



**CERTIFIED
CROP ADVISER**

CCA CHATTER

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2022 CCA Conference and Annual Meeting: Are You Registered?

Due to the ongoing COVID-19 pandemic and related meeting and travel restrictions, the Ontario CCA Board made the decision to move the 2022 CCA Conference and Annual Meeting online again this year.

The CCA Conference is broken down into four sessions, two per day. You may register for all four or select specific sessions. The sessions will be recorded and posted for two weeks following the event for anyone who registers but is unable to watch live. The online payment portal is now operational and you can register at our website. <http://ccaontario.com/registrations-payments> 🌱

Welcome New CCAs

We are pleased to announce that in the past eight months there were 20 newly certified Ontario CCAs. Congratulations to:

Lauren Benoit
Scott Bossuyt
Austin Bruch
Matthew Bujnowski
Cory Cowan
Amanda Craven
Elissa DeBoer
Mark Groen
Curtis Hayes
Maggie McDonnell

Shelley Nyentap
Tanner O'Hanlan
Gerrit Schober
Laura Scott
Troy Sebok
Kyle Smith
Wilena Veldhuizen
Taylor Wallace
Joshua Weber
David Westerveld 🌱

2021 Award of Excellence

This year we received two nominations for the CCA Award of Excellence. The Award of Excellence Review Committee has been speaking with the nominators and nominees and, as always, they have a difficult task selecting a winner.

The nominees for the 2021 CCA Award of Excellence are:

Michael Dick
Taylor Wallace

If you know these CCAs, be sure to congratulate them on their nomination!

The winner will be announced on January 13th during the virtual CCA Conference. 🌱

2021 CCA Board of Directors Nominations

As of December 31, 2021, there will be three seats up for the election on the CCA Ontario Board. Meagan Ioi and Ross Wilson agreed to let their name stand for re-election. We received four other nominations:

Justin Brennan
Meagan Ioi (Griffiths)
Ashley Knapton
Jason Van Maanen
Kayla Veldman
Ross Wilson

Voting notices have been sent to CCAs with the deadline of Friday, December 17, 2021. Your vote can be cast at the link below: <https://www.surveymonkey.com/r/D936DRD> 🌱

In Memory

On October 11th, Iwan Smolders, Ontario CCA, passed away unexpectedly due to a bicycle accident near Strathroy, ON.

Iwan was proud to be a Certified Crop Advisor and maintaining his designation was always a priority. He obtained his CCA certification in 2004.

Iwan leaves behind his wife, Sonia, and their two young children. Our thoughts and prayers are with the entire family as they face the reality of losing a very kind and caring man. 🌱

Save the Date!

The Research and Innovation Committee will be hosting a Networking Event on August 16th and 17th in Eastern Ontario. Join your fellow CCAs for two days of interactive farm tours and bus trips! A bus will depart from London, ON, making stops in Guelph and Bowmanville before continuing to Ottawa.



Registration details will be emailed to all CCAs in the upcoming months. Keep an eye on your email! 🌱

Exam Registration

Registration for the CCA exam can be done online before January 5th. You can cancel at any time up to the registration deadline. Note that you will only receive a refund for any amount over \$75.00 and that the exam fee is non-refundable after the registration deadline passes.

To register for the exam, visit our website at: <https://www.certifiedcropadviser.org/exams/registration>

All exams are now given on-line and you must have access to a webcam and microphone. The cost to write the International exam is \$180 US + \$55 proctor fee = \$235 US. The cost for the Ontario exam is \$100 US + \$45 proctor fee = \$145 U.S. Registration for the February exams open on October 4th and will remain open until January 5th. The exams will be held online February 2 to 9, 2022. Specialty exams will also be offered during this time frame and costs \$95.00 USD + proctor fee.

The International Exam is offered on-demand if you wish to write outside the scheduled exam dates. The cost for the International on-demand exam is \$248 U.S.

Individuals with disabilities need to notify the Certification Department at (866)-359-9161 or certification@sciencesocieties.org minimum three weeks prior to the exam, and must provide documentation of your disability and notify us of your needs.

If there are any questions regarding the exams, please contact laura.tfio@bell.net 🌱

CCA Mentorship Program

The CCA Mentorship Committee is now accepting new applications into the Board Mentorship Program. The application deadline is February 28, 2022.

In its fifth year now, the Mentorship Program encourages newer CCAs to consider taking on a leadership role in the Association, to support CCA members in understanding the organization, and to share in the skills and knowledge of experienced Board members.

It was brought to the attention of the CCA Board that some individuals are hesitant to join the Mentorship Program because of the requirement to present at the CCA conference and AGM. It has now been discussed and decided that you can choose one of the following:

- A short presentation at the CCA Conference
- A poster display and/or booth at the CCA Conference
- Create a short video that will be shown at the CCA Conference
- Other communications method to be used at the CCA Conference (must be approved by the Committee)

****In addition to choosing any one of the above, the mentee must write a short article summarizing their work for the Spring issue of the CCA Chatter.**

To apply, you must be a CCA in good standing with preference given to CCAs who have been certified within the last five years. If you are interested in applying, you will be asked to complete a short application along with a telephone interview.

Each year, two CCAs will be selected to participate in the Program and they are expected to attend the CCA Board meetings along with any other important related meetings; participate actively in Board and Committee work; and identify a CCA program-related project to work on and complete during the term of your mentorship.

If interested, please contact the CCA office for an application or visit the Ontario CCA website for further details. 🌱

Job Postings

If your company is looking to fill vacant positions within your organization, you can post those opportunities on the CCA website.

To view current job postings please visit: <http://ccaontario.com/careers>

Please let your human resource departments know that this service is available. Ads will remain posted for 30 days unless otherwise specified. The fee to post is \$350 + HST for the first 30 days and additional 30 days are available at a reduced rate of \$150 + HST. 🌱



Extended Employment Leaves

The Ontario CCA Board has had a policy in place for a few years to accommodate CCAs who are on an extended medical leave from their employment. The International CCA program also recently came out with a Life Changes Policy. It is very similar to what we were doing in Ontario, but does allow a number of options for CCAs to request inactive status, or allowances in the criteria for maintaining their CCA designation when dealing with significant life events. A long-term leave is considered to be anything beyond six months and includes maternity and parental leave, loss of employment, and medical leaves.

If you are planning an extended leave, notify the Ontario CCA office as soon as possible. We will take into consideration your specific situation and help you work through the options. 🌱

2022 Renewals

Don't forget to renew your CCA membership! The renewal fee for 2022 is \$145 + HST (163.85)

If you have one specialty designation (either 4R NMS or RMS) your renewal fee is \$195.00 + HST (\$20.35)

If you have two specialty designations, your renewal fee is \$245.00 + HST (\$276.85)

To pay online go to the CCA website and under the Registrations and Payments tab click "CCA Annual Renewal Online Payment".

Your renewal fee is due January 31, 2022. A \$25 late fee will be automatically applied on renewals that are received on or after February 1st. Failure to pay your renewal will result in an automatic drop from the program. 🌱

Pay Online with the CCA Website

We offer online payment for not only your annual renewal but for the CCA conference and annual meeting, study guides, and the pre-exam workshop.

Please visit www.ccaontario.com and click the Registrations and Payments tab to view all of our online payment options. 🌱

Transitioning out of the CCA Program

There are various reasons why CCAs may choose to leave the program, however, here are some options for you to consider.

Voluntarily Withdrawing: If you no longer wish to maintain your CCA designation you have the option to voluntarily withdraw from the program. This means you leave the program in good standing, as opposed to being dropped. Those who voluntarily withdraw will also have the option to be reinstated without having to retest as long as they make up any required CEUs (within the next two-year cycle) and renewal fees. This only applies if requesting reinstatement within two years of withdrawal.

CCA-Retired Status (CCA-RET): Looking at retirement? A CCA may apply for "retired" status to their local board if they have met the following requirements:

1. To be eligible for "retired" status, a person had to be a CCA in good standing for 10 years or more and fully retired (not receiving compensation) in any field related to crop advising.
2. "CCA Retired" is exempt from CEU requirements.
3. If a "CCA Retired" decides to become an active CCA again, he/she has two years to do so without taking the International and local board exams again. After two years, they must take the exams again.
4. Application and approval for the "CCA Retired" status is completed through the local boards.
5. The current annual fee is \$25.00. A "CCA Retired" receives all normal correspondence from International and local programs including Crops and Soils Magazine.

If you are interested in voluntarily withdrawing or getting your CCA-RET please contact Laura at the CCA Office. 🌱



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Update Your Personal Information

Note to all Ontario CCAs; please make sure if your personal information changes (mailing address or email) that you update the information online or call the CCA office and let us know.

Contact Laura via email or phone: laura.tfio@bell.net or 519-669-3350. 🌱

CEU Centre

Please note, if your CEU cycle ends on December 31, 2021 you need 40 CEUs with a minimum of five CEUs in each of the four agronomic categories.

Every two years you must accumulate 40 CEUs with a minimum of five CEUs in each of the four agronomic categories. If you have the 4R NMS designation, you are required to have 7.5 CEUs in both the NM and SW categories (up from the regular five). If you have the Resistant Management Specialty, you need 10 CEUs in IPM. With some cycles coming to an end December 31st, it is important to make sure you have the required number of CEUs.

If you do not meet the criteria, it will result in you being dropped from the program. A hardship appeal is the only option to get back in and will involve you having to convince the Ontario CCA Executive and Standards and Ethics Committee that there were extenuating circumstances preventing you from meeting this requirement.

If you are successful with your appeal, any CEUs that were lacking must be made up in addition to the required 40 during the next two-year cycle.

Need a few CEUs before December 31st?

Try the Online Subscription! A subscription to the live webinar and online classroom gives you access online learning tools from the ASA, while saving time and money! The subscription costs \$100.00 USD and gets you unlimited access to numerous educational webinars and most courses for one year. You can earn as many CEUs as you need to meet your CCA requirements from a diverse array of topics that impact your daily work in the field and in the office. <https://www.certifiedcropadviser.org/education/classroom/subscribe>

Check the Ontario CEU event calendar:
<http://ccaontario.com/events>

Check out the American Society of Agronomy upcoming webinars: <https://www.agronomy.org/education/online-courses>

As well, the Soil Science Society of America has webinars for CCAs: <https://www.soils.org/education/online-courses>

There is a long list of on-line CEUs as well at www.agronomy.org/education/classroom/classes/by-category#category4 Scroll down the page to the heading "CEUs". 🌱

Student Work Placement Program

Submitted by: Jennifer Wright, Acting Executive Director, Canadian Agricultural Human Resource Council (CAHRC)

How did you get your start in agriculture? Did you grow up on a farm, in a rural community, or are you an "ag outsider" who grew to love this amazing industry and the opportunities it presents? No matter how you came to your role as a Certified Crop Advisor, you have no doubt seen or experienced first-hand the ongoing labour challenges that face Canadian agriculture.

Research conducted by CAHRC for the Labour Market Forecast to 2029 has estimated that agriculture will need an injection of 123,000 new workers by the end of this decade to meet demand. The Forecast confirms that future operational success, expansion and innovation are not possible if the industry does not increase youth interest, focus on effective recruitment channels, invest in knowledge and skill enhancement, and expand retention practices to secure the labour pool required for the future.

To address the labour issues identified in the research, CAHRC has developed agriculture-specific human resource (HR) tools designed to support modern farm operations to manage their workforce. CAHRC also offers Agri Skills, online and in-person training programs, and the Agri HR Toolkit – an online resource guide and templates to address the HR needs of any business.

In addition, CAHRC is actively involved in developing programs that will address the systemic challenges around attracting talent from outside traditional agriculture. These initiatives include the development of a National Workforce Strategy for Agriculture and Food and Beverage Manufacturing as well as targeted programs to engage post-secondary students in exploring careers in agriculture.

How you can be part of the future of the AgriWorkforce: The Growing Opportunities Student Work Placement program, funded by Employment and Social Development Canada, provides up to \$7500 in wage subsidy for employers who hire an eligible post-secondary student between September 1, 2021 and March 31, 2022 for work integrated learning opportunities. This program will draw in students from all disciplines and backgrounds, connecting them directly with agri-business leaders such as yourself who can show them exactly why this industry holds so much potential for career growth.

Crop advising is ideally suited for student work placements as your hands on-industry employs the latest science and technology to help growers adapt to their environment and make strong business decisions. In turn, students can bring fresh ideas to your practice, helping you grow your business and better serve your clients.

To learn more or post a student position visit <https://cahrc-ccrha.ca/programs/agritalent>. 🌱

Tips for Working with the Media

Submitted by: Crystal Mackay, CEO Loft32 & Co-founder Utensil.ca

When the media calls, people get nervous. Some may even panic. 'What if I say something wrong?' 'What if it goes sideways?' 'What if they misquote me?'

Like all skills, a bit of preparation and practice will help increase your comfort and confidence the next time the media calls. Why does it matter? Media plus social media is the most powerful combination for sharing your messages. If we shift our view of media to allow them to help us share our story, we can be much more positive. Certified Crop Advisors are trusted experts, and people deserve to hear your credible information.

Here are a few tips to help get you started to feel more confident.

1. Start by asking them questions
 - Confirm who it is and who they work for. What is their deadline?
 - Story angle –what are they looking for from you?
2. Are you the right person for the job?
 - Based on your answers to the questions above, stop and determine if you're the best person for the interview. If not, think of who might be able to help them.
3. Prepare to take the interview.
 - Who is the audience? How long is the end product?
 - Confirm the deadline. Ask to get back to them, even if it's only five minutes to collect your thoughts.
4. Messages and examples
 - Think of relatable messages, examples and meaningful stories to make your points.
 - Using your personal examples is always most powerful, "In my experience..."
5. Avoid speculation
 - Be comfortable with saying "I don't know" in any communications.

The best advice I can give you is to be yourself. Authentic communications from people who care about a topic are always the most powerful. This applies to all communications, not just media!

Interested in learning more? There is a one-hour on demand Your Introduction to Media Training course by Crystal Mackay and an Advanced Media Training course hosted by Kevin Stewart on www.utensil.ca. This is a great place to start, refresh or continue your learning and awareness on media relations.


Bonus: Utensil.ca courses are approved for Professional Development CEU credits.

Ready to get started? Go to www.utensil.ca and register anytime or email info@loft32.ca to book a workshop or coaching session. 🌱

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Industry Updates

Ontario Soil and Crop Improvement Association

Submitted by Warren Schneckenburger

The last year and a half has been tough for OSCIA but despite this they are actively pushing through the pandemic. There aren't a lot of in person events at this time, and some counties have thrived with virtual events while others have taken a sabbatical. They are hopeful that live AGMs can take place in the winter. The Association AGM will be held on January 8th and 9th. Across the province the final intake for CAP is underway and will remain open until December 6th. LEADs has received the most applications ever this year. Minister Thompson has tweaked the way applications are reviewed – there is bias to get new blood in the program, so an advantage to first time applicants and more onus put on the lesser utilized categories (i.e., SWAT, soil sampling, etc.) is in place.

Grain Farmers of Ontario

Submitted by Marty Vermey

Agronomy Material

GFO has provided Ontario farmers with access to many agronomic material sources through GFO webinars, podcasts, Agronomy Alerts, agronomy articles in the monthly magazine and weekly E-news updates. The material covered ranges from the typical agronomy topics of weed/disease/insect concerns to

4R promotion. If there are key topics you would like to see for broader farmer awareness, please reach out to Marty Vermey or Laura Ferrier, mvermey@gfo.ca, lferrier@gfo.ca.

Great Lakes YEN (Yield Enhancement Network)

GFO, OMAFRA, University of Guelph, Michigan State and the Michigan Wheat Program have completed the pilot winter wheat YEN project in Ontario and Michigan.

The 2022 Great Lakes YEN project was launched this summer to create awareness in the project with sponsorship and participant application. CCA has joined the YEN project as a partner as many CCA advisors will be actively helping to support farmers in the collection and analysis of their results. We will have a limited amount of participant placements this year as we scale up the size of the project. We are currently just past the 50% capacity in Ontario.

The basis of a YEN is to work with a network of farmers and crop experts looking to increase the crop's percentage of yield potential by understanding the crop development limitations and finding solutions for future improvements. Estimating a crop yield potential at individual field sites removes the inconsistency of soil and climate limitations between sites.

For more information on application and sponsorship, please see the website www.GreatLakesYEN.com

Cover Crop Steering Team

The Cover Crop Working group had initiated a survey this past spring with farmers in Ontario to better understand those the barriers and benefits of cover crops. We had 750 farmers participate in the farmer feedback. The survey was conducted by the University of Manitoba and is in the final stages of report publication. We anticipate having a released report for December 2021 with a webinar presentation by the researcher, covering the findings of the survey.

DON Working Group

OABA held a webinar for their members in September to learn about the recent research findings from Art Schaafsma and Albert Tenuta. Highlights of the work completed since 2018 focused on key learning for consistent DON testing in delivered corn loads which was the use of a uniformly selected 2 kg grain sample that is ground up to create a homogenized sample that is then used for use in the DON dip test. Small sample grinds were proved to be inconsistent and 2kg ground sample is the gold standard. Demonstration of the large grinder that was designed to handle large volume corn samples can be found at: <https://www.youtube.com/watch?v=itsnF3jMHPE&t=34s>

GFO Research Team

GFO through consultation with groups like the CCA and farmer member committees have revised their Research Priority for 2021 to include some of the following:

- incorporating more focus on carbon, GHG reduction, and ROI of new technologies like autonomous equipment and variable rate sprayers.
- GFO also added a new priority on exploring grain drying technologies to improve grain drying efficiency and exploring agronomic solutions for dry down to improve profitability of

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Published by:

Patrick J. Lynch CCA-ON
Jonathan Zettler CPA, CMA, CCA-ON 4R-NMS

corn production and to reduce GHG emissions.

The comprehensive list of priorities including those few that are especially emphasized in our funding call can be found here: https://gfo.ca/research/?utm_campaign=GrainFarmersofOntarioNewsRelease062220211&utm_medium=email&utm_source=StaffFeb2021

Projects that are funded by GFO can be reviewed at www.gfo.ca/research/research-project-summaries/

For any inquiries on GFO funding or availability of funding please contact GFO Research Coordinator Paul Barnard at pbarnard@gfo.ca

Farmer Wellness

GFO has developed a program to help our farmer-members and agricultural community gain easier access to the resources they may need to navigate through difficult times. The areas of focus are "Awareness", "Prevention", and "Support Resources". More information can be found at: <https://gfo.ca/farmerwellness/>

Ontario Farming 101 Video Series

GFO has produced a video series to help introduce Ontario farming to the research and policy community to better understand the complexity and uniqueness of Ontario's grain farms. www.gfo.ca/farming101. Please feel free to use for new staff or those wanting to learn more about basic Ontario grain farming through a lens of a farmer.

Notable Upcoming Dates:

- January 4 to 20, 2022 – Grain Farmers of Ontario Annual District Meetings: 15 district meetings will be held virtually for farmer-members and interested attendees with updates from the organization and Agricorp as well as annual elections. <https://gfo.ca/about/district-meetings/>
- March 22, 2022 – March Classic – Sowing the seeds of innovation, opportunity, tomorrow – will be held in-person at the RBC Place in London, ON. Speakers include former US Secretary of Agriculture Sonny Perdue and former MP and Cabinet Minister Jody Wilson-Raybould. <https://gfo.ca/about/march-classic-2022/>

Agriculture and Agri-Food Canada

Submitted by Pam Joosse

AAFC continues to fulfil its mandate and our Research and Development Centers have been working in full force to achieve our science deliverables. The COVID-19 pandemic is still something we are conscious of and we are presently looking at how our future of work policies will create new opportunities in how we operate to achieve our goals. Our centers are maintaining all federally mandated requirements for employees to continue to work in a safe manner while taking the COVID-19 pandemic into account. While much of our scientific work is occurring onsite, any office work is still being completed remotely to maintain a lower number of staff onsite whenever possible.

Continued on page 8.



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Ontario

Canada

We have had some new additions to our team in Ontario to replace folks who retired and/or left AAFC. Mr. Keith Reid has retired after a successful career with AAFC and OMAFRA, while two new staff have joined our AAFC team at Harrow RDC: Dr. Lauren des Marteaux (Entomology) and Dr. Claudia Ciotir (Collection Manager for the Canadian Clonal Genebank). There is an on-line directory of federal scientists and professionals (science.gc.ca) that is available for searching out AAFC experts.

Conservation Ontario Industry Update

Submitted by Michael Dick

Soil Action Group Implementation Plan

The Soil Action Group has been established to implement Ontario's Soil Health Strategy (2018) and is supported by representatives from Conservation Ontario. The SAG has developed an Implementation Plan and short list of priority actions to be advanced over the next three years. Those actions include the identification and exploration of barriers and opportunities to cover crop adoption; increased LiDAR coverage and; completing and publishing the Soil Health Assessment and Planning Tool. All were identified by the Conservation Authorities as important priority actions for advancing soil health in Ontario. Conservation Ontario's continued engagement in the SAG will help to promote and advance the work, expertise and resources required for Conservation Authorities' ongoing role in soil health and watershed management in Ontario.

Environment and Climate Change Canada: Nature Smart Climate Solutions and Challenge Funds

Conservation Ontario has been the recipient of funding allocations from Environment and Climate Change Canada as part of ECCC's Nature Smart Climate Solutions Fund. The initiatives will deliver multiple types of nature-based solutions such as restoration and conservation of grasslands, wetlands, riparian areas as well as enhanced land management practices that will increase carbon sequestration. The projects will also protect and restore habitat for wildlife and species at risk contributing to Canada's biodiversity conservation as a whole.

The projects provide a number of co-benefits for the environment, economy and human well being, such as:

- Improved flood control resulting from the restoration and improved management of wetlands and riparian areas in disturbed landscapes;
- Land management that facilitates climate change adaptation, including cover crops;
- Improved livestock health and, potentially, producer financial returns resulting from higher quantity of forage, or quality of water, for cattle;
- The restoration and improved management of critical habitat for federally listed species at risk;
- The restoration and improved management of habitat for migratory birds and other wildlife;
- NSCSF activities are geared to sequester carbon: restore degraded ecosystems; improve land management practices, and conserve carbon-rich ecosystems at high risk of conversion to other uses that would release their stored carbon. See link for further details. https://conservationontario.ca/fileadmin/pdf/latest-news/2021_MediaRelease_July_28_Federal_Funding_Announcement_Nature_Based_Solutions.pdf

Additional notes:

Soil Health Conference virtual – January 26, 2022 – hosted by St. Clair Region Conservation Authority.

Many Conservation Authorities offer a cover crop incentive funding programs to some degree, in at least a portion of their region. Check this link to find the Conservation Authority contact in your area. <https://conservationontario.ca/conservation-authorities/find-a-conservation-authority>

Farm & Food Care

Submitted by Les Nichols

Farm & Food Care Ontario continues to adjust to the new realities brought about by COVID-19. Here are some updates on its work in 2021.

Public Outreach Updates

- Three Breakfast from the Farm drive-through events were held this summer in partnership with agricultural society members. They attracted 350 cars in Carp and Lindsay and 520 in London at the Western District Fairgrounds. Great support from

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sponsors across all events and rave reviews from guests. We hope to be back to in person Breakfast events next year.

- Farm & Food Care continues to host virtual field trips in partnership with AgScape. October 4th to 10th was Ontario Agriculture Week so four tours were held – dairy, grain, apples and eggs. There have been about 20 tours thus far in 2021. FFCO is always looking for more farms/facilities to profile. Interest and registration numbers for these tours continues to climb. An apple tour in October had the equivalent of 5,000 school children watching it (as registered by their teachers).
- Four new Virtual Reality tours will launch in November – a veal farm, grain farm, mushroom farm and a tour featuring genomics research underway in Ontario. FFCO has hired Agriculture in the Classroom Canada to create an educators' resource that will accompany the website for teachers wanting to use it in their classrooms.
- 200,000 copies of The Real Dirt on Farming were distributed the week before Thanksgiving through Postmedia newspapers across Canada including the Vancouver Province, Calgary Sun, Edmonton Sun, Saskatoon Star Phoenix, Saskatoon Bridges, Regina Leader Post, Winnipeg Sun, National Post (Toronto and Montreal) and Ottawa Citizen. All are accompanied by a full-page ad promoting the booklet, Farm & Food Care and its work.
- FFCO hosted a virtual Food & Nutrition Forum in partnership with the Royal Agricultural Winter Fair on November 2. About 220 food influencers attended sessions on seasonal agricultural workers, food waste, sustainability and nutrition for healthy aging. This session was a follow up to three webinars given by Farm & Food Care Ontario, Saskatchewan and Prince Edward Island earlier in the year.

On the member support side:

- A new Strategic Plan will take effect for 2022-2024. Members were given the chance to review and comment on the draft document recently. The new plan continues to focus on FFCO being a coordinator of collective public trust efforts across Ontario (efforts that bring multiple stakeholders together for a common goal). One change will be the Farm Animal Care and Farm Environmental Councils will be replaced by a new Voting Member Forum consisting of FFCO's voting level members which will meet three or four times annually to discuss all areas of FFCO work – animal care, environment and public trust. Those changes will take place after the AGM next April.
- FFCO continues to offer livestock emergency training sessions for first responders. These sessions are currently done virtually for police, firefighters and others that might be called upon to arrive on the scene of a livestock truck roll over.
- Individualized speak up and media training sessions are being hosted for a variety of member organizations. About 15 training sessions have been held thus far in 2021 for farmers from across Canada.


Ontario Ministry of Agriculture, Food and Rural Affairs

Submitted by Christine Brown

- Ontario Ag. Conference will be virtually January 5th and 6th with the theme of building resistance. There are 46 sessions to choose from and will be available until the end of March
- Diagnostic Days was held virtually and bi-weekly starting in July to October in partnership with RealAgriculture – each session averaged over 1600 views per episode but did not take into account Facebook or Twitter numbers
- In comparison to in-person, when there were only 700-800 participants, virtual reaches a greater audience
- Placed first in electronic media – 2021 Electronic Media Award
- Manure Expo ended up being virtual in August with 10 education sessions, five tours, and equipment demos with 900 people registration and 640 participated "live"
- Manure Mondays started in October and are a continuation of the Manure Expo. They are free with about 50-100 attendees per session
- Soil Working Group Committee has had a few virtual meetings but unsure of the scope of progress being made
- Field Crop Meetings are still virtual and all staff is involved in field plots but have to make sure masks and social distancing measures are in place
- The Forage Production Guide – Pub 30 is being updated by Christin O'Reilly and is in the final editing stages. It should be available in 2022.

University of Guelph

Submitted by Dave Hooker

- Peter Sikkema was inducted to the Ontario Ag. Hall of Fame in June 2021
- All hiring is currently frozen and can be related to widespread budget issues brought on by COVID
- Dr. Richard Vine moved to the USA so his position likely won't be filled (Economics Professor)
- A replacement is being considered for Bill Deen, as permission was granted two years ago but put on hold, but now it has opened up – hopefully the formal request will be approved soon
- Graduate student numbers are back up to where they were pre-COVID and students can either do their projects out of UoG or Ridgetown. There are online and part-time course options
- Construction of the Field Crops Service building is almost completed
- Hugh Earl has had his contract renewed for the next five years as the Chair of Plant Agriculture
- Significant work being done on enrollment numbers as enrollment has dropped significantly and not rebounded like expected (undergraduate students)
- Enrollment peaked in 2012 to 2013 and since shown a decline across all programs 



In the Know



In the Know is a free, four-hour mental health literacy workshop created specifically to educate the agricultural community. Designed to fit with farmers/producers' schedules, it distills critical information and incorporates agricultural community culture.

An **evaluation** of *In the Know* found participants increased their mental health knowledge and confidence in recognizing mental health struggles, speaking about mental health, and helping others who are struggling. Spearheaded by Dr. Briana Hagen, Dr. Andria Jones-Bitton of the Department of Population Medicine at the University of Guelph, and a stakeholder team from farming and mental health backgrounds, *In the Know* aims to build mental health knowledge and increase help-seeking among farmers. The course provides education on topics such as stress, depression, anxiety, substance misuse and how to start a conversation around mental well-being.

In the Know is meant for farmers, producers and persons with whom they have regular contact, including family members, peers and allies in the agricultural industry such as veterinarians, breeders, seed or feed salespeople, financial institutions, accountants or other community members. The course provides education on topics such as stress, depression, anxiety, substance misuse and how to start a conversation around mental well-being.

To learn more about ***In the Know***, visit ontario.cmha.ca/intheknow.

In the Know was developed at the Ontario Veterinary College, University of Guelph and is offered through CMHA branches in Ontario with support from the Ontario Ministry of Agriculture, Food and Rural Affairs and the Ontario Federation of Agriculture.



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Are you an Ethical CCA?

After successfully completing your CCA exams, you were asked to submit your work and education credentials as well as sign a Code of Ethics. Do you remember what was contained in that Code? If not, you can access a copy on the CCA Ontario website at <http://www.ccaontario.com/become-cca> under point three of the steps to becoming a CCA.

Ethical behavior, simply put, is doing the right thing. Deliberate deception, failure to honour commitments, and illegal activities are fairly obvious examples of unethical business practices. But unethical behavior can involve much broader areas as well, such as deliberate violations of company policies, or using hard-sell sales practices that may be legal, strictly speaking, but that are not in the best interest of your customer.

Within the CCA program, we have discussed previously that misrepresenting work or education experience on your CCA credentials submission or claiming CEUs for events you did not attend would also be considered unethical practices and in breach of your Code of Ethics.

One area on which I have not previously commented is the professional conduct of CCAs to each other. This is covered under Article IV, Relation of Professionals to Each Other in the CCA Code of Ethics. There are four main points under that section:

1. CCAs are not to falsely or maliciously attempt to injure the reputation of another CCA.
2. CCAs are to give appropriate credit for work done by others.
3. If employed by a public institution, such as a government department or university, CCAs are not to use that position to unfairly compete with others.

4. CCAs are to strive to cooperate with other CCAs and encourage the ethical dissemination of technical knowledge.

Competition is part of doing business; it's the practices you use to try to gain that extra market share or increase volumes that this section addresses.

Play together nicely in the sandbox! If you don't, and an ethics complaint is lodged against you, there are some serious consequences for your CCA designation if the Standards and Ethics Committee agrees with the complainant. The Committee could write a letter of warning and have it placed on your file, they could suspend your CCA designation for a set period of time, or you could lose your CCA certification indefinitely. 🌱

Weekly CCA Email Reminders

The CCA office sends out weekly email reminders of important deadlines, event registrations, CEU opportunities, and more. If you are not receiving weekly notices from us, you should add us to your safe sender list. This is an important form of communication with you and the CCA office! You should also talk to your IT department to make sure you are able to receive email communications from the following three email addresses:

- Laura.tfio@bell.net
- Susan.tfio@bell.net
- Susan.tfio@sympatico.ca 🌱

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