



**CERTIFIED  
CROP ADVISER**

# **ONTARIO CCA 2005 ANNUAL REPORT**

**CCA Conference and Annual Meeting**

**January 11 & 12, 2006**

Sheraton Fallsview Hotel

Niagara Falls



# ONTARIO CCA ANNUAL REPORT

## Chairman's Report Dale Cowan

Welcome to the 3<sup>rd</sup> Annual CCA Meeting and Conference!

The CCA program in Ontario continues in a desirable direction. The long term goal of the majority of Board members being CCAs has been fully realized with 10 of the 15 directors holding that designation. We are financially solid. Our committees function well. This is the third year for the CCA Award of Excellence. Our Executive Director, Susan Fitzgerald, continues to excel at managing the day-to-day tasks and is of great assistance to the Board in maintaining liaison with the CCA office in Madison, providing continuity and communication of important policy issues around governance.

It is indeed an honour to be Chair and to work with a dedicated group of people on the Executive, the Board, Committee Chairs and many committee members. Their efforts, council and guidance are vital to the success of the CCA Ontario program. You will be introduced to the members of committees throughout the next day and half as we hear their reports on the business of CCA.

### **What kind of CCA do we wish to be?**

It seems that we have reached a plateau in our growth if we look strictly at the number of CCAs practicing in Ontario. I think this is a normal maturation of a process that has fulfilled the requirements of a market place. We are currently just under 500 active CCA members. The program has handled over 750 applicants since its inception. The new applicants each year tend to match the attrition rate as some CCAs retire or change positions within their respective places of employment. While it is easy to count heads, I prefer to count quality.

We all got here by the same process. Writing two examinations, providing educational experiences, letters of references, work history and signing of the Code of Ethics. The CCA designation is earned not awarded. You must then maintain your CCA designation with 40 hours of continuing education credits in your two year cycle. The program assures a base level of competency, proficiency and a set of minimum skills for each successful applicant. There has been some consternation that this makes us all the same in a highly competitive market place and there is no point of differentiation. The good news is there is no ceiling, we are free to excel at being the best we can be.

We have positioned ourselves as providers of and disseminators of information. The hierarchy of information dissemination used to be Researcher> Extension> Industry> and Farmer. Lately, we have absorbed the extension role and have flattened the delivery line.



There will continue to be a flattening of this delivery even more, it's called [www.google.com](http://www.google.com). Anyone, anywhere, anytime has access to the same information that everyone else has. This effectively makes information a commodity.

The point of differentiation is the ability of CCAs to add value to this information and create knowledge-based solutions for farm clients. This is the "value-added" opportunity of being a CCA. This point is often highlighted in the farmer response letters for Award of Excellence applicants.

Those CCAs with the thirst for knowledge; those that acquire new skills and can harness creative thought and original thinking; those that can provide innovative solutions to age old problems and head off new ones, will be differentiated and rewarded in a competitive marketplace. Value and quality is everything.

We have a long list of sponsors for which we are truly grateful, without their support this meeting might not be possible. In addition to being grateful, we should also feel proud that these sponsors recognize and indeed support the values of the CCA program. CCAs bring third party power to the marketplace, we are mobilizers of innovation, technology and products. We are supporters of, and enablers of, best management practices, value chains and food safety protocols. We are a critical voice in many issues facing agriculture. This is a quality activity that has value.

The marketplace won't be without challenges. Stressful times require leadership, thoughtful process, and diligent efforts. What will we do if we find a client using bin run RR seed, refusing to plant refugia or using unregistered tank mixes and insisting on our help? Our individual decisions are ours to make. How we respond will determine our professionalism and affect our value added position with many stakeholders.

We have so many positive attributes to bring to the marketplace, a professional manner, a diligent effort, experience and the ability to create knowledge based solutions (500 minds and 500 ideas!); in a word, "Leadership". Customers under stress do not want sympathy they want leadership, a path forward.

Enjoy the conference, as promised we deliver as many original topics and new speakers as possible to enhance the learning experience. While we value your feedback, the true value of any meeting can only be realized if the content enables you to make a difference and add value to your customers relationship when you return home. Thanks for being here.

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## Ontario CCA Exam Committee Annual Report for 2004

Adam Hayes  
Exam Committee Chair

### Performance Objectives

The Soil and Water Quality Performance Objectives were revised in the spring of 2005. In late summer, Dr. Ivan O'Halloran was contracted to revise the Soil and Water Quality and the Nutrient Management sections of the study guide. The Nutrient Management Performance Objectives were revised last year but the study guide was not updated then. The 2005 version of the Study Guide was printed in October.

The Crop Management Performance Objectives will be reviewed in 2006.

### Exam

The 2005 Ontario exam consisted of 120 questions and was written by 34 people. Upon examination of the results it was determined that two questions could be viewed as having more than one answer. As a result, everyone was given credit for those questions. Participants did slightly better on the old questions and poorer on the new questions indicating that the 30 new questions were harder than the ones they replaced. Thus, the pass score was decreased by three to 80 (66.7%), which allowed two more to pass. At this pass score 21 (62%) of people writing the exam passed. Comparing this to previous years, the percentage of people passing this exam is close to two years ago and higher than last year where 49% passed. There were 62% that passed in 2003, 58% that passed in 2002 and 50% that passed in 2001.

Twenty-nine people wrote the International Exam. The number who passed was 22 (76%) and the number who failed was 7 (24%).

### *How does Ontario compare with other states/regions?*

*Ontario had the 6th lowest numbers of failures on the local exam - which might make you think our exam is too easy (i.e. too many people passing it), however, we also had one of the best levels of passing on the International. On the International exam - Ontario had the lowest % failing (or highest % passing) of the 15 state/regions with more than 20 people writing the exam. Ontario was 5th in terms of lowest % failing of all the 36 state/regions used, which would be like 5th best (but remember many places had < 10 people writing the exam).*

The review of the exam for 2006 was conducted in the fall. Questions were included for the new performance objectives and the exam was forwarded to the Madison office in early December. For the first time, the February 2006 exam will have colour plates printed on the exam for a few of the questions.

### Committee

Adam Hayes, OMAFRA, Chair  
Albert Tenuta, OMAFRA  
Dale Cowan, Agri-Food Laboratories  
Anne Verhallen, OMAFRA

Ivan O'Halloran, University of Guelph, Exam  
Mike Cowbrough, OMAFRA  
Keith Reid, OMAFRA  
Michael Payne, OMAFRA

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## Standards & Ethics Committee Report

Doug Morrow  
SEC Chair

**SEC Membership:** Doug Morrow (Chair), Henry Olechowski, Rob Templeman

**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 of the CCA Standards and Code of Ethics to the International CCA Board

To date, the Standards and Ethics Committee (SEC) has reviewed 669 CCA applicants of which 620 have been certified. (Note, some of these candidates will have been reviewed two and possibly three times by the SEC). Of the number originally certified, there are currently 489 active CCAs.

There are 19 applicants pending approval on the basis of additional CCA experience requirements.

### Code of Ethics Violations

Concerns have been raised about the lack of ethics violations being submitted to the SEC. The 2005 CCA survey indicated that, while 40 % of the respondents were aware of the formal process to launch an ethics violation complaint, about 76% also said that they would not file a complaint even if they did not have to sign their name. This, coupled with the fact that the SEC has only received two ethics complaint since 1996, would tend to indicate that the development of a more informal complaint process is not warranted. However, to confirm this position, the SEC is giving CCAs the opportunity to file informal (unsigned) code of ethics complaints with the SEC for a period of eight months (January-August 2006). The SEC cannot take any disciplinary action on any informal complaints filed since the existing protocol requires a complaint to be signed. After reviewing the number and nature of complaints received, the SEC will make a recommendation to the Ontario CCA Board on any future changes to the ethics violation protocol that might be warranted.

Anonymous ethics violation complaints can be submitted to the Ontario CCA office which will forward them to the SEC for its consideration.



CCA Experience Qualifications

The SEC has recently made decisions on CCA experience qualifications in two areas which have been supported by the Ontario CCA Board:

1. Grain Marketing: Experience focused primarily on the buying of corn and soybeans from farmers and sales to end users as well as the hedging of these products on the CBOT will not qualify in meeting the CCA experience requirements.

2. Turf Production: Experience related to the provision of advice to growers in the production of turf will qualify as CCA experience.

Doug Morrow, Chair  
Standards & Ethics Committee

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## Continuing Education Committee Report

Bill Brown  
CEU Committee Chair

This will be my last report as Chairman of the Continuing Education Committee as my term has come to an end. I would like to thank the Committee: Anne Verhallen, Hugh Martin, Bill Ungar, Wayne Wheeler and of course Susan Fitzgerald for all their hard work over the past several years. This is the one committee that is busy almost every week of the year as we review applications for CEU's on a weekly basis. It is very seldom that we do not have at least one application to review. The fall and winter months naturally are our busiest time. This year between Christmas and New Years we had 6 major applications to review and we have had as many as 15-16 in one of our busiest weeks ever.

Back in March of 2005, we held a conference call to discuss how we can be a little stricter on what we accept for CEU's. We have been finding that a lot of applications we have been receiving lately expect us to read between the lines. It was decided by the committee that the new addition of the CCA Policies and Procedures Manual would be followed with some very precise criteria. These rules are set out by the International Board. Any applications lacking in detail will be returned.

Twenty CCA's were dropped from the program at the end of 2004 in Ontario. Five of these were given letters of warning in the past for too few CEU's. Three had 0 CEU's which leads us to believe they have left the business or retired. We will be receiving the 2005 report shortly. At that time we will review it and rule on any exceptional circumstances. There are currently 489 CCA's in Ontario with another 19 pending experience.

Please be reminded that if you are applying for CEU's that your application must be submitted at least one week prior to the event or you will not be eligible for CEU's. In the past this has been a State or Provincial ruling so in the US you may have heard about post approvals. This will not happen in Ontario and the Ontario committee is very adamant that our present one week requirement will stay in effect as to do anything different would be asking for an unworkable situation.

In closing, continuing education is the mainstay of the CCA program. Once we pass our exams, it is the continual striving to improve ourselves and acquire more advanced information that sets us apart as Professional Crop Advisers.

Sincerely,  
Bill Brown – Continuing Education Committee Chairman

### Current CEU Committee members

Hugh Martin

Anne Verhallen

Bill Ungar

Wayne Wheeler

Susan Fitzgerald

Bill Brown (Chair)

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## Marketing Committee Report

Craig Chapple, Chair

The Marketing Committee met in November. The primary activity has been the on-going articles in Ontario Farmer. Articles were also published in Top Crop magazine and we expect another series for Top Crop going forward. Please contact Susan if you can contribute to the articles. We need new material on a large variety of topics. It is great recognition for the individual and the CCA program.

In 2004, the ICCA Board approved a cost-sharing agreement with the local Boards for marketing initiatives and they agreed to continue this again for 2005. We submitted a request for costs associated with the CCA articles in the Ontario Farmer which will reimburse our account for approximately \$650.00.

On another positive note, the percent of CCAs indicating they were Very Satisfied or Satisfied with the Ontario CCA program when surveyed this summer was 95%, up from 81% in 2003. Eighty-eight percent of respondents had made their clients aware of their CCA status (79% in 2003). An important point to note is that 70% feel the Board should be doing more to promote the CCA designation.

There are nearly 500 CCA's in Ontario. With the tools the committee have helped to develop, available at no cost to you, we can increase awareness of the program and its members. We have window stickers available, brochures for statement stuffers, posters and pop-up displays. The logo is available online and yours to use. Adding CCA-ON to your business card and e-mail signature also plays an important role in raising awareness. We have worked hard to achieve and maintain this professional credential; you have earned the right to use it after your name.

Special thanks to Dave Kloppenburg who has chaired this committee through the past four years.

### Marketing Committee Members:

Murray Van Zeggelaar  
Nick Kinkel  
Robert Moloney  
Craig Chapple, Chair

Eric Bosveld  
Clare Kinlin  
Mark Raymond

Jim Barclay  
Dave Kloppenburg  
Susan Fitzgerald

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## CCA Ontario Board Financial Report January 1 to December 31, 2005\*

	<b>Budget 2005</b>	<b>Projected Year End</b>	<b>Year End 2004</b>
<b>Income</b>			
Exam	\$3,500.00	\$3,000.00	\$3,300.00
Exam Retake	\$500.00	\$600.00	\$500.00
Renewal Fee	\$17,010.00	\$16,600.00	\$15,610.00
Interest	\$500.00	\$400.00	\$365.40
January 2005 Conference & study guide sales		\$12,189.00	
<b>Gross Income</b>	<b>\$21,510.00</b>	<b>\$32,789.00</b>	<b>\$19,775.40</b>
Less Exam Refunds			\$93.71
<b>Total Income</b>	<b>\$21,510.00</b>	<b>\$32,789.00</b>	<b>\$19,681.69</b>
<b>Exam Related Expenses</b>			
Exam Proctor Expenses	\$0.00	\$53.52	\$0.00
Exam Site Rental	\$300.00	\$131.97	\$81.23
Exam & Procedures Committee Equating of Exam	\$324.00	\$236.00	\$280.00
<b>Total Exam Related Expense</b>	<b>\$624.00</b>	<b>\$421.49</b>	<b>\$361.23</b>
<b>Other Expenses</b>			
Administration (includes GST)	\$13,500.00	\$13,867.65	\$14,439.40
Board Meetings & Annual Meeting	\$600.00	\$308.66	\$502.46
Board Travel to ICCA Meetings	\$1,000.00	\$2,161.80	\$1,320.15
Regional Bd. Rep. Travel to ICCA mtg.	\$1,200.00	\$757.46	\$601.08
Supplies & Services/Phone & Fax	\$1,000.00	\$414.72	\$506.21
Marketing/Promotion	\$5,000.00	\$2,369.07	\$2,935.32
Postage/Distribution	\$750.00	\$740.63	\$645.13
ASA accounting charge	\$120.00	\$120.00	\$120.00
<b>Total Other Expenses</b>	<b>\$23,170.00</b>	<b>\$20,739.99</b>	<b>\$21,069.75</b>
<b>Total Expenses</b>	<b>\$23,794.00</b>	<b>\$21,161.48</b>	<b>\$21,430.98</b>
<b>Net Income (loss)</b>	<b>-\$2,284.00</b>	<b>\$11,627.52</b>	<b>-\$1,749.29</b>
<b>Balance in account as at November 30, 2005 was \$33,966.77*</b>			

\*Note: Figures are in US dollars.

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## Nominating Report for 2005

Paul Sullivan

Nominating Committee Chair

Term ended December 31, 2005

Jim Anderson*	Agribusiness/Crop Input Sector	2005
Bill Brown*	Agribusiness/Crop Input Sector	2005
Craig Chapple*	Agribusiness/Crop Input Sector	2005
John Finlay	OMAFRA Management <sup>2</sup>	2005
Steve Redmond*	Ontario Institute of Agrologists <sup>1</sup>	2005

John Finlay has been reappointed as the OMAFRA management representative; a position formerly filled by Brent Kennedy. Bill Brown decided not to stand for re-election to another term. Steve Redmond has been sitting as the OIA ex-officio member. In keeping with the Ontario Board's goal, and the goal of ICCA, to have the majority of seats on the Board occupied by elected CCAs, this seat was changed this year to another voting seat for an elected CCA.

Therefore, as of January 1, 2006, there are four vacant seats on the Ontario CCA Board of Directors designated for Ontario CCAs duly elected by the CCA membership in Ontario. There were six candidates nominated and the four elected directors are:

**Jim Anderson                      Craig Chapple                      Laura Neubrand                      Steve Redmond**

	<u>Term ends December 31, 2006</u>	
Greg Hannam, AGCare	Farm Community <sup>1</sup>	2006
Bonnie Ball-Coelho	Agriculture and Agri-Food Canada	2006
Rob Templeman*	Agribusiness/Crop Input Sector	2006
Brad Glasman	Environment <sup>1</sup>	2006
Pat Lynch*	Agribusiness/Crop Input Sector	2006

	<u>Term ends December 31, 2007</u>	
Bill Deen	Agricultural Research	2007
Adam Hayes*	OMAFRA Extension <sup>2</sup>	2007
Charlie Roland*	Ministry of Environment	2007
Paul Sullivan*	Agribusiness/Crop Input Sector	2007
Dale Cowan*	Ontario Agri Business Association	2007

\*CCAs

<sup>1</sup>Non-voting Ex-Officio positions

<sup>2</sup>One vote between the two OMAFRA seats

### CCA Executive for 2005-2006:

Past Chair: Pat Lynch  
Chair: Dale Cowan  
Vice-Chair: Paul Sullivan  
Secretary-Treasurer: Susan Fitzgerald