



Challenge Your Co-Workers to Get a Master's in Modern Ag!

The crop protection industry is an innovative and fast-paced field—modern ag relies on continuous improvement and a devotion to advancement! By getting your Master's in Modern Ag (MMA) and challenging your co-workers to do the same, your team can stay up-to-date on the latest innovations and issues that arise in the pesticide industry.

CropLife America's (CLA) MMA program is open to everyone, whether you have years of experience within the industry, come from a farming background or are new to agriculture. The primary MMA certification, which takes just under 30 minutes to complete, includes two quizzes and a written or video testimonial about the participant's experience in modern ag. CLA features select testimonials in materials such as our *Tell Me More* newsletter and blog.

When employees in the crop protection industry sign up for their MMA, they become part of CLA's MMA educational program. Specialty certifications appear automatically on their online learning dashboard as CLA develops them throughout the year. The first specialty certification, *The Founders of Modern Ag*, is a three-question quiz that takes just five minutes—enough time to learn something new!

MMA program alumni also receive two specialized emails a month. The first email, *Tell Me Who/How/Why*, informs MMA alumni about topics in modern ag, such as intellectual property rights or pollinator health. The second email, *Tell Us Who/How/Why*, asks alumni to send CLA testimonials on topics such as what foods or labels they look for at the grocery store.

A great way to encourage your co-workers to get involved with the MMA program is to start an MMA challenge! The challenge lead can choose the winner(s) based on the completed testimonials, which make great pieces to share at your organization.

Some suggested steps to start a challenge include:

- 🌱 Picking a start and end date
- 🌱 Offering a prize
- 🌱 Reading through testimonials to choose a winner
- 🌱 Highlighting the winner!

CLA can help support your challenge by assisting with logistics, writing copy, providing intranet/newsletter ads, and other activities. Contact Whitney Gray, communications coordinator at CLA, by email at wgray@croplifeamerica.org or by phone at 202-872-3847 to get started!

It never ceases to amaze me the advances we have made and boggles my mind as to what technology will bring in even the next 5-10 years. This is an exciting field to be in and makes me proud that I, in some small way, am contributing to help feed the world, now and into the future.

MMA Testimonial from Scott in Washington State