

## **CHS Agronomy Launches New Agronomy Training Hub**

As an industry leading company in the agriculture space, CHS Agronomy recognizes the importance of training and professional development for its retail customers. With technology constantly evolving and the need for continuous education, CHS Agronomy has recently launched its redesigned Leaders in Farming Technology Academy website. The mission of the LIFT Academy website is to provide trusted, agronomically sound resources and training to empower retailers.

“Four years ago we created the LIFT Academy website because we were working hard on training people in the field to get their continuing education unit credits, and to better serve our customers, we needed to give them better access to agronomy training,” said Jesse Cler, marketing communications manager at CHS Agronomy.

CEU credits are awarded through the American Society of Agronomy and go toward requirements to become a certified crop advisor. This certification was established in 1992 as a way to enhance the knowledge of practicing agronomy professionals in the United States and Canada. Once crop advisors receive certification, they must earn 40 CEU every two years in order to maintain certification. While there are many in-person events around the country to earn credits, LIFT Academy allows members to take courses completely online, on their own time. Each course is worth between 0.5-2 credits.

“In order to maintain their crop advisor license, they have to fulfill so many credits every year in different areas of topics in order to provide recommendations to growers,” Cler said.

In addition to earning CEU credits, information available on the new website includes a variety of free agronomically-focused online training tools with blogs and training resources like videos, agronomy updates and product support materials to help retailers grow their business.

“The expanded availability and access of agronomy resources, not just in courses, but in different support and training materials and videos, provide the website with a better user-experience than previously,” Cler said. “With the integration of resources in the website, retailers can go on and sort through different information, whether they need the application manual for applying herbicides or they just want to learn more about Trivar through the white paper.”

On the website, users are able to sort through information on crop management, integrated pest management, nutrient management and professional development. Within those topics, users will find a wide range of resources to expand their knowledge. Training resources provide members exclusive access to timely courses, training videos made by CHS Agronomy product and technical teams in the field, product support materials that give in-depth facts and point of view on complex agronomic issues, and agronomy updates on new products and seasonal best practices. Members will also receive a twice-monthly e-newsletter and email alerts when new courses are available.

Along with information from CHS Agronomy, they have partnered with BASF, Corteva, FMC, Nufarm, Syngenta, UPL, Valent, Vive, Italtopolina and Bayer. These partnerships bring forward each company’s best technology applications for seed treatments, in-furrow systems, crop protection, adjuvants and more.

“Partnering allows us to use those relationships to gain information from some of the most innovative, industry leading technologies in crop production, as well as rely on those business partnerships to create a coalition of industry leading news for customers,” Cler said.

To become a member, users will need to provide their name, company and work email, along with their CCA number in order to receive credit.

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