



**CERTIFIED  
CROP ADVISER**

# **ONTARIO CCA 2006 ANNUAL REPORT**

**CCA Conference and Annual Meeting**

**January 10 & 11, 2007**

Sheraton Fallsview Hotel

Niagara Falls



# ONTARIO CCA ANNUAL REPORT

## Chairman's Report Dale Cowan

Welcome to the 4<sup>th</sup> Annual CCA Meeting and Conference. I am pleased to report that CCA Ontario is healthy and vibrant. The quality of people that give their time to volunteer to the various committees and Board activities makes being the Chair a rather easy task. I am truly grateful for all of their contributions, mentoring and council. Susan Fitzgerald's contributions to the CCA Program and conference management are invaluable to our success.

Throughout today and tomorrow you will hear reports about the activities of the CCA committees. Each chair will introduce their committee members and update you on CCA activities. You will hear from the CCA Exam, Standards and Ethic, Continuing Education, Marketing, Nomination committees and Financial Reports.

This annual meeting format disguised as a conference has served us well. Not only are you apprised of the CCA activities, but you are exposed to first rate presentations that are rare to find in Ontario. I trust you will find this 2007 conference to be of the same caliber as previous conferences.

To me, being a CCA is all about quality. In other consulting industries there is a process called QBS, Qualification Based Selection. A process that looks at the qualifications of the individual first in order to select the best consultant then a scope of work document is produced for a fee to describe the work to be done and the approach to be taken. Then the price for services is negotiated. This is nice for project based work and a selection process. In agriculture, this is done at an accelerated pace often during a sales call. We don't always get to display everything we have to offer. But it does speak to reputation, character and leadership as being important to the relationship with our clients

This is made obvious in the process to choose the recipient of the "CCA Award of Excellence". The past four years have revealed phrases from customers who describe the candidates as outstanding, knowledgeable, committed, leading edge, trustworthy, thorough, accessible, hard working, ethical, straight forward, concerned, and community minded to name a few attributes.

My tenure on this Board the past several years has been rewarded by being part of the whole collective experience that is CCA-ON and of simply being involved and living vicariously through the winners of the CCA Award of Excellence. These outstanding individuals are our ambassadors.

I am most proud of our continuous development, acceptance and ability to partner with key groups like OSMRSC and the OSCIA lately. To have CCAs front and center and involved at the local level leading research and demonstrations and assisting in quality work. We should feel



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both proud and grateful for attracting and maintaining almost all of our corporate sponsors the past four years. We need each other's successes.

In last year's remarks, I touched on adding value, on being unique, providing leadership, and surpassing the base requirements of being a CCA. There is no ceiling when it comes to excellence.

We have witnessed just how fast a marketplace can change from less than optimistic to total renewal and excitement about the future of farming. The new bioeconomy certainly has created a magnitude of opportunities. Auto manufacturers wanting to move from just 40 lbs of bio based products in a car to over 400 lbs. The possibilities are endless. The need for excelling, to be innovative, to provide your clients with superior knowledge and services has never been greater.

Rapid changes challenge every aspect of our businesses. I look at our five Performance Objective categories and marvel at how timeless they are. The basic components of being a CCA serve the industry well, even with all the changes, the basic agronomy skills underscore and provide a solid base for life long learning and adaptation.

Enjoy the Conference.

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## Ontario CCA Exam Committee Annual Report for 2006

Adam Hayes  
Exam Committee Chair

### Exam

The exam consisted of 120 questions and was written by 38 people. Upon review of the examination results it was determined that all questions were considered to have only one correct answer, so no questions were discounted. The scores on the exam ranged from 51 correct to 103 correct answers out of 120, which compares very closely to the 2005 exam (52 low, 100 high). The participants scored about 3.9% lower on the old questions compared to those who wrote in 2005. On the new questions they scored about 2.7% higher than the 2005 people scored on the removed questions. Therefore, the new exam was about two marks easier than the 2005 exam and the pass score was raised from 80 to 82 (68.3%). This had no impact on the number of people passing the exam. At this pass score 18 (47%) people passed the exam. Comparing this to previous years, the percentage of people passing this exam is close to two years ago (49%) and lower than last year where 62% passed. There were 62% that passed in 2003, 58% that passed in 2002 and 50% that passed in 2001.

The 2007 exam was submitted to the Madison office of the International Certified Crop Advisers (ICCA) in December 2006. A slightly different process was used this year to make revisions to



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the exam. It involved recycling some old questions and rewording some of the existing questions to make the usual change of about 25% of the questions. I would like to express my thanks to Ivan O'Halloran who does an excellent job of suggesting what should be changed and maintaining the standard of the exam.

The ICCA Board voted in September to increase the International exam fee to \$150 U.S. and to eliminate the lower retake fee. The Ontario fees currently remain at \$100 and \$50 for a retake.

### Performance Objectives

Review of the Crop Management performance objectives began in 2006 and will be completed in early 2007. The Integrated Pest Management performance objectives will be reviewed once the Crop Management review is complete.

### Study Guide

No revisions were made to the study guide this year. Forty Ontario and 37 International Study Guides have been sold for the 2007 exam.

### Committee

Albert Tenuta, OMAFRA

Dale Cowan, Agri-Food Laboratories

Anne Verhallen, OMAFRA

Anita Gilmer, Harvex

Adam Hayes, Chair

Mike Cowbrough, OMAFRA

Keith Reid, OMAFRA

Michael Payne, OMAFRA

Ivan O'Halloran, University of Guelph, Exam

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## Standards & Ethics Committee Report

Doug Morrow

SEC Chair

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

### SEC Mandate:

1. To review all CCA application credential forms to ensure that CCA standards are met in the following areas: education, work experience, and references.
2. To take appropriate action, according to the procedures in the "Code of Ethics", when an alleged violation is forwarded to the committee.
3. 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 701 CCA applicants of which 636 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 478 active CCAs.



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

### **Code of Ethics Violations**

The SEC reviewed two CCA ethics complaints in 2006. Details are as follows:

1. A written complaint was submitted by a farmer claiming that his CCA made an off-label recommendation for the use of the herbicide Battalion on corn resulting in significant economic loss. The CCA in question provided rebuttal documentation which was reviewed by the SEC along with the complaint details. The SEC reached the decision that the CCA should be exonerated with respect to the complaint. The records provided by the CCA indicated that it was unlikely that the Battalion was applied off label or in a manner that would cause damage to the corn crop. Unfortunately, the farmer did not express any concerns about his crop until after harvest and therefore there was no opportunity for the CCA or any other parties to conduct an appropriate investigation of this matter.

The farmer then alleged a cover up in the matter and was given an opportunity to provide further evidence to support his claim. No further information was provided and the file was closed.

The SEC received a written complaint regarding a CCA making recommendations for the use of the fungicide Quadris tank mixed with Foilcur during the late stages of wheat development. Quadris is not registered for use on wheat and such use represents a violation of the Pest Control Products Act and the Ontario Pesticides Act. In addition, the above recommended use has been shown to result in increased levels of DON in a significant number of cases worldwide.

Unfortunately, written documentation confirming that these recommendations had been made was in the possession of a third party who was unwilling to provide it to the SEC. Without written confirmation, the SEC decided that disciplinary action against the CCA could not be taken.

Instead, the SEC sent a letter to the CCA involved advising him of the above concerns and the areas of the CCA Code of Ethics which such recommendations violated. It was also pointed out to the CCA that he was placing his customers in a vulnerable position where they could be charged with a violation of one or both of these Acts if they followed his recommendation and/or suffer needless economic loss.

### **SEC Recommendations Regarding CCA Experience Requirements**

At the last CCA Ontario Board meeting held on November 16, 2006, the following SEC recommendations regarding CCA candidate experience requirements were presented to and approved by the Board:

1. In-house agronomists making application for CCA certification will be credited with a maximum of one year of CCA experience for farm operation. Additional experience



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credit may be awarded for off-farm CCA related activities with which the agronomist may be involved.

2. An external agronomist who works for only one client will be credited with a maximum of one year CCA experience regardless of the size of the farm operation involved.

Doug Morrow  
Chair, Standards & Ethics Committee

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## Continuing Education Committee Report

Wayne Wheeler  
CEU Committee Chair

It has been a pleasure this past year serving as chairman of the Continuing Education Committee. I would like to thank the hard working members of this committee: Anne Verhallen, Hugh Martin, Bill Ungar, Al Kerslake and saving the best for last Susan Fitzgerald. I would also like to recognize the past chairperson, Bill Brown, for all his hard work. This past year has been very busy again and we have reviewed over 90 applications. December and March tend to be the busiest months and it is not uncommon to have six or more applications per week.

At the end of 2005 season, 16 CCA's were dropped from the program. Eight did not obtain enough CEU's and another eight failed to pay their renewal. As of December 1<sup>st</sup>, there were 488 CCAs in Ontario.

This coming year will be an exciting time for our committee as several new innovations are being looked at and have been implemented. The first will be the creation of a web page for the Ontario Board. With this, applicants could have the potential to download and upload an application directly to the web page. The other prospective opportunity is to set up web casts of specific meetings. This could be of great benefit to CCA's that have to travel great distances to attend conferences. The last item of interest is the International Board investigating the use of card readers. For larger conferences, CCA's would have a card that they would swipe. This will replace signing in and out.

As a committee, the biggest thing that frustrates us is still receiving poorly filled out applications. It is not unusual to spend four or five times longer to review a poorly filled in application as opposed to a correctly completed one. As some of the previously mentioned technologies are implemented, it will be easier to fill out applications. As a result, poorly and incorrectly submitted applications will NOT be tolerated.

In closing, I would like to say that every year we see the caliber of presentations and conferences increasing and that is a direct reflection on us as CCA's. As a group of professionals, we are far



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too humble and should be more outspoken about our credentials and the value we bring our customers on a daily basis.

Wayne Wheeler - Continuing Education Committee Chairperson

Current CEU Committee Members:

Hugh Martin	Susan Fitzgerald	Laura Neubrand
Anne Verhallen	Bill Unger	Al Kerslake
Wayne Wheeler (Chair)		

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## Marketing Committee Report

Craig Chapple, Chair

### Ontario Farmer

- The committee agreed that the articles in Ontario Farmer provide excellent profile and are good value for money at \$230 per ad (\$150 ad space and \$80 graphics). We will continue to try to have 12 articles per year, one per month.
- In order to entice more CCAs to write articles, we will hold a contest for a CCA 3-in-1 coat. The authors of submitted articles will have their names entered. Contest to be announced at the CCA conference in January.
- The point was made that in all our promotion, we use Certified Crop Adviser versus CCA. However, in conversation, we always talk about CCAs. So, we need to promote and use the acronym more often.

### Top Crop Magazine

- The three-page insert in the August 2006 Top Crop magazine was very professionally done and cost the committee nothing as Syngenta sponsored it. The intent of the spread was to raise awareness with farmers regarding the CCA designation. There were many layouts considered, with a deal of negotiating over wording. In the end, Susan did a great job of pressing the committees' desires forward with little compromise in the message.
- For 2007, the Committee is considering running a smaller insert in Top Crop announcing or congratulating newly certified CCAs (those certified since the August 2006 issue).
- The committee is preparing a proposal for the Board to launch and maintain a CCA website devoted to CCA-ON. Work on this proposal will begin in the New Year and a website could be launched as early as the 2008 Conference. Initial ideas for the website are to help create awareness at the grower level and house the current CCA material found through the OABA website. Thoughts and ideas are welcome.



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### Southwest Ag Conference Booth

- The committee decided to have a CCA booth at the Southwest Ag Conference in Ridgeway this year.
- All CCAs in attendance will be given a gold CCA sticker/logo to apply to their name tag to identify them as a CCA.
- Farmers who come to the booth will be given a wooden yard stick if he/she completes a ballot giving their e-mail address and naming a CCA.
- We will use their e-mail address to make them aware of the website, once it is operational, and also to send out some of the CCA agronomy articles.
- Additional 5" x 7" table top signs will be made for SWAC.

### CCA Annual Conference

- Committee will again hold a draw for attendees who display "CCA" on their business cards. This contest has been well received and the cards have proven helpful in updating contact information. Prizes to be determined.
- Display used at SWAC will be set up in the reception area

### Marketing Committee Members:

Murray Van Zeggelaar  
Dave Kloppenburg  
Susan Fitzgerald

Jim Barclay  
Robert Moloney  
Shawn Brenneman

Nick Kinkel  
Mark Raymond  
Craig Chapple, Chair

New Committee members are always welcome.

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## CCA Ontario Board Financial Report January 1 to December 31, 2006\*

	<b>Budget 2006</b>	<b>Projected Year End</b>	<b>Year End 2005</b>
<b>Income</b>			
Exam	\$3,000.00	\$ 2,700.00	\$2,600.00
Exam Retake	\$500.00	\$ -	\$650.00
Renewal Fee	\$17,000.00	\$16,000.00	\$5,670.00
Interest	\$500.00	\$ 500.00	\$803.45
2006 Conference and study guide sales	\$8,000.00	\$10,000.00	\$12,189.00
<b>Gross Income</b>	<b>\$29,000.00</b>	<b>\$29,200.00</b>	<b>\$21,912.45</b>
Less Exam Refunds			
<b>Total Income</b>	<b>\$29,000.00</b>	<b>\$29,200.00</b>	<b>\$21,912.45</b>
<b>Exam Related Expenses</b>			
Exam Proctor Expenses	\$50.00	\$ 61.03	\$53.52
Exam Site Rental	\$200.00	\$ 232.20	\$131.97
Exam & Procedures Committee			
Equating of Exam	\$300.00	\$ 290.00	\$236.00
<b>Total Exam Related Expense</b>	<b>\$550.00</b>	<b>\$ 583.23</b>	<b>\$421.49</b>
<b>Other Expenses</b>			
Administration (includes GST)	\$11,900.00	\$13,841.99	\$15,953.55
Website administration*	\$2,100.00	\$ 2,268.00	
Board Meetings & Annual Meeting	\$500.00	\$ 499.63	\$308.66
Board Travel to ICCA Meetings	\$2,500.00	\$ 1,165.33	\$2,161.80
Regional Bd. Rep. Travel to ICCA mtg.	\$1,200.00		\$1,238.57
Supplies & Services/Phone & Fax	\$500.00	\$ 903.11	\$436.27
Marketing/Promotion	\$5,000.00	\$ 2,985.51	\$2,347.62
Postage/Distribution	\$1,000.00	\$ 987.10	\$759.41
ASA accounting charge	\$120.00	\$ 120.00	\$120.00
<b>Total Other Expenses</b>	<b>\$24,820.00</b>	<b>\$22,770.67</b>	<b>\$23,325.88</b>
<b>Total Expenses</b>	<b>\$25,370.00</b>	<b>\$23,353.90</b>	<b>\$23,747.37</b>
<b>Net Income (loss)</b>	<b>\$3,630.00</b>	<b>\$ 5,846.10</b>	<b>-\$1,834.92</b>

**Projected balance as at  
December 31, 2006 is \$32,563.19 US**

\*previously included with  
administration

*\*Note: Figures are in US dollars.*



## Nominating Report for 2006

Paul Sullivan

Nominating Committee Chair

### Term ended December 31, 2006

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

Bonnie Ball-Coelho and Brad Glasman have been reappointed as the Agriculture and Agri-Food Canada and Conservation Ontario representatives respectively. The seat held by AGCare is currently vacant pending the appointment of a new representative replacing Greg Hannam.

As of December 31, 2006, there were two seats up for election on the Ontario CCA Board of Directors designated for Ontario CCAs duly elected by the CCA membership in Ontario. Rob Templeman agreed to stand for re-election to a second term. Pat Lynch has served the maximum number of consecutive terms on the Board and therefore was not eligible for re-election. There were three other candidates nominated and who agreed to let their names stand; Ross Stone, Murray VanZeggelaar and Archie Wilson. The two elected directors are: Rob Templeman and Ross Stone

### Term ends December 31, 2007

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

### Term ends December 31, 2008

Jim Anderson*	Agribusiness/Crop Input Sector	2008
Craig Chapple*	Agribusiness/Crop Input Sector	2008
Brent Kennedy	OMAFRA Management <sup>2</sup>	2008
Laura Neubrand*	Agribusiness/Crop Input Sector	2008
Steve Redmond*	Agribusiness/Crop Input Sector	2008

\*CCAs

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

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

### CCA Executive for 2007 and 2008:

Chair: Paul Sullivan  
Vice-Chair: Craig Chapple  
Past Chair: Dale Cowan  
Secretary- Treasurer: Susan Fitzgerald