



**CERTIFIED
CROP ADVISER**

Certified Crop Adviser Association 2015 ANNUAL REPORT

CCA Conference and Annual Meeting

January 13 & 14, 2016

**Best Western Lamplighter Inn
London, ON**



ONTARIO CCA ANNUAL REPORT

Chair's Report Clare Kinlin, CCA-ON

Welcome to the 13th Annual CCA Conference and Annual Meeting. Our registration this year is the highest ever at over 260 participants. It's great to see this level of participation by the membership. It is also a sign that the CCA program is thriving in Ontario. In fact, we are growing quite significantly. We currently have 550 Ontario CCAs and another 119 people are registered to write the CCA exams in February.

I think this level of interest is driven by a number of factors. Some CCAs are retiring, opening up positions for new graduates who then become new CCAs. Also, employers are seeing an increasing demand from growers for agronomic services which then require more staff CCAs. This demand is caused, in part, by farmers requiring assistance with government programs but also by a greater appreciation for the agronomic expertise that CCAs offer.

It has been a busy year for your CCA Board of Directors with much time and effort spent on the regulatory amendments to the Pesticides Act. The CCA Board and staff were frustrated that our concerns, which were shared with the provincial government, regarding the practicality of implementing this legislation had no appreciable affect. However, we are continuing to reach out to the Ministry of Environment and Climate Change and have requested an opportunity for continued dialogue and input on the implementation of the Regulatory Amendments including the role of CCAs.

On a more positive note, the involvement of CCAs in the Great Lakes Agricultural Stewardship Initiative (GLASI) has been a great collaboration experience with the Ontario Soil and Crop Improvement Association and OMAFRA. Fifty-two (52) CCAs have signed on to do farmland health check-ups with growers. These farm discussions are a great opportunity to talk in-depth with growers about soil health and to look at beneficial stewardship practices that can also improve yields.

I personally feel that CCAs and the agriculture industry as a whole have to take a very proactive approach to stewardship. It is not enough to be doing the right thing; we also have to be **seen** to be doing the right things. So I am very pleased that Ontario will be the first CCA Board in Canada to offer the new 4R Nutrient Management Planning Specialty designation in 2016. The 4R CCA specialty allows CCAs who advise on nutrient management to become more visible and recognized for their knowledge and skills in helping their grower customers with water quality, environmental stewardship, and sustainability. There will be additional comments regarding this new feature in other reports and presentations during the conference. Stay tuned!

Communications with the CCA membership is a key function of the CCA Association and we are continually looking for ways to improve. The CCA Facebook page was relaunched this year (Ontario Certified Crop Adviser Program) and we are hoping to upgrade the website in the coming year. We have Peter Reschke from Ontario Farmer with us again at the conference. We appreciate the recognition Peter gives the conference and CCAs in general. Bernard Tobin from Real Agriculture is joining us for the first time. The Board felt it was important to expand the electronic coverage of the conference since so many CCAs and farmers are getting their information on-line and through social

Ontario CCA Annual Report – 2015 Activities

media. During the Conference, we encourage you to tweet responsibly using the hash tag #CCAON2016.

I hope you will attend the banquet this evening to recognize the four outstanding nominees for this year's CCA Award of Excellence and also to support the charity auction. The four CCA Award of Excellence nominees are: Sean Cochrane, Dale Cowan, Gabe Ferguson, and Jason Van Maanen. Ontario Agri-Food Education Inc. is this year's recipient of the auction proceeds. OAFE is celebrating its 25th anniversary in 2016 so this auction is a great way to kick off their year.

Thanks to all the CCA Board members for their work this year, we had considerably more conference calls, email correspondence and meetings than usual. I especially want to thank the chairs and members of the committees for overseeing the exam, continuing education, certification of new CCAs, and coming up with marketing ideas. Thanks also to Susan and Sarah for guiding and managing the day-to-day operation of the CCA program to ensure it continues to run smoothly.

The many sponsors of this conference also need to be recognized and thanked for their support without which this conference would not be possible. A list is included in your conference folders and their logos will be shown during the breaks. Take the time to thank the company reps either during the conference, at the hospitality break this evening, or send them an email.

Clare Kinlin
CCA Board Chair

Executive Director Report Susan Fitzgerald

Over the past two years, we have seen the profile of the Certified Crop Advisor Program grow quite substantially. The designation is being recognized by growers, government and agricultural organizations as a standard that requires a good understanding of crop production, crop protection and natural resource management. As a result, the CCA Board is being asked to represent the membership at government consultations and on government and industry committees.

This higher profile is leading to more opportunities to collaborate on initiatives with other agricultural stakeholders. The Great Lakes Agricultural Stewardship Initiative (GLASI) is an excellent example. This partnership between the CCA Program, the Ontario Soil and Crop Improvement Association and OMAFRA encourages farmers to work with a CCA on a farmland health check-up to assess soil health on their farm. The CCA is paid \$500 and the grower gets access to cost-share funds to implement identified beneficial stewardship practices. In addition, the CCA designation has been getting great visibility in the promotional initiatives for the GLASI program.



While the new requirements for treated seed under the Pesticides Act have generally not been viewed positively, the fact the CCA designation was a named professional designation in the regulatory amendment is a tangible sign of confidence by government regulators in the CCA certification process.

Over the past three years, we have seen a significant increase in the number of people registering to write the CCA exams. We had been fairly stable at around 50 registrants until 2013 when the number jumped to 74, then to 93 for 2014, and 90 for the 2015 exams. For the upcoming exams in February, there are 119 registrants. Some of this boost in registration is due to the enhanced profile of the CCA program.

Greater recognition of the certification brings added value to CCAs and their employers. However, with that increased recognition come increased responsibility and accountability. As stated in the Code of Practice each of you signed at the time of applying for certification, “the privilege of professional practice imposes obligations of responsibility as well as professional knowledge.” It is extremely important that each of you take that responsibility and accountability seriously both for your personal protection and to uphold the integrity of the CCA certification as a whole.

Included with this year’s CCA Conference package is a copy of the CCA Code of Ethics. I encourage you to read over it and consider how it applies to your job duties and daily activities. The four points I would particularly highlight are:

- An Applicant shall avoid and discourage sensational, exaggerated, or unwarranted statements that might induce participation in unsound enterprises.
- An Applicant shall not give professional opinion, or make a recommendation, without being as thoroughly informed as might reasonably be expected considering the purpose for which the opinion or recommendation is desired; and the degree of completeness of information upon which it is based should be clear.
- An Applicant shall not issue a false statement or false information even if directed to do so by employer or client.

- An Applicant shall protect, to the fullest extent possible, the interest of the employer or client insofar as such interest is consistent with the law and professional obligations and ethics.

Any CCA who is found to have breached the Code of Ethics could receive a warning, a suspension, or a complete revocation of their CCA designation. Protect your designation and safeguard the reputation of the CCA program.

Ontario CCA Exam Committee Report

Christine Brown

Exam Committee Chair

There were 77 people who wrote the Ontario exam and 63 who wrote the International exam in 2015. The number of people who passed the Ontario exam was 31 or 40%. The number of people who passed the International exam was 42 or 67%. The Ontario results were a little lower this year compared to 2014 (46%) but the International results were the same this year as in 2014 (67%).

For the 2016 CCA exams we have 119 people registered to write in either Woodstock or Brockville. There will be 90 writing the international exam and 115 writing the Ontario exam. Of those writing the Ontario exam, only 25 are people who are re-writing.

An agreement has been signed with Fertilizer Canada to launch the 4R Nutrient Management Planning (NMP) specialty in Ontario. The goal is to offer the exam in August 2016. The specialty was originally piloted in six US states and the pass rate was 55%. The Exam Committee has worked hard to update the performance objectives to make them Ontario specific and now a sub-committee is working on the exam questions. The specialty exam is scenario based and has 50 multiple choice questions. The agreement with Fertilizer Canada is for \$10,000 to help off-set the costs of bringing the exam to Ontario.

Exam Committee

Christine Brown, OMAFRA, Chair
Ivan O'Halloran, University of Guelph, Ontario Exam Administrator
Adam Hayes, Albert Tenuta, Mike Cowbrough, Anne Verhallen, OMAFRA
Keith Reid, AAFC
Anita Gilmer, CFIA
Dale Cowan, Southern Co-operative Services
Clare Kinlin, MacEwen Agri Centre

Standards & Ethics Committee (SEC) Report

Tom Welacky

SEC Committee Chair

SEC Mandate

A) To review all CCA application credential forms to ensure that CCA standards are met in the following areas:

- 1) Education
- 2) Work experience and
- 3) References.

B) To take appropriate action, according to the procedures in the “Code of Ethics”, when an alleged violation is forwarded to the committee.

C) To review and propose revisions to the CCA Standards and Code of Ethics to the International CCA Board.

2015 Credential Reviews

The number of credentials reviewed by the Standards and Ethics Committee was higher than in previous years. The committee members reviewed 40 packages of credentials. The committee approved 33 CCAs and granted CCA Candidate status to seven applicants. Crop advising experience was lacking in some of the credential reviews. Those individuals were given the CCA Candidate status until they acquire more experience.

Code of Ethics Violations

The SEC Committee dealt with a request concerning a possible CCA ethics violation. When an ethics violation complaint is received, the local SEC, including the Board Chair, must determine if the complaint warrants an investigation and establish the grounds for that investigation.

The SEC Committee and Board Chair reviewed the request and concluded that, under the circumstances, there were no grounds on which they could conduct an investigation.

SEC Membership: John Hussack, Barry Gordon, Henry Olechowski, and Tom Welacky (Chair).

Respectfully,

Tom Welacky
Chair, Standards & Ethics Committee

Continuing Education Committee Report

Ken Currah
CEU Committee Chair

CEU Application Review

In 2015, 170 applications were reviewed.

All CEU applications are being submitted using the online application form and the majority of applications are being completed without issue. The Committee is vigilant of the number of CEUs being requested given the amount of time per session. As a reminder, the guidelines are below:

Meeting Time	CEUs	Meeting Time	CEUs
30 to 45 minutes	0.5	256 to 285 minutes	4.5
46 to 75 minutes	1.0	286 to 315 minutes	5.0
76 to 105 minutes	1.5	316 to 345 minutes	5.5
106 to 135 minutes	2.0	346 to 375 minutes	6.0
136 to 165 minutes	2.5	376 to 405 minutes	6.5
166 to 195 minutes	3.0	406 to 435 minutes	7.0
196 to 225 minutes	3.5	436 to 465 minutes	7.5
226 to 255 minutes	4.0	466 to 495 minutes	8.0

A reminder that CEU applications must be submitted at least seven days prior to the meeting in order for the Committee to have enough time to review it. If applications are submitted less than seven days before the application will be denied.

Non-Compliance

For the CEU cycle ending December 31, 2014, the total number of Ontario CCAs who were dropped for not fulfilling their CEU requirements was six.

For the cycle ending December 31, 2015, there are approximately 12 CCAs who are short on CEUs and may be in jeopardy of losing their certifications due to a lack of obtaining the required 40 CEUs or being short in one or more of the four agronomic categories. These CCAs have until January 31, 2016 to report any missing CEUs.

There were two hardship appeals this year. Both appeals were granted dependent on the CCAs making up for the lack of CEUs in this current year/cycle.

Committee Members

Ken Currah, Chair
Chad Burley
Al Kerslake

Laura Neubrand
Jack Legg
Anne Verhallen

Wayne Wheeler
Pat Feryn

Ontario Board Financial Report
Madison (U.S.) Account
January 1 to November 30, 2015
 All figures in U.S. Dollars

American Society of Agronomy
State CCA Program - Ontario
For the Eleven Months Ending 11/30/2015

	Month-To-Date Actual	Year-To-Date Actual	2015 Board Approved Budget
Beginning Balance		1,361.23	
Board Revenue			
Miscellaneous Income		1,395.75	1,000
Board Renewal Income	0.84	9.17	
Interest Income	1.75	1.75	15
Total Revenues	2.59	1,406.67	1,015
Board Expenses			
Supplies & Services		0.00	(200)
Computer Programming		(460.00)	
Exam Equating		(865.90)	(470)
Miscellaneous			(260)
Total Expenses	0.00	(1,325.90)	(930)
Net Income	2.59	80.77	85
Ending Balance		1,442.00	

Ontario Account

	April 1, 2015 - January 4, 2016	2015 Budget
REVENUE		
CFI - 4R payments	\$ 5,000.00	
Ontario exams	\$8,800.00	\$5,000.00
Ontario exam retakes	\$1,300.00	\$900.00
International exams	\$17,355.00	\$9,750.00
Less international exam transfer		-\$9,000.00
Pre-exam registrations	\$12,150.00	\$5,625.00
Renewals	\$48,440.00	\$64,200.00
Less International renewal transfer		-\$26,750.00
Sub-total	\$93,045.00	\$49,725.00
Conference registrations	\$53,275.00	\$54,000.00
Conference sponsorships	\$29,500.00	\$30,000.00
Award of excellence sponsorships	\$2,000.00	\$2,000.00
Sub-total	\$84,775.00	\$86,000.00
Study guide sales	\$15,425.55	\$10,000.00
HST reimbursement	\$1,145.62	\$500.00
Newsletter advertising	\$1,725.00	\$1,500.00
Job postings	\$1,900.00	\$1,500.00
Grants-reimbursements	\$1,250.00	\$2,500.00
GST/HST Collected	\$20,353.97	\$19,000.00
Total Revenue	\$219,620.14	\$170,725.00
EXPENSES		
General administration	\$30,300.00	\$45,000.00
4R administration	\$2,450.00	
4R expenses	\$346.29	
Conference administration	\$3,387.50	\$8,000.00
Conference venue	\$1,525.00	\$42,000.00
Conference printing/expenses	\$482.40	\$4,000.00
Speaker costs	\$7,500.00	\$12,000.00
Award of excellence costs	\$160.27	\$2,200.00
Pre-exam venue		\$3,500.00
Pre-exam speaker fees		\$600.00
Pre-exam expenses		\$150.00
Exam site rental	\$367.82	\$600.00
International study guide purchases	\$6,086.95	\$3,500.00
Ontario study guide printing	\$3,077.15	\$2,500.00
Study guide postage	\$1,354.01	\$1,250.00
Travel-mileage, airfare for ICCA	\$3,667.69	\$3,800.00
Marketing committee activities	\$3,354.45	\$5,000.00
Newsletter expenses	\$2,666.54	\$3,000.00
Office supplies/telephone	\$106.45	\$1,000.00
Postage/brokerage	\$706.86	\$1,500.00
Accounting firm-financial review	\$1,800.00	\$1,800.00
Board meeting expenses	\$398.91	\$750.00
Directors & Officers Insurance		\$800.00
Website hosting, updates	\$3,155.00	\$2,000.00
Bank charges and credit card fees	\$4,942.55	\$5,000.00
HST paid	\$8,818.34	\$19,500.00
Total Expenses	\$86,654.18	\$169,450.00
Profit/Loss	\$132,965.96	
Opening Balance	\$34,790.69	
Current Bank Balance	\$167,756.65	

Nominating Report for 2015

Ken Currah

Nominating Committee Chair

As of December 31, 2015, there were three seats up for election on the CCA Board of Directors designated for Ontario CCAs duly elected by the CCA membership of Ontario. Ross Stone and Shawn Brenneman have served their maximum number of terms and so will be going off the Board. We received eight nominations: Russell Barker, Aaron Breimer, Dale Cowan, Pat Feryn, Blair Freeman, Jeff Jacques, Greg Kitching, and Ann Vermeersch.

The three elected directors are: Dale Cowan, Jeff Jacques, and Ann Vermeersch

Farm & Food Care has re-appointed Paul Wettlaufer as their representative.

The Conservation Authority has re-appointed Mark Eastman as their representative however this has now become a non-voting position at their request.

Term ends December 31, 2016

Elected CCA (Ken Currah)
Elected CCA (Leanne Freitag)
Elected CCA (Barry Gordon)
University of Guelph (Bill Deen)

Term ends December 31, 2017

Elected CCA (Brad Garlough)
Elected CCA (Clare Kinlin)
Elected CCA (John Hussack)
Elected CCA (Ken Brett)
Stewardship and Environment (OSCIA, Gord Green)

Term ends December 31, 2018

Elected CCA (Dale Cowan)
Elected CCA (Jeff Jacques)
Elected CCA (Murray Van Zeggelaar)
Elected CCA (Ann Vermeersch)
Farm and Food Care Ontario (Paul Wettlaufer)

Board Liaisons

Agriculture and Agri-Food Canada (Keith Reid)
Ontario Ministry of Agriculture, Food, and Rural Affairs (Christine Brown)
Conservation Authority (Mark Eastman)

CCA Executive for 2016:

Chair – Clare Kinlin
Vice-Chair – Ken Currah
Past-Chair – Murray Van Zeggelaar
Secretary-Treasurer – Susan Fitzgerald

Marketing Committee Report

Ken Brett

Marketing Committee Chair

Members: Ken Brett, Craig Chapple, Deborah Campbell, James Ferrier, Robert Maloney, Shawn Brenneman, Murray Van Zeggelaar, and Patrick Lynch.

Our focus for 2016 and going forward is to continue to drive grower awareness and education about the CCA designation and program, promote CCAs within and outside of the agriculture industry, and organize a 2016 CCA conference auction.

The Marketing Committee has chosen Ontario Agri-Food Education (OAFE) as the recipient of the 2016 CCA Auction proceeds. The Committee has been working very hard to gain donations which include agriculture goods and services along with commercial goods. For a full list of items available to bid on, please see the auction page in your conference folder. The auction will take place after the banquet on January 13th and we also have a few items in the silent auction that you can bid on at any time during the conference. The silent auction winners will be announced during the Marketing Committee report on January 14th.

To help promote the CCA designation, we have a new CCA brochure printed for those wishing to take CCA material to company or industry events. You may have seen these brochures on the registration desk. If you or your company would like some please contact the CCA office.

We are continuing our work with the Ontario Farmer and would like to thank all those who took the time and effort to write an agronomic article for publication.

One of our Committee members, Pat Lynch, wrote the following article for the Fall CCA Newsletter which highlights the importance of self-promotion and what we can do as individuals to help promote the CCA designation within the industry.

What can the CCA Do for You?

Or as former US president John F. Kennedy might have said “Ask not what your CCA can do for you but rather ask what you can do for your CCA” I sometimes here things like “I am not sure of the value I get from my CCA membership, or “we need more advertising so that farmers will know what a CCA is.” To all of that I say hmmmppff. What are you doing to promote CCA? How many of your customers know that you are a CCA? If I asked your top customers if they knew you were a CCA what would they say? I bet they would say “I didn’t know you were a CCA.” Ask them and see. They might also say “So you are a CCA so what.” How many of your customers know what a CCA is, represents or does. I challenge every CCA to ask their top customers if they know that you are a CCA. And if they say “what is a CCA?” tell them And there is something else you can do. We all leave a message on our cell phone. When I call some of you your message says what company you work for and your position. Why not leave your name and say you are a Certified Crop Advisor then your company name and position.

This is your organization. Why not be proud of it and promote it yourself!
