



ICCA Board approves new strategic plan

September 5, 2025

Some members of the International Certified Crop Adviser (ICCA) Board and ASA staff during th

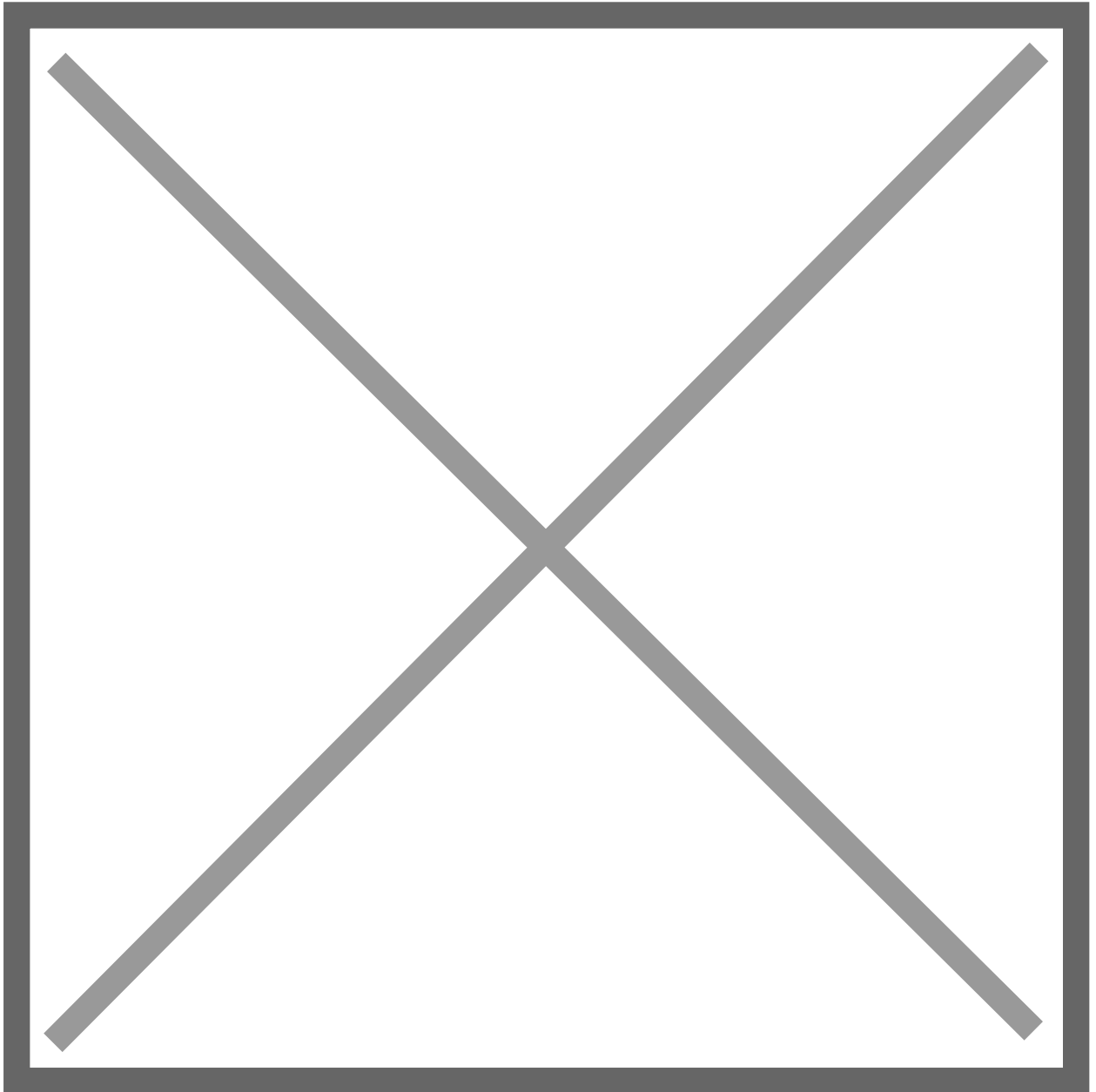
Some members of the International Certified Crop Adviser (ICCA) Board and ASA staff during their meeting in Denver, CO in August.

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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View the vision statement and strategic objectives below:



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