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[wrcca.org](http://wrcca.org)

### **Paul W. Crout honored as 2022 Western Region CCA of the Year**

The Western Region Certified Crop Advisers are pleased to announce Paul W. Crout from Helena Agri-Enterprises, LLC as the 2022 Certified Crop Adviser of the Year.

The Western Region Certified Crop Adviser of the Year award recognizes a member who has shown dedicated and exceptional performance as an agronomist and leads others to promote agricultural practices that benefit farmers and the environment.

Paul W. Crout of Templeton, CA has been a Certified Crop Adviser (CCA) for over 12 years and has an extensive history of service across California's Central Coast region. More recently, Paul's area of responsibility has grown to cover both California and Arizona. Paul also provides agronomic advice to Helena's wine grape grower clients nationally. Paul currently serves as a Senior Product Manager at Helena Agri Enterprises where he successfully combines sound agronomic theory with thoughtful product solutions. Throughout his service as a CCA, Paul has served as a dedicated agronomy educator and has trained several cohorts of new advisors across his territory.

Additionally, Paul also holds a California PCA license and has been active in their leadership structure since 2000 and was named CAPCA Member of the Year in 2015 due to his years of diligent service. Finally, Paul is also a California Ag Leadership Program graduate (Class 48) and gained considerable understanding of how a CCA fits into the different ag regions across the state during his time in the program.

"Paul shows a strong commitment to data and helping his growers find right answers "in the numbers" from the water, plant tissue, and soil samples. Paul is also not afraid to get in the weeds and help new agronomists better understand how to solve complex problems in the field, which is critical to their development. For these reasons, we are excited to name Paul as CCA of the Year for 2022" – Dr. Karl Wyant, Board Chair, Western Region Certified Crop Advisers.

The Western Region Certified Crop Adviser board would like to congratulate Paul on his award and thank him for his extraordinary contributions and continued dedication towards cultivating a successful CCA program.

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The Western Region CCA program is committed to refining knowledge and skill of those making important decisions in the field. CCAs work with producers to help make economically and environmentally sound decisions. This counsel is the result of the hours spent gaining knowledge and

perspective through requirements to become a certified crop adviser. CCAs play a vital role working with producers to ensure sustainability and long-term success for agriculturalists.

For more information, visit [wrcca.org](http://wrcca.org).