
17,910	15
Avg. Session Duration	Bounce rate
00:32	89.37%

Benchmark: less than 55%

Top Landing Pages

Crop Science | Improving Plants for th...
Soil Science | Improving Plants for the...
Agronomy | Hands-On Science That F...

Top Session Source/Medium

tiktok / ad
meta / ad
(direct) / (none)

Social

Impressions
2,246,451
Followers
927
Engagements
1,911,794
Engagement Rate
85.10%
Benchmark: 2-5%

Paid Media

Impressions
7,305,712
Reach
3,073,423
Clicks
23,065
CTR
0.32%
Benchmark: 0.50%
Video Views
823,932

PR

Impressions
227,062,825
Placements
601

Influencers

Impressions
268,560
Engagements
271,342



ASA American Society of Agronomy | CSSA Crop Science Society of America | SSSA Soil Science Society of America

What's Next?

Launching

- PR Campaign
  Mix of industry, trade and consumer media outlets
- Events Assets
  Items for universities to use at campus events
- Digital Media
  Paid media aimed at older teens
- Paid SEM
  Complement organic search engine efforts

Ongoing

- Social Media Execution
- Website Maintenance & Content Management
- Member Communication
- Reporting (KPIs) & Optimization

Future

- Plan for continued success beyond June 2027

How Can You Help?





- ✓ Visit DigInDoGood.com
- ✓ Share the campaign with colleagues and students
- ✓ Visit, Like & Share our social media
- ✓ Send in pictures of you doing your job

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Invest in CCAs: Kick Off Update

Hanna Jeske, Associate Director of Marketing & Brand Strategy

Invest in CCAs

The Challenge

- Decreasing or static KPIs
  - Exam volume
  - CEUs earned
  - Recertification rates
- Increased competition
- Value perception problem among both potential certificants and famers or agribusinesses

The Project

Phase One: Develop a strategic plan grounded in research, including surveys/focus groups, data analysis, and social listening, to better understand audience perceptions and define clear, supportable value propositions.

Phase Two: Execute a targeted marketing and communications campaign to reinforce the value of the credential, increase exam participation, and improve recertification rates.

Milestones

- **Discovery**
  - CCA Marketing Group
  - Societies Staff
  - Quantitative Survey
- Proposal Development
  - Goals
  - Target Audiences
  - Messaging
  - Marketing Strategies
  - Tactical Plan
- Execution
- Reporting

Budget: $500,000 | Timeline: 12 months

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Invest in CCAs

We are here.

The Challenge

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  - Exam volume
  - CEUs earned
  - Recertification rates
- Increased competition
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- Reporting

Budget: $500,000 | Timeline: 12 months

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Discovery Meeting: August 10

PARTICPANTS
Lisa Martin, Illinois
Miranda Driver, Western*
Chuck Lippstreu, Michigan
Mary Hartney, Florida
David McKerchar, Prairie Province*

Staff
Jim Cudahy, CEO
Hanna Jeske, Marketing
Leon Katcharian, Certification
Dan Linehan, Marketing
Tina Sullivan, Certification

Valette Piper-Bledsoe, Consultant

We discussed…

- ✓ Goals
- ✓ Target Audience Dive
- ✓ CCA Landscape
- ✓ Messaging
- ✓ On the Table

We reviewed…

- Business Case
- 2024 CCA Needs Assessment
- Mini “focus group” questions

* Did not attend

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Discovery Meeting: Goals

Support the ICCA organization by developing a strategic marketing plan grounded in research, including surveys/focus groups, data analysis, and social listening, to better understand audience perceptions and define clear, supportable value propositions.

- Understand the need for the campaign and review existing survey data
- Define the goals of the campaign
- Identify our target audiences and their motivations
- Discuss the universe of other choices available to target audiences and the value of certification
- Pinpoint crucial KPIs, campaign elements, timeline and more
- Review deliverables and next steps

Discovery Meeting: A Path Forward

	Meeting Outcome	Important to Know
GOAL	• Increase number of exams taken & certifications issued • Raise awareness of program and its value	Our current CCA population is aging and reaching retirement, so this becomes an acquisition play, particularly of the next generation.
AUDIENCES	• Primary: Potential certificants • Secondary: Employers & Farmers	Potential certificants need to know the program exists, its potential benefit to them, and how to access it. One important way to reach them is through employers, whom we also need to educate about the program's value. This becomes a push-pull approach.
MESSAGING	• Value of being knowledgeable in latest in field • Not everyone can achieve this; best of best	Will be refined based on quantitative survey of target audience
NEXT STEPS	• Finalize goals • Develop detailed target audience profiles • Draft a message house • Recommend strategies as a filter for tactical evaluation	First deliverables mid-September for Marketing Group to review

How Can You Help?



- ✓ Encourage participation in upcoming survey
- ✓Share your thoughts

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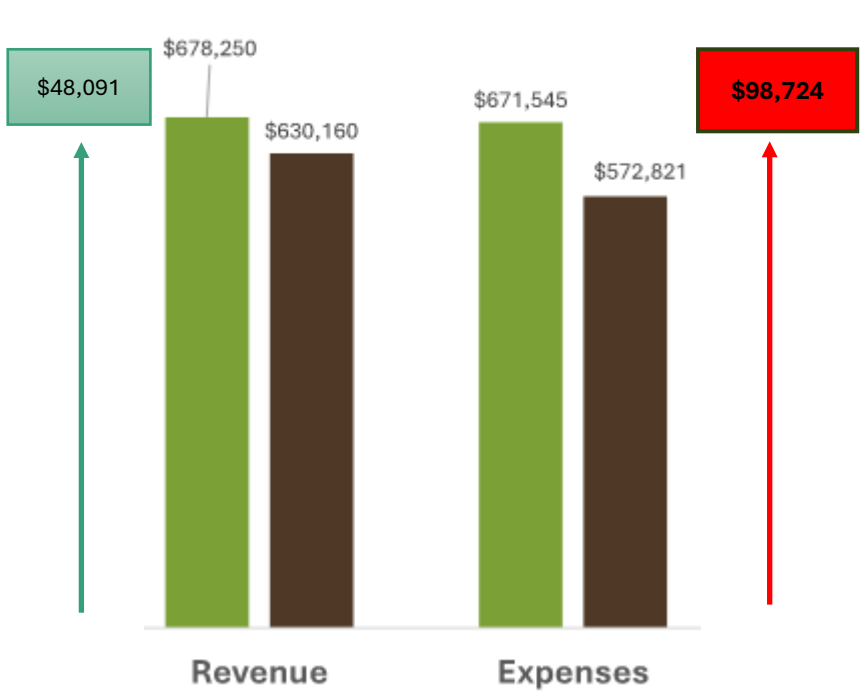
Second Quarter Financial Dashboard

Director of Finance
Sanford Moore, CPA, CGMA

Q2 Financials

(as of 6/30/26)

REVENUE & EXPENSES



BUSINESS REVENUE YTD '26 VS. '25

Exam Fees
FY26 $178,562
FYE25 $185,197
Var ($6,635)

Renewal Fees
FY26 $474,387
FY 25 $439,474
$34,913

Other
FY26 $25,302
FY25 $5,489
$19,813

2026 VS. 2025 Income Sheet

INCOME	'26 YTD	'25 YTD	DIFFERENCE
Investment Profit/Loss	$130,529	$108,638	$21,891
Net Profit/Loss	$137,234	$165,977	($28,743)

Awards

15	**ASA Greenfield Scholars**	
	• Announce: 2026 ASA Greenfield Scholars, recognized at CANVAS in Portland, mentored by local CCAs: • Justin Bedel (Purdue University) • Brandon Boyd (University of Wisconsin-Madison) • Benton Kerr (Kansas State University) • Sydney Schilling (Iowa State University) • Raena Stierwalt (Univ. of Illinois-Urbana-Champaign) • 2027 Greenfield Scholars open to undergraduates – opens mid-January, closes mid-March	**2:40 PM** **Karl Wyant** **Aaron Breimer**



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Administrator Excellence Award: Lisa Martin



- Dedicated Illinois CCA administrator for 30+ years.
- Tireless advocate for CCAs and finds ways to make improvements
- Recognition celebrates Lisa’s outstanding leadership and personal commitment to helping Illinois and all CCAs succeed and maintain their credentials.
- Exceptional long-term service = lasting impact on Illinois agriculture, CCA profession, and the individuals and organizations she has supported throughout her career.
- Illinois CCA program would not exist in its current form without her.

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ICCA of the Year Award: Joe Nester



- Independent agronomist from Northwest Ohio. For 49 years he has provided soils and crop production services to farmers and cooperates in research with universities, NRCS, and Soil and Water Districts.
- Elected to the Ohio CCA Board in 1999 and served as president. He was Ohio CCA of the Year, was named a No-Till Legend at the National No-Till Conference, and was presented the H2OHIO Lifetime Conservation Advocate Award by the Ohio Governor's office.
- Joe always stresses the importance of the CCA program and the need for farmers to work with CCA professionals.
- He has spoken to numerous FFA groups and college students, local business leaders, and community organizations about the roles of certified crop advisers, careers in agriculture, and the career path towards a CCA. Joe has helped many of these individuals get started in the agricultural field and has strongly encouraged them to earn their CCA certification.

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Closing Announcements & Adjourn



16	**Announcements & Adjourn**	
	• Today: 4:45-6:15 PM Reception – all invited (including spouses), The Terrace, Level E/South Tower • Tomorrow: 7:30-8:30 AM Buffet Breakfast, The Terrace, Level E/South Tower 9:00 AM-Noon Board Meeting • Announce: Adjournment	**3:30 PM** **Aaron Breimer**

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Board of Directors Meeting

Aug. 27, 2026

Agenda Day Two

01	**Welcome & Consent Agenda**		
	• Announcements		**9:00 AM** **Breimer**
02	**Certification Assessment**		
	• Update: Certification Assessment		**9:05 AM** **Katcharian**
03	**Volunteer Leadership**		
	• Perspectives from leaders		**9:15 AM** **Exec Committee**
04	**ICCA Study Guide & Study Tools**		
	• Update: ICCA Study Guide, Study Tools • Local Board Study Tools • Study Tools on CCA Website		**9:40 AM** **Edahl**
05	**Break**		
			10:00 AM
06	**Update: Policy Committee**		
	• Policy issues • TSP: Technical Service Provider • Local Board Reps on Science Policy Committee		**10:20 AM** **Godar, Wallace, Smith**
07	**Task Force Updates**		
	• Digital App Task Force • Next steps on Application Task Force		**10:40 AM** **Endicott, May, Katcharian**
08	**Update: ARA**		
	• Update from Ag Retailers Association		**10:50 AM** **Taylor, Wolford**
09	**Upcoming Meetings**		
	• CANVAS • ICCA Board Meeting Dec. 10 • Discuss 2027 ICCA Board Meeting proposed in Madison		**11:00 AM** **Cudahy**
10	**Board Share – Round Robin**		
	• New Ideas and Needs		**11:20 AM** **Breimer**
11	**Q&A, Feedback**		
	• Questions, Feedback, Items from the Board		**11:40 AM** **Breimer**
12	**Adjourn**		
	• Announce: Adjournment • Boxed Lunches for Departures		**Noon** **Breimer**

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Welcome Day Two

01	**Announcements**	
	• Reminder: Edit your Zoom name to include your Local Board name. **Example: Iowa - David Simonson**	**9:00 AM** **Aaron Breimer**



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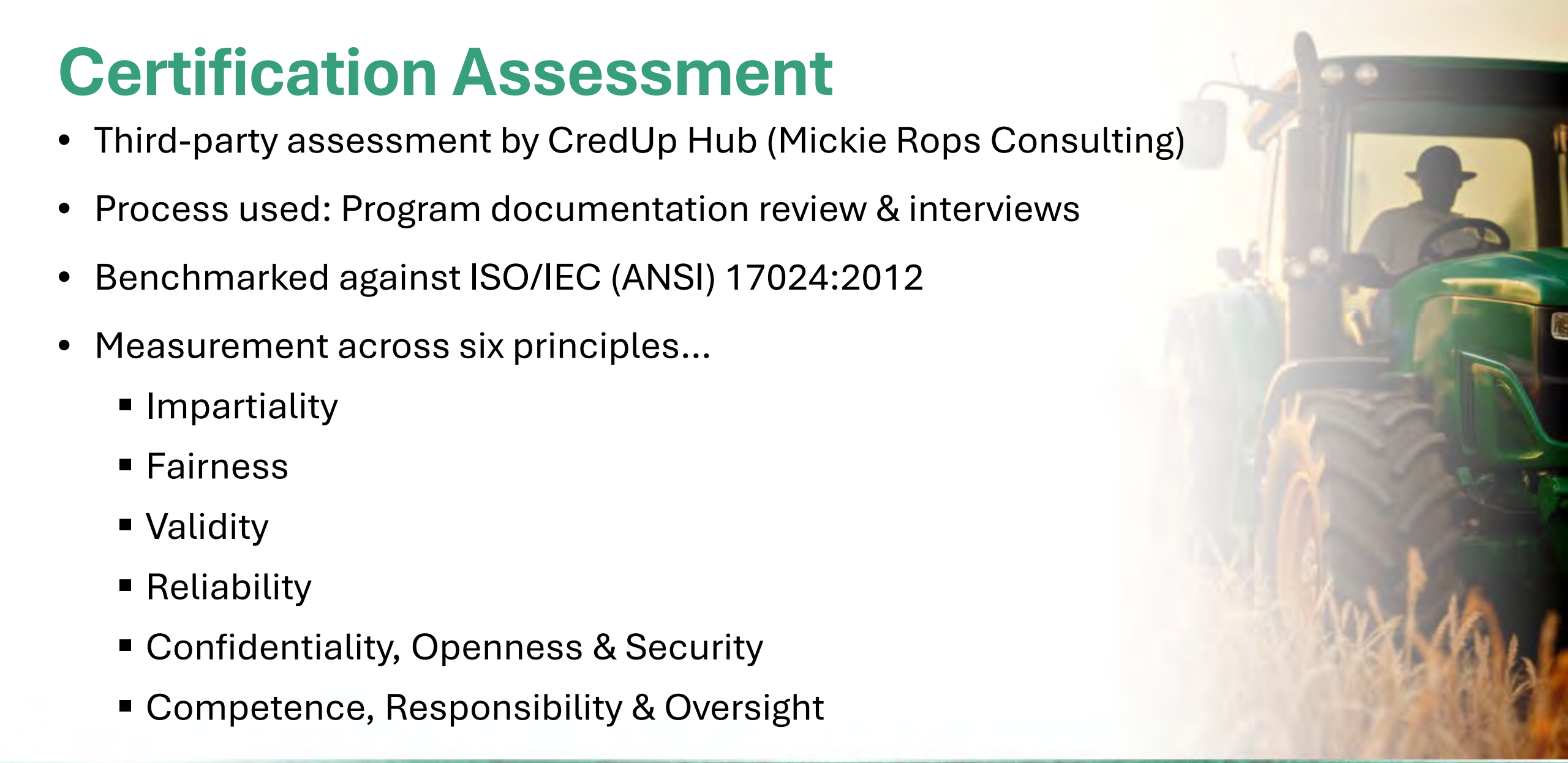


Certification Assessment

Leon Katcharian, DBA
Director of Certification

Certification Assessment

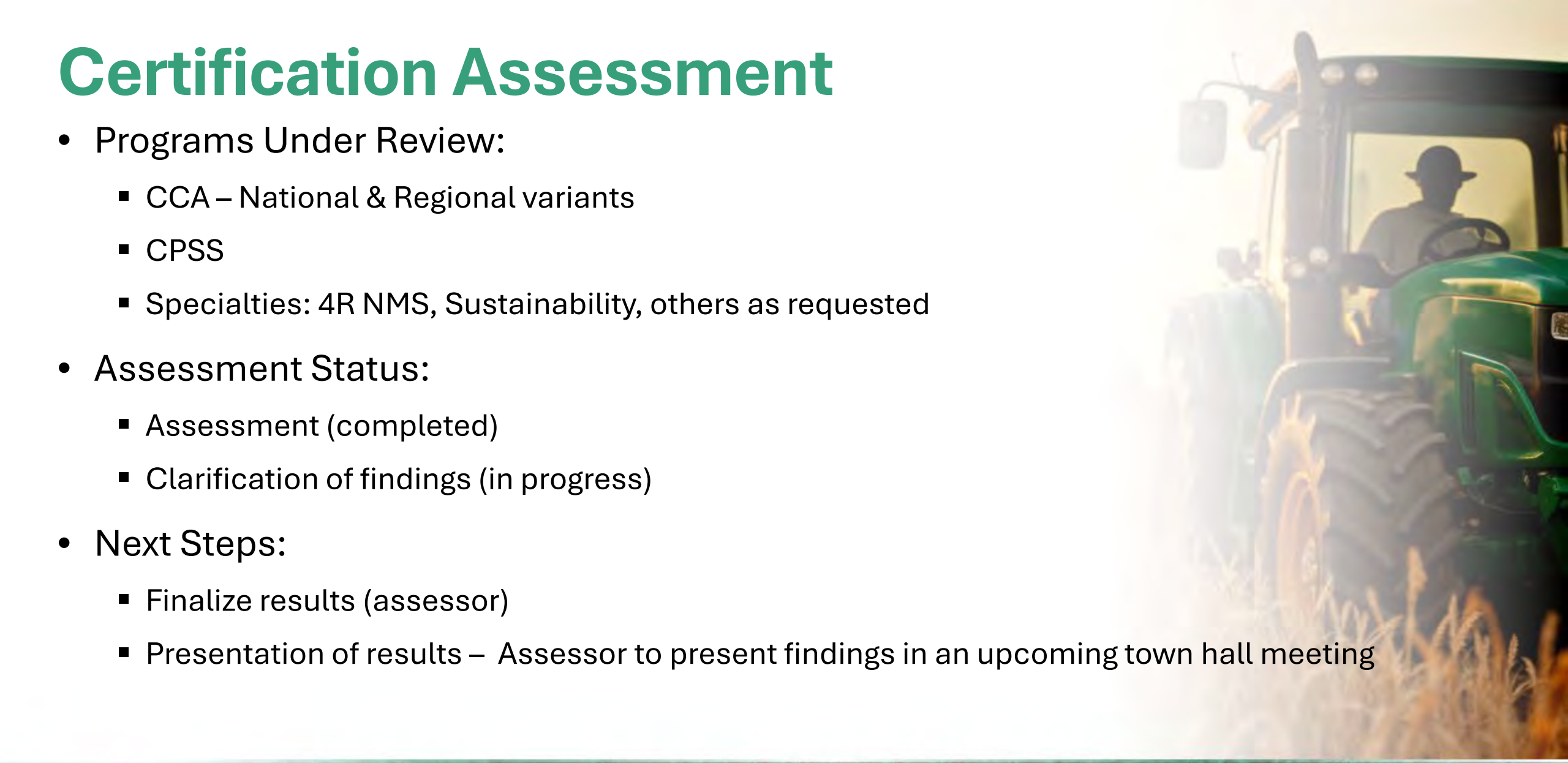
- Third-party assessment by CredUp Hub (Mickie Rops Consulting)
- Process used: Program documentation review & interviews
- Benchmarked against ISO/IEC (ANSI) 17024:2012
- Measurement across six principles…
  - Impartiality
  - Fairness
  - Validity
  - Reliability
  - Confidentiality, Openness & Security
  - Competence, Responsibility & Oversight



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Certification Assessment

- Programs Under Review:
  - CCA – National & Regional variants
  - CPSS
  - Specialties: 4R NMS, Sustainability, others as requested
- Assessment Status:
  - Assessment (completed)
  - Clarification of findings (in progress)
- Next Steps:
  - Finalize results (assessor)
  - Presentation of results – Assessor to present findings in an upcoming town hall meeting



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Volunteer Leadership

03	Perspectives, Roles, Responsibilities	
	Thinking ahead to Spring 2027 Vice Chair Election – hear about roles: • Chair: Aaron Breimer, 2-year term • Vice Chair: Karen Corrigan, 2-year term • Past Chair: Karl Wyant, 2-year term • Ag Retailers Association (ARA) Rep.: Isaac Wolford, 3-year term • ICCA Rep. on ASA Board: Mike Mulvaney, 3-year term	**9:15 AM** **Aaron Breimer** **Karen Corrigan** **Karl Wyant** **Isaac Wolford** **Mike Mulvaney**



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ICCA Study Guide & Study Tools

Ann Edahl

Senior Manager for Educational Programs

ICCA Study Guide & Study Tools

CCA exam study tools web page: Exams > Study Tools

- Streamlined for better user experience
- All tools gathered in one place



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ICCA Study Guide & Study Tools

Available now

Foundations of Applied Agronomy

- Our premier self-paced online course
- Available as a full series ($475) or by section ($150)
- >80 full series users in 2026 to date

ICCA Practice Exam

- Affordable, $50 for 60 days
- >145 users in 2026 to date
- Sample questions available to local boards



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ICCA Study Guide & Study Tools



Available now—new in 2026

ICCA Glossary - Free

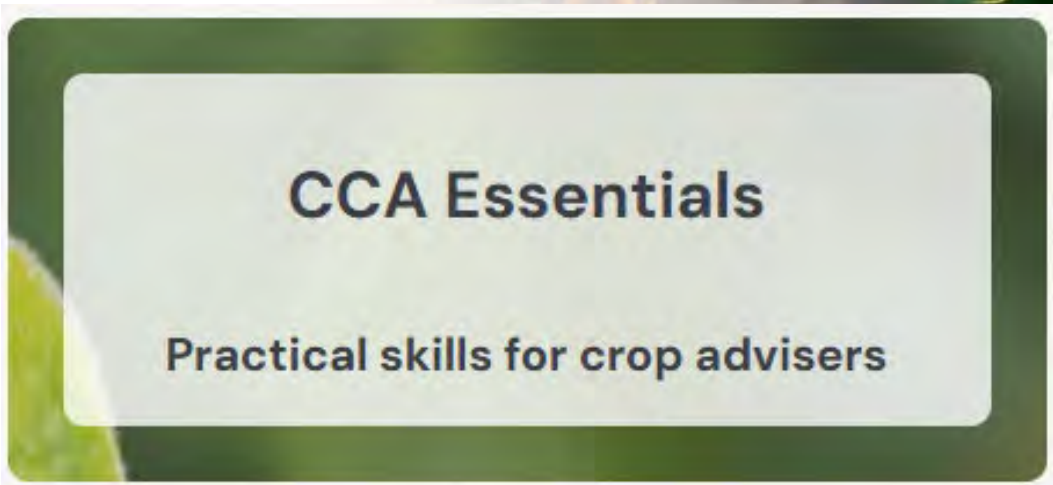
- Updated in 2026 with the help of 17 CCA volunteers

ICCA Flashcards

- New this August, $25 for 90 days of access
- >400 terms, across our four areas of study

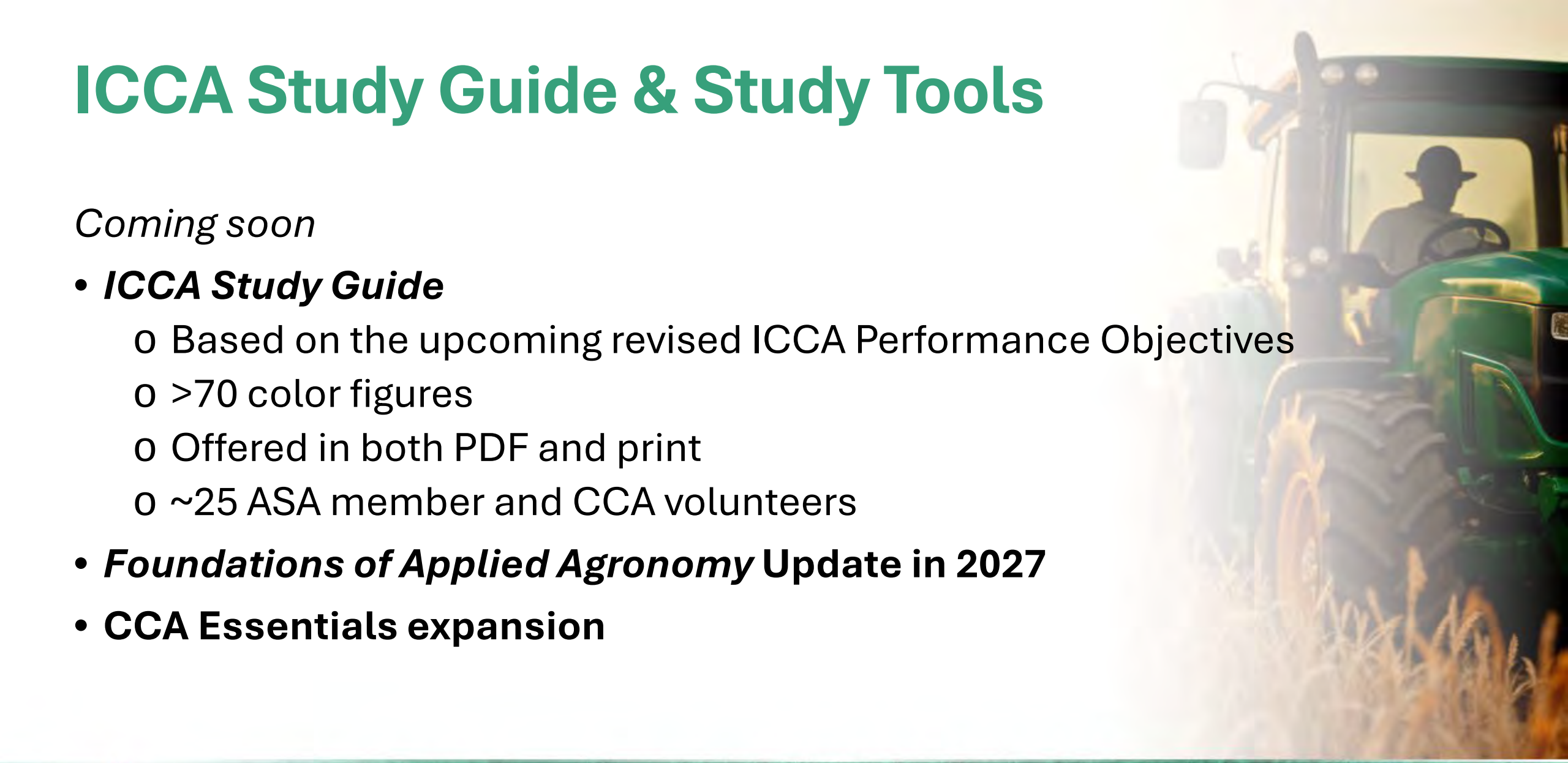
CCA Essentials video series – Free

- New this summer
- Created/hosted by CCAs and ASA members
- Walks the viewer through ICCA Performance Objectives
- Posted on YouTube, promoted in Crops & Soils
- >320 views to date



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ICCA Study Guide & Study Tools



Coming soon

- ***ICCA Study Guide***
  - Based on the upcoming revised ICCA Performance Objectives
  - >70 color figures
  - Offered in both PDF and print
  - ~25 ASA member and CCA volunteers
- ***Foundations of Applied Agronomy* Update in 2027**
- **CCA Essentials expansion**

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ICCA Study Guide & Study Tools



Specialty Certifications

Organic Specialty Prep

- **Resources list**
  - 7 SMEs across the US
  - Focuses on free resources – text and video
- **Webinar series**



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ICCA Study Guide & Study Tools



Going forward

Local boards

- Aid in development of local exam prep resources
- 19 local boards have some type of exam prep tool

Video shorts for local exams

- Topics focused on regional issues
- Led by local CCAs; hosted by ASA

Additional specialty exam study prep resources

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Update: Policy Committee

Dennis Godar
Shawn Wallace
Luther Smith

ICCA Policy Committee



- 16 local CCA boards represented
- Working towards having all boards
- Why?
  - Committee members provide guidance and become the eyes and ears of what we should focus on
  - Conduit with local CCA boards

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Current Committee Members

Dennis Godar, IL
Dan Bjorkland, IA
Ronan Cummins, KY
Andrew Stammer, WI
Kaitlin Flick, MO
Isaac Wolford, WV
Rosalie Gillis-Madder, AP
Byron Hendrix, IL
Russell Lutter, SD
John Helmke, SC
Eric Eller, IN

Shawn Wallace, NY
Nick Cuchetti, MO
Jodie McVane, WI
Russell Taylor, UT
Jeremy Schultz, CT
Jessica D'Entremont, AP
Noah Goza, KS
Sarah Dodd, TN
Zach Tveitnes, NE
Ben Wicker, IN



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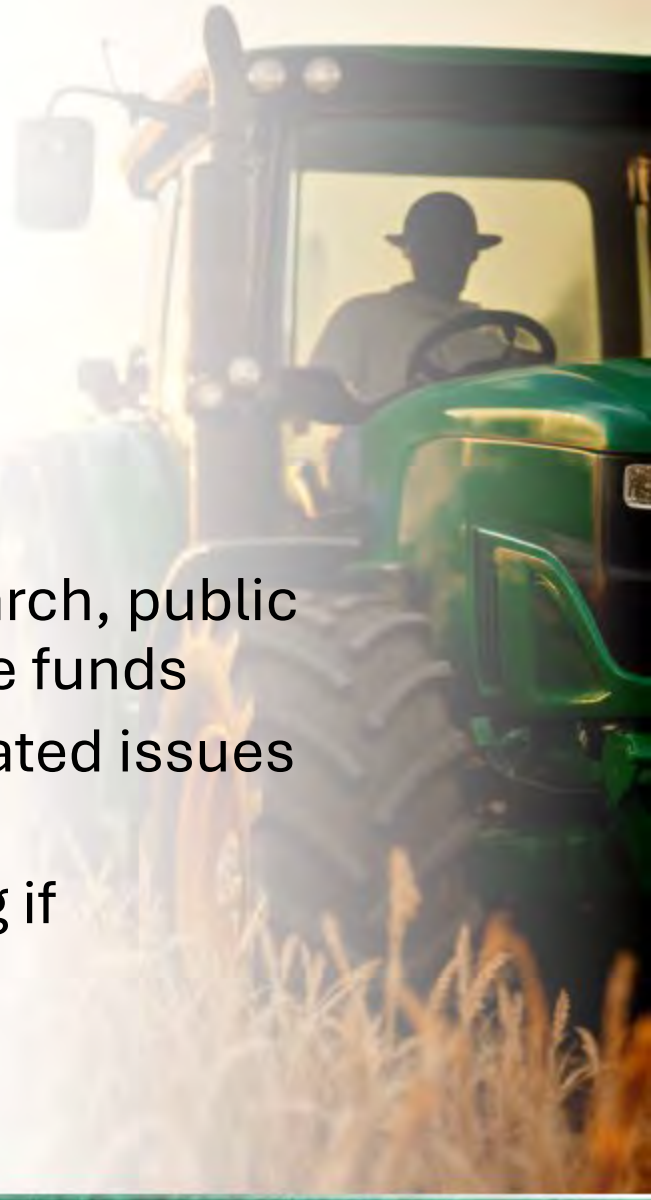
US Farm Bill

- House passed their version in June
- Senate failed to pass in August
- Reconvene in September
- Have until end of year to pass or will need an extension
- TSP Access Act contained in both versions
  - It would reinforce what we already have



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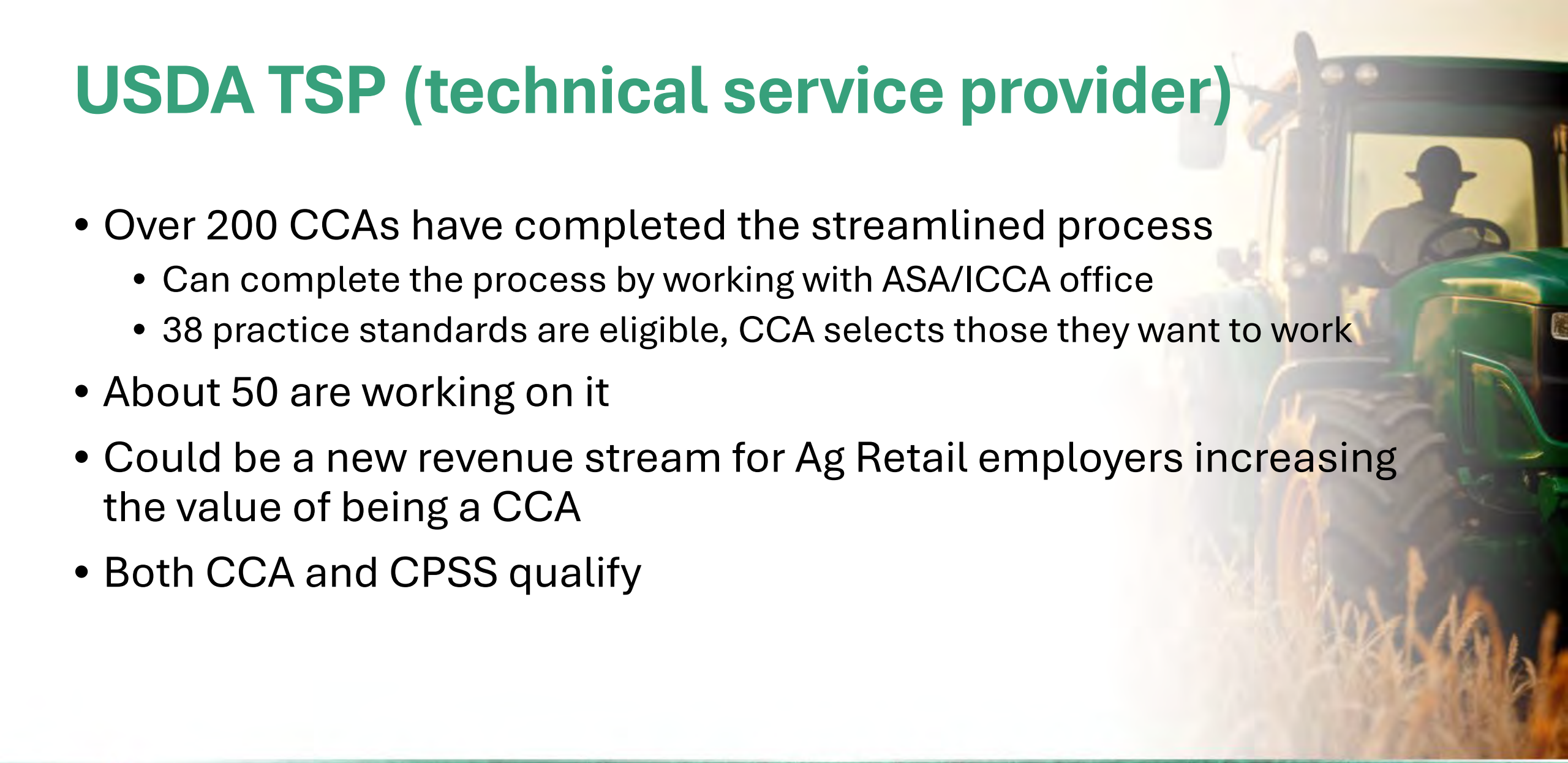
Action Alerts – increasing advocacy



- New tool at ASA – Muster
  - Makes it easier to contact your members of Congress
- Just started in May
  - FFAR / Farm Bill funding – Foundation for Food and Ag Research, public private partnership, for every public dollar there is 1.4 private funds
  - House Soils Caucus – members to join, educate on soils related issues like soil health, September 2 briefing, 3 – 4 times per year
  - OMB Proposal – detrimental impact on Ag Research Funding if implemented, Oct 1, 2027

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USDA TSP (technical service provider)



- Over 200 CCAs have completed the streamlined process
  - Can complete the process by working with ASA/ICCA office
  - 38 practice standards are eligible, CCA selects those they want to work
- About 50 are working on it
- Could be a new revenue stream for Ag Retail employers increasing the value of being a CCA
- Both CCA and CPSS qualify

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US EPA ESA (Endangered Species Act)



- New Pesticide label requirements with the details
  - As products are updated/renewed the new label is implemented
- CCAs are recognized as working with the farmer on their mitigation plans, a plan is required if there are endangered species in the area
- the farmer gets a point towards their compliance if working with a CCA, points based on conservation practices being implemented to reduce the impact on endangered species
- Another value to being a CCA

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ASA Policy Certificate & Ambassador



- Certificate
  - Designed to help individuals become more comfortable with advocacy
    - 3 webinars – gain knowledge of the process and how to do it
    - Write out their story – personalize the impact on the district and state
    - Mock interview – practice, gain confidence
    - Conduct a live meeting – start the relationship
    - Join the committee or working teams, stay in engaged
- Ambassadors
  - Goal – have a member/CCA in every congressional district willing to build a relationship with their members of congress

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Congressional Visits Day (CVD)



- March 15 – 18, 2027
  - 3/16 - training
  - Teams of 3 or 4, including a CCA
  - 3/17 - over 80 Hill office visits
- About 55 attendees, 10 – 12 CCAs in the past
- Target the Ag and Appropriations Committees – members of Congress who serve on those committees

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Regenerative Ag

- Potential opportunity, Future of Agronomy?
- Includes Soil Health and Sustainability
- USDA major push – Regenerative Ag Act, $700 million
- Multiple NGOs working in this space
- CCAs could help deliver but are they ready?
    - Potential educational opportunity
    - Solid foundation

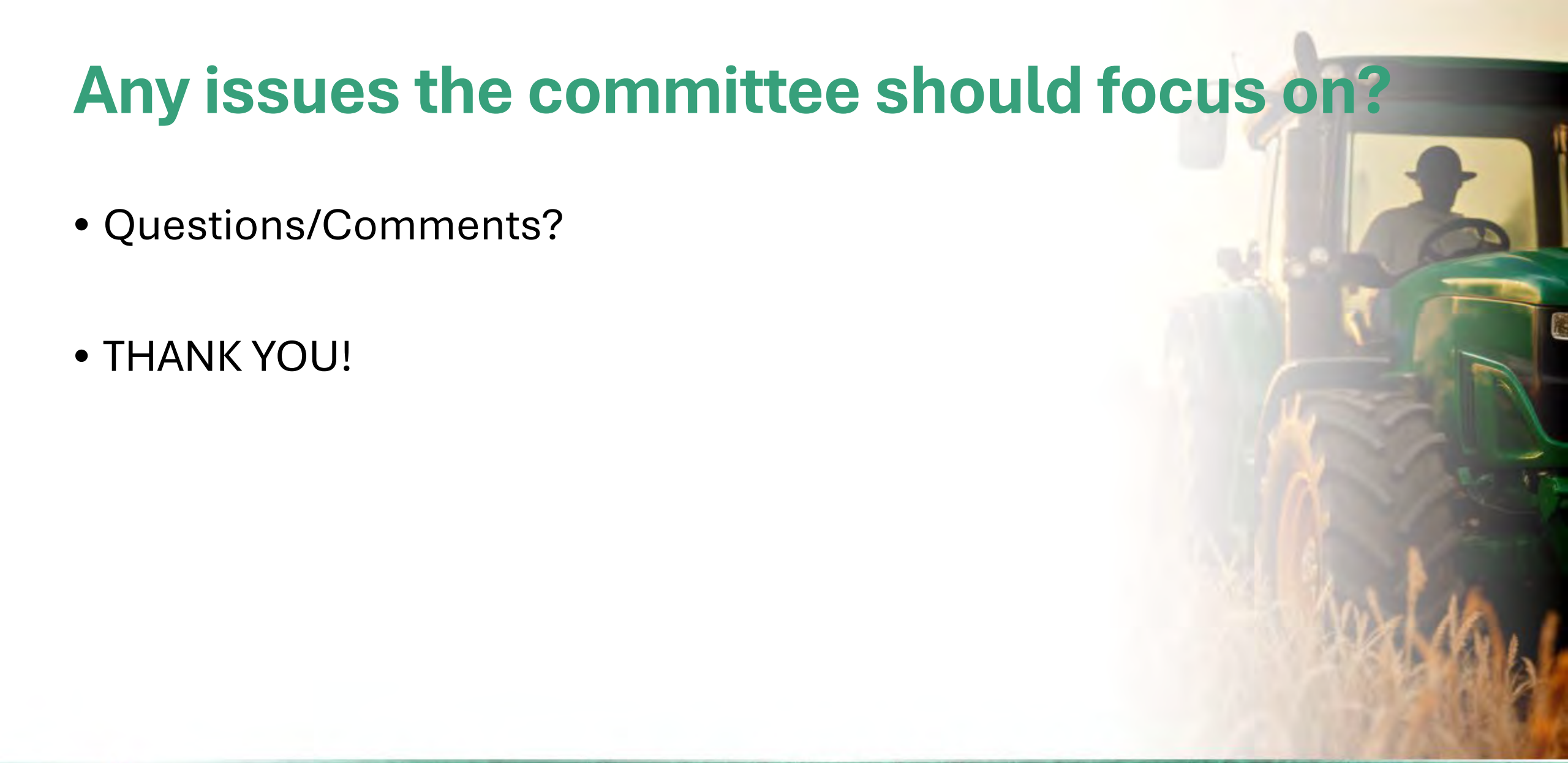


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Any issues the committee should focus on?

- Questions/Comments?

- THANK YOU!



Update: Digital App Task Force

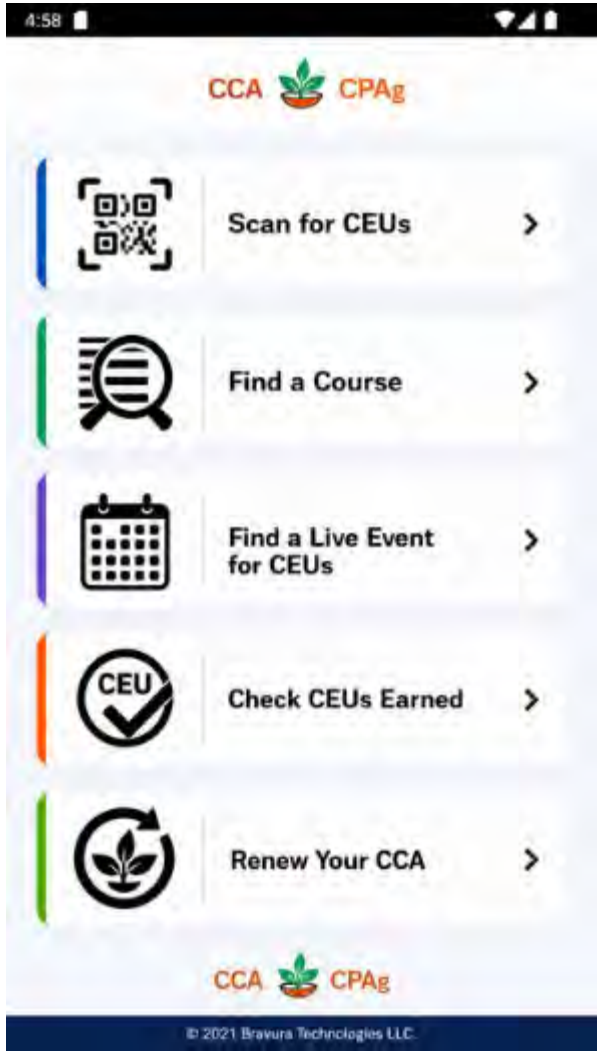
Task Force Members

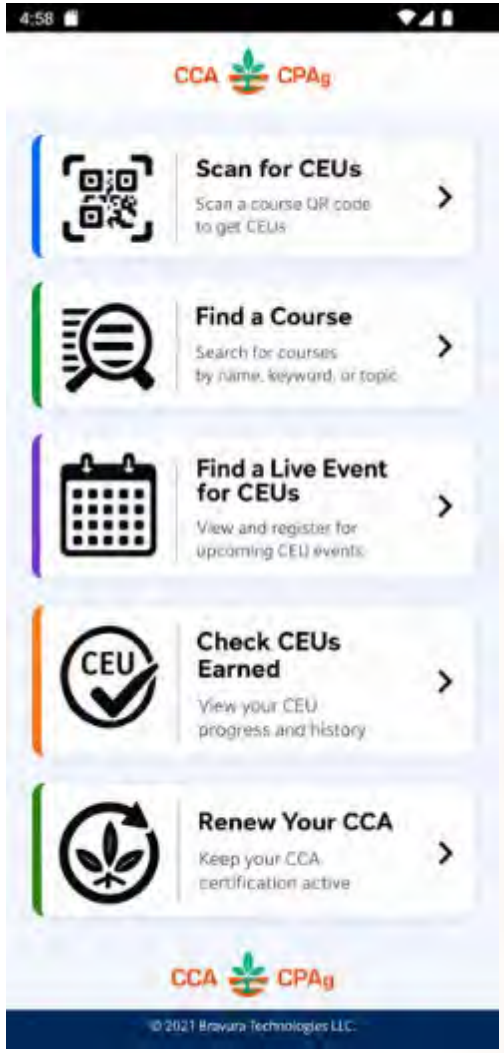
Sandy Endicott (lead), Isaac Wolford, Sterling Clifton, Miranda Driver, Lacey Edwardson, Jason Hartschuh, Lisa Martin, DJ May, Wendy McDonald, Madeline Schenken, Dave Simonson



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CCA CEU App Mockups







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Application Changes

Leon Katcharian, DBA
Director of Certification

Progress on Application Task Force



- Internal team review of June 4 ICCA Board Motions (ongoing)
- Clarification of proposed changes (in progress)
- System changes & business requirements documentation (in progress)
- Next Steps:
  - Complete mapping of process flows
  - Complete system change requirements
  - Update related program documentation and web collateral
  - Schedule implementation dates & announce changes to applicants/public
- Potential Launch Timeframe: TBD – Now, potentially early 2027

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Update: ARA

Donnie Taylor
Isaac Wolford
Ag Retailers Association

Midterms, MAHA & Other DC Affairs

Donnie Taylor

Senior Vice President of Membership & Corporate Relations

202-595-1725

dtaylor@aradc.org

The Role of the Agricultural Retailer

What is an Ag Retailer?

- Essential link between manufacturers and America's farmers
- Supply seed, fertilizer, crop protection, and precision ag services
- Farmers call them 'Trusted Advisors' at every crop production stage
- Many are Certified Crop Advisors (CCAs) and Pest Control Advisors (PCAs)

ARA by the Numbers

5,000+	200+	Every
Retail Locations	Member Companies	State Served

The Agricultural Supply Chain

Manufacturers › **Distributor / Ag Retailers** › Growers › Consumers

Services: Agronomic consulting & soil testing • Crop input sourcing & delivery • Custom spraying, spreading & aerial application

Who is ARA?

MISSION

The Agricultural Retailers Association (ARA) unites its members and their interests to advocate and educate on their behalf, provide services to improve their businesses, and preserve their freedom to operate and innovate, ensuring a safe and plentiful food supply for all.

ADVOCACY ISSUES

- Transportation / Supply Chain Solutions
- Farm Bill
- Ag Labor / Workforce Needs
- Economic Growth / Trade
- Climate Change / Sustainable Ag
- Energy
- Modern Ag Technologies

Current Legislative Status of the Farm Bill

- **House Passage:** The U.S. House of Representatives passed its official draft of the Farm Bill—titled the **Farm, Food, and National Security Act of 2026 (H.R. 7567)**—by a vote of 224 to 200.
- **Senate Progress:** The Senate Agriculture Committee released its draft text—the **Agricultural Act of 2026** however never got out of Ag Committee 11-10
- **Interim Operations:** To prevent disruptions while the two chambers reconcile differences and negotiate a final compromise, existing programs under the 2018 Farm Bill remain temporarily extended through **September 30, 2026**.

Midterms-Redistricting efforts ---2026 election cycle

An overview of redistricting efforts across the country, and how likely congressional maps are to change. Updated to reflect recent developments in South Carolina and Louisiana

- August 11, 2026

In each of the last three midterm election cycles, a chamber of Congress has flipped

	2012	2014 MIDTERM	2016	2018 MIDTERM	2020	2022 MIDTERM	2024	2026 MIDTERM
POTUS	D	D	R	R	D	D	R	R
SENATE	D	R	R	R	D	D	R	???
HOUSE	R	R	R	D	D	R	R	???
CHANGE	No change	Senate flipped	GOP trifecta	House flipped	DEM trifecta	House flipped	GOP trifecta	???

SOURCE *Office of Art & Archives*

Impacts of Louisiana v. Callais decision

Narrows Section 2 compliance options

Effectively removes race-conscious districting as a compliance tool, shifting compliance from outcome-based measures to proof of intent

Raises the litigation threshold for vote dilution claims

Undercuts disparate-impact frameworks, making successful challenges to district maps less likely absent clear discriminatory intent

Shifts primary authority to states on redistricting decisions

With fewer enforceable federal constraints, legislatures gain broader latitude in map design within constitutional bounds

Creates near-term electoral implications tied to timing

The early ruling could allow for map changes before the 2026 election cycle in some states

NJ HOTLINE SPOTLIGHT

The ruling marks a shift from 2023, when the same Court upheld Section 2 protections of the VRA in an Alabama case… That Alabama precedent ultimately led to Louisiana crafting a new map… But a group of white voters challenged the lines, alleging that drawing the line in the interest of Black voters constituted a racial gerrymander and violated the Constitution.

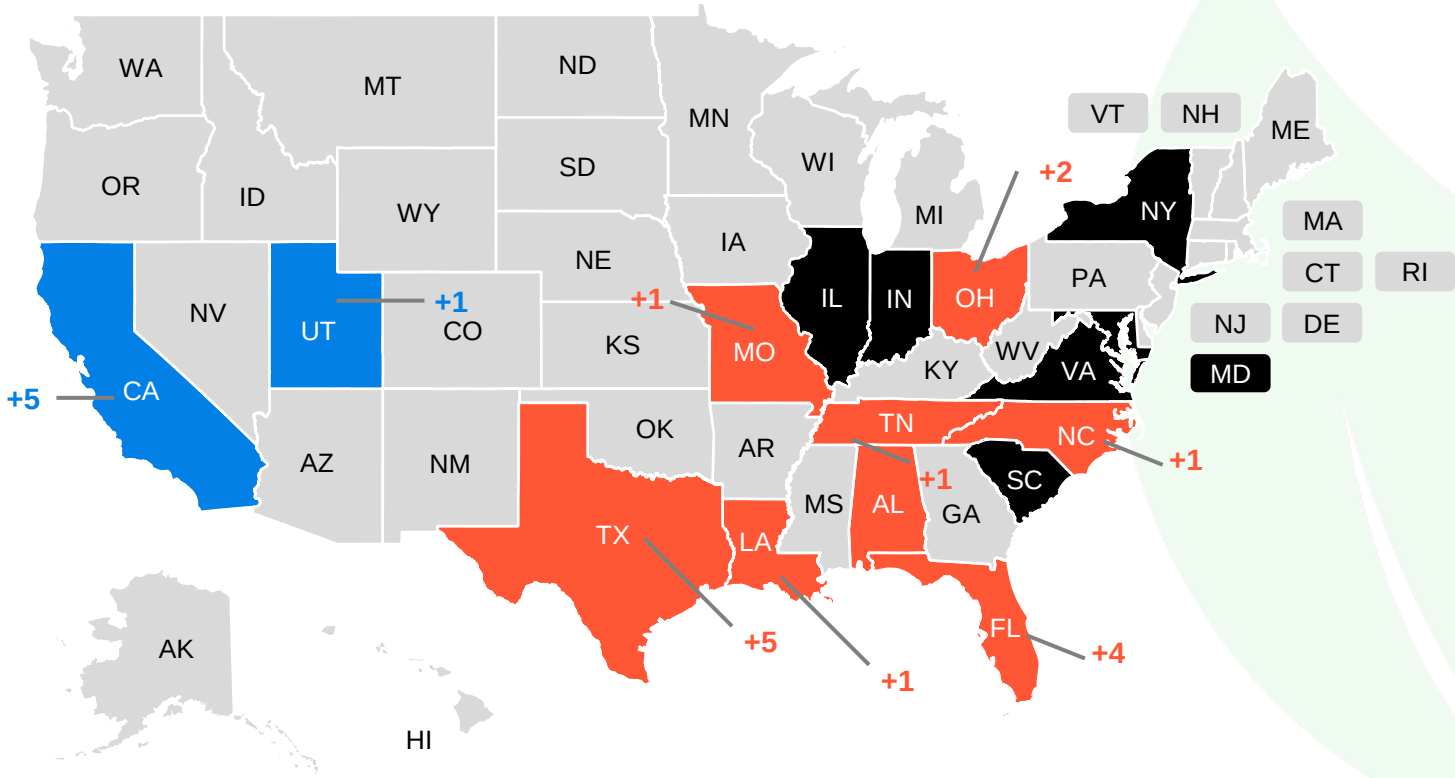
Today's decision did not throw out Section 2 protections for minority districts in the VRA, but it did significantly weaken them. **Most immediately, this decision will most likely lead Louisiana to redraw it map**, probably costing Democrats one seat. Florida is the only state actively trying to redraw its maps and the ruling could drastically impact Republicans' plans.

Kirk A. Bado, James A. Downs,
"Scotus Weakens VRA, Enflames Redistricting Fight"

Redistricting will continue to impact the 2026 elections

2026 REDISTRICTING EFFORTS

Redistricting enacted, likely to benefit Democrats
Redistricting enacted, likely to benefit Republicans
Redistricting in progress
Redistricting under consideration
Redistricting failed/halted



SOURCE *National Journal's Hotline, Cook Political Report*

Summary - **U.S. House of Representatives**

- All 435 voting seats in the House are up for election.
- **Current Balance:** Republicans hold a narrow majority - House.
- **Control Outlook:**
  - Democrats need a net gain of just three seats to reclaim the majority.
  - Historically, the sitting president's party tends to lose House seats during midterm elections.
- **Battleground Map:**
  - Out of 435 seats, nonpartisan analysts highlight roughly 46 districts as tight battlegrounds.
  - A major factor influencing the House map is recent mid-cycle redistricting efforts.

Summary - U.S. Senate

- Thirty-five Senate seats are up for election—33 regularly scheduled Class 2 seats and 2 special elections (Florida and Ohio).
- **Current Balance:** Republicans hold a 53–47 majority (including two Independents who caucus with Democrats).
- **Control Outlook:**
  - To capture the Senate, Democrats must net four seats, while Republicans can afford to lose no more than two.
  - The Senate map is generally considered more favorable to Republicans, as they defend 22 seats compared to 13 Democratic-held seats, with many Republican seats situated in heavily conservative states.
- **Key Battlegrounds:**
  - Top competitive Senate contests include Republican-held seats in Maine, North Carolina, Ohio, and Texas, alongside Democratic-defended seats in Georgia and Michigan

MAHA - Make America Healthy Again

An initiative lead by the US Department of Health and Human Services Secretary Robert F. Kennedy Jr.

The initiative aims to reform America's food, health, and scientific systems to address chronic disease

Not just about health policy but has expanded into environmental regulation



Why does this matter to CCAs & Ag Retailers



There has been a major shift in perception about pesticides that was created by MAHA



ARA plays a role in advocacy and influencing federal policy



There is a need to advocate for the truth

Robert F. Kennedy Jr.

Who He Is:

- Secretary of the Department of Health and Human Services
- Ran for President in 2024, pulled candidacy to endorse Trump

Why He Matters:

- Face and driver of MAHA agenda
- Focuses on redefining federal health priorities
- Emphasizes chronic disease and environmental risks



Calley Means

Who He Is:

- Senior Advisor for HHS and MAHA

Why He Matters:

- Influences most MAHA Policy

Note:

- In 2022 he founded TruMed enabling tax advantaged medical spending
- Controversy if he was receiving a financial stake in benefits from MAHA through his company



Brooke Rollins

Who She Is:

- Secretary of the Department of Agriculture

Why She Matters:

- USDA has worked with MAHA initiatives to advance
- Represents the agricultural angle of MAHA



Representative Luna

Who She Is:

- Republican Representative for Florida's 13th district

Why She Matters:

- Strong MAHA perspective
- Led house effort to remove pesticide liability protections from the Farm Bill



Establish MAHA Commission

February 13, 2025

- Purpose of MAHA: American life expectancy is behind other countries
- To investigate and submit a report within 100 days detailing a plan of
  - Identify causes
  - Review federal programs
  - Improve scientific transparency and accuracy
- Make our Children Healthy Again Strategy within 180 days
  - Restructure of Federal Government's response



MAHA Report and Pesticides

May 22, 2025

- 78 page document with data explaining chronic disease
- Report lists pesticides such as glyphosate as reason for chronic disease
- Explains that science about chemicals is wrong and being bought out
- Sites multiple sources that do not exist

Crop Protection Tools: including pesticides, herbicides, and insecticides. Some studies have raised concerns about possible links between some of these products and adverse health outcomes, especially in children, but human studies are limited.[299,300,301] For example, a selection of research studies on a herbicide (glyphosate) have noted a range of possible health effects, ranging from reproductive and developmental disorders as well as cancers, liver inflammation and metabolic disturbances.[302,303,304,305] In experimental animal and wildlife studies, exposure to another herbicide (atrazine) can cause endocrine disruption and birth defects.[306] Common

ARA's Response to MAHA Report

- Joined a coalition letter detailing what was wrong with the report
- Encouraged the commission in the future to invite public comment and include representation from the agricultural industry
- Cites how multiple of the studies misrepresented in findings or nonexistent
- Ignores scientific evidence

Federal Registration Process

Step 1: Conduct Scientific Research

Manufacturers can spend over a decade completing up to 150 studies to meet EPA's health and environmental standards before submitting a product for a registration decision.

Step 2: Submit Comprehensive Data

Manufacturers provide detailed study results and proposed uses to EPA for a full health and environmental review.

Step 3: Review Data and Public Input

EPA scientists review data and public input to ensure a pesticide poses no unreasonable risk when used as directed. Uses of a pesticide are placed on its label.

Step 4: Refine and Approve

If needed, EPA can request more studies or update label instructions to ensure the product meets the Agency's standards.

Approval

Step 5: Monitor and Update

After approval, EPA continues to monitor potential pesticide impacts and reviews new scientific data to ensure health and environmental standards are maintained. The law requires all pesticides to undergo registration review every 15 years or sooner if additional information warrants earlier review.



Step 1: Submit Application

Manufacturers apply for state registration by providing documentation, such as EPA approval, product details, and any state required data.

Step 2: Review Product Label

State regulators examine the pesticide label and may conduct additional reviews to ensure the pesticide product meets both federal and state requirements.

Step 3: Approve for Sale and Transport

Once approved, the pesticide can be transported, sold, and used within the state.

Approval

Step 4: Renew Registration

Manufacturers renew their registration every one or two years, depending on the state.

State Registration Process

MAHA Strategy Summary

September 9, 2025

- Over 120 recommendations of policy reform
- Lessens the blow to pesticides
- Talks about precision agriculture in relation to pesticides

Pesticides

EPA, partnering with food and agricultural stakeholders, will work to ensure that the public has awareness and confidence in EPA's pesticide robust review procedures and how that relates to the limiting of risk for users and the general public and informs continual improvement.

MAHA Timeline 2026

February 18, 2026

Executive Order 14387

Defense Production Act declaration that phosphorus and glyphosate based herbicides are essential to prioritize of domestic production

April 30, 2026

Luna Farm Bill Amendment

Rep. Luna amended the farm bill to strip it from pesticide liability protections

June 25, 2026

Monsanto v. Durnell

7-2 decision that federal law shields pesticide manufacturers from being sued in state courts over cancer risk claims

June 25, 2026

Executive Order 14414

Trump released an Executive order directing a promotion of precision ag technology

It directs pesticide/chemical exposure research

June 29, 2026

People Over Poison Act

Amend FIFRA to make it so Americans have the right to hold pesticide manufacturers accountable under state law about a failure to warn of pesticide risks

Introduced by Rep. Pingree (D-Maine) and Rep. Massie (R-Kentucky)

Monsanto v. Durnell

June 25, 2026

- History: Durnell sued Monsanto in 2019; in 2023 found favor at a Missouri court
- EPA determined that science does not support a warning that glyphosate causes cancer
  - EPA approved a label that does not include a cancer warning

Monsanto v. Durnell
Impact on Retailers

- A win for retailers: those who sell EPA registered products have a defense against failure to warn claims
- Strengthens label uniformity
- Durnell does not grant immunity for conduct outside of the label
- Probably makes it harder for state regulators and juries to override EPA's risk determinations about products

Impact of Social Media Messaging

- Many elected officials are talking about the pesticide narrative directly to constituents
- MAHA Moms
- Conspiracy





MAHA - Key Takeaways

- There is an increase in pressure on the pesticide industry and concerns regarding safety
- Continued need for science based communication with equal interest as parents, grand parents and stewards of the land.
- ARA takes a stance of:
  - Defend the science and what FIFRA process is
  - Support faster registration and processes without overlooking
  - Ensure ARA members are not harmed
- States are now the biggest concern.

Other ARA Actions

There is a lot going on that needs your support!

- AUGUST 12, 2026

- PRODUCER
- National Journal Presentation Center

Seasonal Ag CDL Modernization Act

HR 4601 / S 2909

Online CDL Renewal

- Authorize online renewal of restricted CDLs for farm-related service industries
- Reduce time and cost burden for drivers and state licensing agencies
- Improve rural accessibility — reduce barriers to in-person renewal requirements
- Ensure all agribusinesses are eligible to participate in farm-related CDL programs

Implements of Husbandry Exemption

- Codify that farm implements are NOT classified as commercial motor vehicles
- Exempt from Gross Combination Weight Rating (GCWR) calculations
- Protect ag service industries from unnecessary regulatory penalties
- Reflects practical realities of modern agricultural operations

Benefits: Reduces compliance costs • Improves rural driver accessibility • Regulatory clarity aligned with farm realities • Increases efficiency and productivity for farm-related service industries

Rail Consolidation: ARA Opposes UP/NS Merger

90%

of freight rail controlled by just 4 railroads

40%+

rail rate increase over 20 years

200%+

anhydrous ammonia rate rise since mid-2000s

- Two-thirds of fertilizer inputs move by rail — a railcar carries ~4 truckloads of anhydrous ammonia; 3x more fuel efficient per ton-mile
- Past rail mega-mergers caused service disruptions so severe that federal regulators temporarily halted further consolidation
- STB rules require mergers to 'enhance' competition — the proposed UP/NS merger fails this standard
- Some ARA members have been threatened with service cuts — 'when you can't move your goods, that's not efficiency'
- ARA supports: increased competition, pricing transparency, infrastructure investment, and stronger oversight (Reliable Rail Service Act)

Why ARA?

- Leverage and magnify your Voice
- Up-to-the-minute updates from Capitol Hill and regulatory agencies
- Industry visibility
- Be recognized for achievements
- Cost effective extension of staff
- Networking opportunities
- Influence policy outcomes
- Expand knowledge network
- Professional development programs
- Leadership opportunities

Thank You
Connect with us on Social Media

Upcoming Meetings

CANVAS
Where Crop, Agronomic, Environmental, and Soil Sciences Connect

09

- CANVAS, Nov. 1-4, Portland, OR – *CEUs available*
- ICCA Board Meeting, Dec. 10, Noon-2:00 PM (Central)
- Discussion: 2027 In-Person/Hybrid ICCA Board Meeting – proposal to host in Madison
  - Potential for tour to combine with CTIC's "Conservation in Action Tour" in Wisconsin
  - Interest from Wisconsin CCA Board
  - Tentative Date Range: July 12-16, 2027

11:00 AM
Aaron Breimer

CTIC
Conservation Technology Information Center

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Board Share – Round Robin

10	**Board Share**	
	• New Ideas and Needs	**11:20 AM** **Aaron Breimer**

11	**Q&A, Feedback**	
	• Questions, Feedback, Items from the Board	**11:40 AM** **Aaron Breimer**

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Announce: Adjournment

Thank you for participating 2026 ICCA Board Meeting



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