

2026-2028 Marketing and Communications Plan



November
2025

Ontario Certified Crop Adviser Association

2026-2028

Marketing and Communications Plan

ONTARIO CERTIFIED CROP ADVISOR ASSOCIATION

I. WHY WE EXIST

Mission and Vision

Mission

The International Certified Crop Adviser (ICCA) Program validates the credentials of professional crop advisers by upholding standards for knowledge, experience, ethics and continuing education.

The Ontario Certified Crop Advisor Association maintains the professional standards of the certification while representing Certified Crop Advisors to Ontario agriculture.

Vision Statement

To be recognized as the highest standard of certification a trusted professional crop advisor can hold.

II. WHAT WE ARE TRYING TO ACCOMPLISH

To determine where the CCA Marketing Committee should be setting their goals for the next two years. The Committee has decided to focus efforts on reaching the younger generation about to enter the workforce and promote the CCA designation by hosting pizza programs at colleges and universities across Ontario that have an agriculture program and/or agriculture related clubs on campus.

The Committee also wants to move their efforts to a digital platform by actively using social media to reach a broader audience and work towards education of the CCA program.

Marketing, Communications, Recruitment and Promotion

1. **Goal** – Provide CCAs with an opportunity to learn and network with other CCAs.

Strategies and Actions

- Establish an online education/communication forum (WhatsApp group or Circles Chat) for CCAs to share and learn agronomic information.
- Revisit organizing a student poster session

2. **Goal** - Prioritize and formalize marketing goals and activities

Strategies and Actions

- Encourage new CCAs to join the Marketing Committee
- Have a formal meeting a minimum three times a year
- Update the marketing and communications plan setting out activities for the next three years (2025 to 2028).

3. **Goal** - Enhance the profile and awareness of CCAs and the certification program with growers.

Strategies and Actions

- Pitch co-branding opportunities with employers and different retailers.

4. **Goal** – Raise awareness of the CCA certification program with potential new CCAs.

Strategies and Actions

- Visit three to six colleges or universities every year to speak about the CCA designation and the process of becoming a CCA. This includes the pizza nights at agricultural post-secondary schools.
- Investigate opportunities to speak at non-agricultural schools, e.g., business programs.

5. **Goal** – Support CCAs to maintain their certification.

Strategies and Actions

- Continue to promote the Emerging Leader recognition.

III. ACTION PLAN AND TIMELINE

Goal	Action	Priority	Target Completion	Responsibility
Provide CCAs with an opportunity to learn and network with other CCAs.	Establish an online education/communication forum for CCAs – CCA Whatsapp group	Short term	By 2026	Committee members
	Revisit student poster session	Long-term	Revisit at spring meeting	Committee members
Prioritize and formalize marketing goals and activities.	Update marketing and communications plan setting out the activities for the next three years	Short-term	Completed by December 31, 2025	Office staff, Committee members
	Encourage new CCAs to join the Marketing Committee	Long-term	On-going	Office staff, Committee members
	Have a formal meeting a minimum three times a year	On-going	On-going	Office staff, Committee members
Enhance the profile and awareness of CCAs and the certification program with growers.	Pitch co-branding with CCA employers	Long-term	On-going	Office staff, committee members
Raise awareness of the CCA certification program with potential new CCAs.	Continue to seek colleges or universities every year to speak about the CCA designation and the process of becoming a CCA	Long-term	On-going	Committee members
	Explore opportunities to speak at non-agricultural schools e.g., business programs.	Long-term	On-going	Committee members
Support CCAs to maintain their certification	Continue to promote the Emerging Leader Recognition	Long-term	On-going	Office staff