



**CERTIFIED
CROP ADVISER**

Certified Crop Adviser Association 2016 ANNUAL REPORT

CCA Conference and Annual Meeting

January 11 & 12, 2017

**Four Points by Sheraton
London, ON**



ONTARIO CCA ANNUAL REPORT

Chair's Report Clare Kinlin, CCA-ON

Welcome to the 14th CCA Conference and Annual Meeting. Our registration this year is setting another attendance record as our conference continues to attract CCAs from across the province and is the premier event for CCAs to meet old colleagues and forge new friendships. The increase in attendance is a positive sign in the growth of the program as we set new highs for membership growth with 128 people writing the CCA certification exams in February plus another 55 writing the 4R specialty exam at the two locations, Woodstock and Brockville.

The Ontario CCA program continues to show strong leadership throughout the industry. We do not have to look any further than in our own house as our very own Dale Cowan received the International CCA of the Year Award. Congratulations Dale. The fact that Ontario represents almost half of all the 4R specialists in North America proves that we are committed to working for a stronger industry. Many CCAs are seen as experts by media, government, employers and, most importantly, our producers. The strength of the program is the membership and we set the industry standard.

The Board continues to work through the many issues around the Class 12 pesticide as we had several meetings with the MOECC staff and even a direct meeting with Ministry Murray himself. The Board never changed our initial statement that a "CCA is CCA regardless of where their paycheque comes from". Our Code of Ethics is something we take very seriously and is one of the strengths of the program. We need to hold true to this Code of Ethics. I personally struggled with the repeated discussion with MOECC but took it as a great learning opportunity for myself, the MOECC staff and our program. Although many of these discussions were around Class 12 it was really building foundations for future opportunities with the Ministry and the program.

The MOECC is not the only liaison that the Board has been actively involved with as OMAFRA continues to look to CCAs as the experts in the field that have the most direct contact with growers to help Ministry staff. The Great Lakes Agricultural Stewardship Initiative (GLASI) is a good example of this. It was not without its short comings but, for the majority of participants, the program was a success. The CCA Association also has representatives on several other committees:

- Cover Crops Working Group
- 4R Technical Committee (MOU between OABA, Fertilizer Canada and OMAFRA)
- Lake Erie Water Quality Working Group
- Ontario Oil and Protein Seed Crop Committee.
- Ontario Pulse Committee
- Ontario Soil Management Research and Services Committee
- Ontario Weeds Committee
- Pollinator Health Strategy
- Soil Health Strategy Working Group

It has been very good for the program to be recognized by the industry in these discussions as we will be working directly with the producers in getting the actions completed. However, it has caused significantly more of a time commitment from the Board members and the administration.

There have been many personnel changes in the industry as some great ambassadors for the industry have retired, changed hats with the hope of slowing down, and some are sadly no longer with us. This generational change creates a great opportunity for today's younger people to become involved in the program and the industry. The Board has developed a mentoring program for new CCAs to become involved at the Board and committee level. The many successes of the CCA program are due to the fact we have a healthy, active Board. We want to continue this with the next generation of CCAs. I believe that many of our new CCAs are interested in being more involved in the program so the mentor program will come into play this year setting the CCA program in the right direction for future.

The much promised upgraded website came to fruition this past year; www.ccaontario.com is now the go to spot for CCAs to renew, register, check CEUs, order resource materials, look for a new job or look for new staff. This was long overdue for the organization and was made possible through funding provided by CropLife Ontario and a Growing Forward 2 grant.

CCAs continue to use social media with our Facebook page and Twitter accounts; if you are active on social media, please support your program. Peter Reschke is back again this year as he continues to show his support to the program. Real Agriculture is also back after last year's success. Special thanks to both of these media groups for the support. This year's hash tag is #CCAON2017.

This year's banquet looks like another entertaining evening. Eric Richter, Blair Scott, and Jonathan Zettler are nominated for this year's CCA Award of Excellence. There is also going to be a silent and live action in support of AgScape which is the new name for Ontario Agri-food Education Inc.

Thanks to all the CCA Board members for their work this year and really over the past two years as the role of the Board has changed significantly in the past 24 months. The two Board meetings a year have turned into multiple conference calls, emails, and liaison meetings with industry but no one backed away or missed a step. Thanks to everyone for representing our program in a professional manner. I would like to sincerely thank the chairs and members of the committees for overseeing the exam, continuing education, certification of new CCAs, and coming up with marketing ideas. Susan and Sarah deserve the biggest thanks for keeping the Board/Chair on point and always seeing the lighthouse despite all the fog along the journey.

Thanks to the many returning sponsors and new sponsors for their support as this conference would not be possible without their financial support. Please take the time to personally thank the sponsors for their support throughout the conference but also take the time after the conference to thank them. I would like to challenge everyone to use their social media and show our sponsors our gratitude.

Clare Kinlin
CCA Board Chair

Executive Director Report Susan Fitzgerald

In 2016, we marked 20 years since the Certified Crop Advisor Program was first introduced in Ontario. We have 16 active CCAs who were in that first group of exam writers and we will recognize them during our Conference banquet. I have been fortunate to have been involved with the CCA program from the beginning and have seen many positive changes over the years. I am going to use my Executive Director's Report this year to highlight the ones that stand out for me.

The Ontario CCA Board has transitioned from being comprised of government representatives, association staff and academics to a Board where we now have 11 of the 14 seats designated for CCAs elected by the membership. It is also extremely encouraging, and a sign of a strong association, that we hold elections each year for the open Board seats. Many of the other CCA Boards struggle to get people to sit on their Boards let alone have enough nominees to hold elections.

We held our first CCA Conference in 2004 which now attracts almost 50% of the membership. It is known as an event that offers top-rated speakers and a venue to interact and connect with other CCAs in a non-competitive environment.

The first CCA Conference was also when the inaugural CCA Award of Excellence was given out. This award continues to attract nominations for individuals who deliver exceptional customer service, are highly innovative and have demonstrated leadership. I am always very interested to read the bios on the nominees each year as there are so many activities in which they are involved that may not be widely known.

In 2010, the Ontario CCA program was incorporated as a not-for-profit corporation. This legal status gave us greater control over the program finances (keeping more of the funds in Ontario) and also allowed us to apply for cost-share grants to support our conference speakers and the launch of the 4R program.

In 2013, the program achieved the 500 active Ontario CCAs level we had targeted and then proceeded to exceed that level. We currently have 583 Ontario CCAs with 128 people registered to write the exams in February. The strong exam registration numbers we have seen over the past four years ensure the membership will remain in the 500s even as some CCAs retire and others move into management positions.

Ontario is one of 10 Boards, and the only Canadian Board, to offer the 4R specialty designation. After only one exam sitting, we already have 49 Ontario CCAs with their 4R specialty which is 27% of the 180 CCA 4R holders in North America. There are 55 CCAs registered to write the 4R exam in February.

Over the past three years, we have seen the profile of the Certified Crop Advisor Program grow quite substantially in Ontario. 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. Greater recognition of the certification brings added value to CCAs and their employers.

All of these changes came about because of Board directors and Chairs who had the foresight and vision to continually improve and expand the program. We have been extremely fortunate to have industry leaders commit their time and expertise to the CCA Association. Our current Board of

Directors is no exception; we have a strong mix of newer CCAs and those with many years of experience. In 2017, we are introducing a CCA Board mentorship program to encourage more participation at the Board level by new CCAs. A diverse mix of views and backgrounds will ensure that the CCA program in Ontario continues to thrive into the future.

Ontario CCA Exam Committee Report

Christine Brown

Exam Committee Chair

There were 108 people who wrote the Ontario exam and 85 who wrote the International exam in 2016. The number of people who passed the Ontario exam was 51 or 47%. The number of people who passed the International exam was 52 or 62%. The Ontario results were a little higher this year compared to 2015 (40%) but the International results were lower this year than in 2015 (67%).

For the 2017 CCA exams, we have 128 people registered to write in either Woodstock or Brockville. There will be 98 writing the international exam and 124 writing the Ontario exam. Of those writing the Ontario exam, only 31 are people who are re-writing.

In August, the first 4R Nutrient Management Specialty exam took place in Guelph. Of the 65 CCAs who wrote the exam, 49 people or 75% passed. We have 55 CCAs registered to write the next 4R exam which will be taking place on Friday, February 3, 2017, in conjunction with the CCA certification exams.

At the 2016 ICCA annual meeting held in St. Louis, it was passed that there be a time limit to take and pass both the international and local Board certification exams. Starting February 2017, all exam writers have five years to write and pass both exams in order to become a CCA. If, at the end of five years, both exams are not passed, exam marks will be nullified and the individual must start over again.

For example, if you write and pass the international exam in February 2017, but have not passed the Ontario Board exam by August 2021, the international pass will be nullified and you will have to write both exams again in 2022. For anyone who is currently in the process of writing and/or passing both exams, this also applies to you; however it will also start in February 2017. This means, you have five years, until 2022, to write and pass both exams regardless if you have passed an exam already

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

Continuing Education Committee Report

Jeff Jacques

CEU Committee Chair

In 2016, 140 CEU applications were reviewed. All CEU applications are being submitted using the online application form and the majority of applications are being completed without issue.

Non-Compliance

For the CEU cycle ending December 31, 2015, the total number of Ontario CCAs who were dropped for not fulfilling their CEU requirements was two.

For the cycle ending December 31, 2016, there are approximately 17 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, 2017 to report any missing CEUs.

Committee Members: Jeff Jacques, Pat Feryn, Leanne Freitag, Al Kerslake, Laura Neubrand, Bill Ungar, Wayne Wheeler, and Matthew Zeibari.

Standards & Ethics Committee (SEC) Report

John Hussack

SEC Committee Chair

SEC Mandate

- A) To review all CCA application credential forms to ensure that CCA standards are met in the following areas: education, work experience, and 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.

2016 Credential Reviews

The number of credentials reviewed by the Standards and Ethics Committee was higher than in previous years. The committee members reviewed 47 packages of credentials. The committee approved 39 CCAs and granted CCA Candidate status to eight 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

There were no violations in 2016.

SEC Membership: John Hussack, Mark Eastman, Keith Reid, Murray Van Zeggelaar, and the late Barry Gordon.

Ontario Board Financial Report

Madison (U.S.) Account
All figures in U.S. Dollars

American Society of Agronomy

CCA Program - Ontario

For the Eleven Months Ending 11/30/2016

	<u>Year-to-Date</u>	<u>2016 Budget</u>
Beginning Balance	\$ 1,442.83	
Board Revenue		
Miscellaneous Income	\$ 1,500.00	\$ 1,500.00
Board Renewal Income	\$ 9.17	
Interest Income		\$ 15.00
Total Revenue	\$ 1,509.17	\$ 1,515.00
Board Expenses		
Supplies & Services		\$ 460.00
Exam Equating	\$ 934.20	\$ 470.00
Total Expenses	\$ 934.20	\$ 930.00
Net Income	\$ 574.97	\$ 585.00
Ending Balance	<u>\$ 2,017.80</u>	

Ontario Account

	April 1, 2015 - January 4, 2016	April 1, 2016 - January 4, 2017	2016 - 2017 Budget
REVENUE			
4R - GF2 0045 & CFI	\$5,000.00	\$19,475.00	\$15,225.00
4R exam registrations		\$12,445.00	\$4,750.00
less 4R exam transfer to Madison		-\$4,200.00	-\$3,000.00
Ontario exams	\$8,800.00	\$9,100.00	\$8,000.00
Ontario exam retakes	\$1,300.00	\$1,600.00	\$1,250.00
International exams	\$17,355.00	\$19,159.86	\$15,600.00
less International exam transfer to US			-\$14,400.00
Pre-exam workshop registrations	\$12,150.00	\$14,850.00	\$11,250.00
4R workshop registrations		\$10,050.00	
Renewals	\$48,440.00	\$49,586.00	\$65,400.00
4R renewals		\$1,435.00	
Less International renewal transfer			-\$19,075.00
Sub-total	\$93,045.00	\$133,500.86	\$85,000.00
Conference registrations	\$53,275.00	\$58,115.00	\$54,000.00
Conference sponsorships	\$29,500.00	\$25,000.00	\$30,000.00
Award of excellence sponsorships	\$2,000.00	\$2,000.00	\$2,000.00
Sub-total	\$84,775.00	\$85,115.00	\$86,000.00
Study guide sales	\$15,425.55	\$13,368.00	\$13,360.00
4R guide sales		\$6,746.48	
Job postings	\$1,900.00	\$3,599.83	\$2,100.00
Newsletter advertising	\$1,725.00	\$535.00	\$2,000.00
Website donation - CropLife Ontario		\$7,357.02	
Grants-reimbursements	\$1,250.00		\$2,500.00
HST reimbursement	\$1,145.62		\$2,000.00
HST Collected	\$20,353.97	\$25,193.13	\$22,500.00
Total Revenue	\$219,620.14	\$275,415.32	\$215,460.00
EXPENSES			
General administration	\$30,300.00	\$43,162.50	\$48,000.00
4R administration	\$2,450.00	\$9,012.50	\$7,350.00
4R expenses	\$346.29	\$27,299.76	\$18,100.00
4R postage		\$1,377.03	
Conference administration	\$3,387.50	\$937.50	\$8,000.00
Conference venue	\$1,525.00		\$42,000.00
Conference printing/expenses	\$482.40	\$907.89	\$3,500.00
Speaker costs	\$7,500.00	\$687.50	\$12,000.00
Award of excellence costs	\$160.27	\$32.30	\$2,200.00
Pre-exam expenses			\$6,000.00
Exam site rental	\$367.82		\$2,000.00
International study guide purchases	\$6,086.95	\$4,737.25	\$6,000.00
Ontario study guide printing	\$3,077.15	\$2,251.80	\$3,500.00
Study guide postage	\$1,354.01	\$1,080.75	\$1,600.00
Travel-mileage, airfare for ICCA	\$3,667.69	\$4,184.18	\$3,700.00
Marketing committee activities	\$3,354.45	\$2,651.20	\$5,000.00
Newsletter expenses	\$2,666.54	\$4,917.30	\$6,000.00
Office supplies/telephone	\$106.45	\$390.57	\$500.00
Postage/brokerage	\$706.86	\$639.91	\$1,000.00
Accounting firm-financial review	\$1,800.00	\$1,836.00	\$1,800.00
Board meeting expenses	\$398.91	\$802.47	\$800.00
Directors & Officers Insurance			\$800.00
Website hosting, updates	\$3,155.00	\$165.00	\$2,000.00
Bank charges and credit card fees	\$4,942.55	\$5,594.03	\$6,200.00
HST remittance		\$4,407.34	
HST paid	\$8,818.34	\$13,704.52	\$24,500.00
Total Expenses	\$86,654.18	\$130,779.30	\$212,550.00
Profit/Loss		\$144,636.02	
Opening Balance		\$63,477.07	
Current Bank Balance		\$208,113.09	

Nominating Report for 2016

Ken Currah

Nominating Committee Chair

As of December 31, 2016, there were two seats up for election on the CCA Board of Directors designated for Ontario CCAs duly elected by the CCA membership of Ontario. Both Barry Gordon and Leanne Freitag had served the maximum number of terms and were scheduled to rotate off the Board. We received five nominations: Deborah Campbell, Jack Legg, Aaron McQueen, Marc Saumure, and Jason Van Maanen.

The two elected directors are: Deborah Campbell and Jack Legg.

The University of Guelph has re-appointed Bill Deen as their representative. Brent Royce is replacing Paul Wettlaufer as the Farm and Food Care representative.

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 (Brent Royce)

Term ends December 31, 2019

Elected CCA (Deborah Campbell)
Elected CCA (Ken Currah)
Elected CCA (Jack Legg)
University of Guelph (Bill Deen)

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 2017:

Chair – Ken Currah
Vice-Chair – TBA
Past-Chair – Clare Kinlin
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 2017 and going forward is to continue to drive grower awareness and education about the CCA designation and program, and promote CCAs within and outside of the agriculture industry.

The Marketing Committee has chosen AgScope (formerly Ontario Agri-Food Education) as the recipient of the 2017 CCA Auction proceeds. The Auction Committee has been busy gathering donations from not only agricultural organizations but attractions and businesses across Ontario. A list of items is posted on the CCA website under the communications tab however a hard copy list has been provided in your conference folder. Last year, the auction raised \$10,967.50.

We are continuing our work with the Ontario Farmer. If you are able to write an article or solicit articles from your CCA colleagues, please forward them to Sarah as we are in need of articles for 2017.
