

## ICCA Board approves new strategic plan

September 5, 2025



Some members of the International Certified Crop Adviser (ICCA) Board and ASA staff during their meeting in Denver, CO in August.

A new five-year strategic plan was approved by the International Certified Crop Adviser (ICCA) Board during a meeting in Denver, CO August 19–21, 2025. The plan is the culmination of a six-month process that involved a task force composed of local CCA board members and administrators, the ICCA Executive Committee, and staff. The plan, which will commence in 2026, is intended to reflect the CCA program's vision for how it will meet the challenges ahead and outlines how time, energy, and resources will be used.

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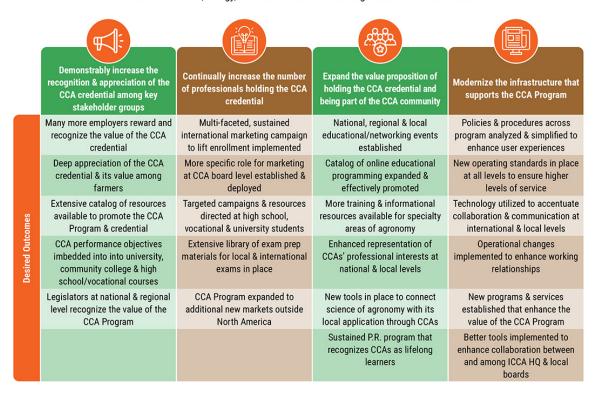
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for how it will meet the challenges ahead and outlines how time, energy, and resources
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View the vision statement and strategic objectives below:

## **ICCA Strategic Objectives**

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



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