



**CERTIFIED
CROP ADVISER**

ONTARIO CCA 2007 ANNUAL REPORT

CCA Conference and Annual Meeting

January 9 & 10, 2008

Holiday Inn

Kitchener

ONTARIO CCA ANNUAL REPORT

Chairman's Report **Paul Sullivan**

Welcome to the 5th Annual CCA Conference and Annual Meeting. It is an honour to serve as Chairman of the Ontario CCA Board for 2007/2008. The Ontario CCA Program has developed into a very successful organization from its formation back in 1995. It has been a leader among the 37 other Boards in North America implementing new ideas that have been adopted in other areas. The commitment of many people over time has motivated current Board and committee members to maintain and build a first class organization. The main committees include the Exam, Standards and Ethics, Continuing Education and the Marketing Committees that include over 45 people from agriculture in Ontario.

The CCA program is voluntary: however most individuals in the business of crop production have decided to work towards earning and maintaining the CCA-ON designation. The organization has been and must remain guided by local involvement of individual CCA's from the various areas of crop production agriculture

The Ontario CCA program has operated successfully under the guidance of our Executive Director, Susan Fitzgerald. Susan's direction and creativity in her management of the CCA program has been and continues to be very important to us

As I look ahead to the next few years of the CCA program, there are a few hurdles we will need to overcome. An increase in overhead/administration fees by the ICCA will draw down our current reserves. We are dealing with a fluctuating exchange rate that has increased our expenses by 15%. The Ontario Board has sent a letter to the ICCA Board outlining our concerns and has recommended these issues be addressed by the ICCA Board. The Board hopes that the ICCA will reconsider their current position on finances and value grassroots input. Please speak to any of the Board members during the conference for more information.

Ontario CCA Website.

The CCA Marketing and Continuing Education Committees are launching the new website at this conference. The website will provide a vehicle for communication within the CCA program. It is intended to attract farmers and other customers of CCAs to help increase the awareness of the program.

The Ontario CCA Award of Excellence

There is nothing as valued in a profession as peer recognition. This program supported by CropLife Canada and Syngenta Crop Protection is an important means to profile and recognize individuals who deliver exceptional customer service and promote the values

of our program. Congratulations to the four deserving CCAs nominated for the CCA Award of Excellence.

We are fortunate to move to a new venue this year in an attempt to be a bit closer to more CCAs in the province. We hope this helps them participate in this exclusive opportunity for professional development and networking with the minds of crop production across Ontario.

Being a CCA means many things to many people. The CCA program, while an individual designation, brings us together with our unique qualities in a cooperative spirit to help improve the efficiency and profitability of Ontario agriculture.

Thank you to the current Board for your time and energy, thank you to Susan for her administrative excellence. Thank you to the businesses, organizations and farmers who support us in our work. Finally, thank you to the CCAs who continue to value and promote the Certified Crop Adviser designation. Best wishes for a successful and enlightening conference.

Ontario CCA Exam Committee Annual Report for 2007

Adam Hayes

Exam Committee Chair

Exam

The Ontario performance objectives set the base level of knowledge for an Ontario CCA. The exam is based on the performance objectives. The study guide was developed to help perspective CCAs understand the performance objectives and prepare for the exam.

The exam consisted of 120 questions and was written by 54 people. Upon review of the examination results it was determined that all questions were considered to have only one correct answer. The scores on the exam ranged from 58 correct to 106 correct answers out of 120, which compares very closely to the 2006 exam (51 low, 103 high). The participants scored about 4.88% higher on the old questions compared to those who wrote in 2006. They scored better in all competency areas. On the new questions they scored about 0.8% higher than the 2005 people scored on the removed questions. It would be expected that if the new questions were of similar difficulty they would have scored 4.88% higher. Therefore the new exam was about 1.2 marks harder than the 2006 exam and the pass score was lowered from 82 to 81 (67.5%). This allowed one more person to pass the exam. At this pass score 28 (52%) people passed the exam. This passing percentage is slightly higher than last year's value of 47%, lower than the 57% that passed in 2005 and comparable to the 49% that passed in 2004. Once again we disagreed with the ASA statistician who suggested the pass score be increased by 2. As reported last year we have kept our method consistent every year.

The 2008 exam was submitted to the Madison office of the International Certified Crop Advisors (ICCA) in December 2007. A combination of new questions and some rewording of some of the existing questions were used to make the usual change of about 25% of the questions.

I would once again like to express my thanks to Dr. Ivan O’Halloran who does an excellent job of suggesting what should be changed and maintaining the standard of the exam. Ivan receives the statistics on each question and does the analysis to make sure the exam is fair and has the appropriate pass score.

Performance Objectives

One of the four categories is reviewed each year so that all of the Performance Objectives have been reviewed every four years. The review of the Crop Management performance objectives began in 2006 and was completed in May 2007. The Integrated Pest Management performance objectives will be reviewed in early 2008.

Study Guide

The Crop Management (CM) chapter of the study guide was revised to reflect the changes to the CM performance objectives. Updates were also made to make sure the information is current. A total of 27 Ontario Study Guides have sent out for 2007.

Committee

Adam Hayes, OMAFRA, Chair
Exam
Albert Tenuta, OMAFRA
Dale Cowan, Agri-Food Laboratories
Anne Verhallen, OMAFRA
Anita Gilmer, Harvex

Ivan O’Halloran, University of Guelph,
Mike Cowbrough, OMAFRA
Keith Reid, OMAFRA
Michael Payne, OMAFRA
Roger Bourassa, Dupont

New members are welcome!

Adam Hayes, Chair
Exam Committee

Standards & Ethics Committee (SEC) Report

Henry Olechowski
SEC Committee Chair

SEC Membership: Henry Olechowski (chair), Charlie Roland and Rob Templeman

SEC Mandate:

- A) To review all CCA application credential forms to ensure that CCA standards are met in the following areas: 1) education, 2) work experience and 3) references.
- B) To take appropriate action, according to the procedures in the “Code of Ethics”, when an alleged violation is forwarded to the committee.
- C) To review and propose revisions of the CCA Standards and Code of Ethics to the International CCA Board.

Since last April the SEC has reviewed 34 new applicants. Thirty applicants were recommended for approval to CCA status and four are pending approval on the basis of additional CCA work experience.

There were three appeals from denied candidates. Upon clarification of their work experience by the SEC two were recommended for approval.

Code of Ethics Violations

There were no Code of Ethics violations brought to the SEC in 2007.

SEC General Comments

Using the electronic format for application documents has helped the SEC tremendously in reducing the time needed for reviews. We have not yet achieved the three week turnaround time but the SEC is getting closer.

Most of the denials are for lack of CCA work experience or the applicant’s interpretation of what constitutes CCA work experience.

Henry Olechowski
Chair, Standards & Ethics Committee

Continuing Education Committee Report

Wayne Wheeler

CEU Committee Chair

I have to start off by thanking the other committee members, Laura Neubrand, Anne Verhallen, Hugh Martin, Bill Unger, Al Kerslake and Susan Fitzgerald, for their many hours reading over and reviewing applications.

This past year has been very busy for the committee. We have reviewed over 92 applications which is similar to the number of applications that have been reviewed in previous years.

At the end of the 2006 CEU cycle, 19 CCAs did not obtain enough credits. Four CCAs filed an appeal letter, two of which were reinstated.

At the annual conference last year the committee met to review what we would like to see on a website as it would pertain to the continuing education committee. We also discussed tighter criteria for professional development credits. Every year we are seeing more sessions applying for professional development credits because the topics do not fit into the other areas of study. It was agreed upon by the committee that a professional development credit would only be granted if the topic would improve a CCAs ability to do their job.

Random audits will be conducted on CCA members who have achieved CEU credits that were not reported to or approved by Ontario Continuing Education Board.

Several members of the education committee met in February with marketing committee to pick a developer for the website and to give input as to what we would like to see on it. Throughout the summer many emails from committee members were sent back and forth to the developers about what we liked and disliked regarding the site design. Both committees met with the developer in October to review a more refined product. The website has been designed so users can fill in continuing educational applications online. The program also prompts the user on what information is required as the form is being filled in.

By now you should have received a new scan card which will be your new identification card. This card can be used with a card reader to sign CCAs in and out of sessions. We have been sent one card reader and it will be made available for those who want to use it. We had hoped this process would speed up the signing in and out process. Upon further investigation the current card readers only collect sign in and out times. They do not record the session topic or study area. Members that had not brought their card or misplaced it would still need a sign in sheet. For these reasons, as well as shipping cost and time, the old pen and paper technology is still the best and most cost effective.

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)

CCA Ontario Board Financial Report

Madison Account

January 1 to December 31, 2007

| | Budget | Anticipated Year-End | Year-End |
|---------------------------------------|--------------------|-------------------------|--------------------|
| Income | 2007 | 2007 | 2006 |
| Exam | \$3,500.00 | \$5,000.00 | \$2,700.00 |
| Exam Retake | \$500.00 | \$0.00 | |
| Renewal Fee | \$16,000.00 | \$15,855.00 | \$16,520.00 |
| Interest | \$500.00 | | |
| Transfer from Ontario Account | \$8,000.00 | \$0.00 | \$10,000.00 |
| | | | |
| Total Income | \$28,500.00 | \$20,855.00 | \$29,220.00 |
| | | | |
| Exam Related Expenses | | | |
| Exam Proctor Expenses | \$60.00 | \$11.03 | \$61.03 |
| Exam Site Rental | \$250.00 | \$280.75 | \$232.20 |
| Exam & Procedures Committee | | | |
| Equating of Exam | \$300.00 | \$395.00 | \$290.00 |
| Total Exam Related Expense | \$610.00 | \$686.78 | \$583.23 |
| | | | |
| Other Expenses | | | |
| Administration (includes GST) | \$14,000.00 | \$20,133.37 | \$13,842.38 |
| OABA Admin. - website | \$2,100.00 | \$2,495.00 | \$2,268.00 |
| Board Meetings & Annual Meeting | \$500.00 | \$547.75 | \$499.63 |
| Board Travel to ICCA Meetings | \$2,500.00 | \$2,709.78 | \$1,165.33 |
| Regional Bd. Rep. Travel to ICCA mtg. | \$1,200.00 | \$1,972.24 | \$1,430.05 |
| Supplies & Services/Phone & Fax | \$1,000.00 | \$778.64 | \$903.11 |
| Marketing/Promotion | \$5,000.00 | \$5,138.87 | \$3,501.70 |
| Postage/Distribution | \$1,000.00 | \$700.43 | \$987.10 |
| ASA accounting charge | \$120.00 | | \$0.00 |
| CCA Conference - US Speakers | | \$1,717.84 | |
| | | | |
| Total Other Expenses | \$27,420.00 | \$36,193.92 | \$24,597.30 |
| | | | |
| Total Expenses | \$28,030.00 | \$36,880.70 | \$25,180.53 |
| Net Income (loss) | \$470.00 | -\$16,025.70 | \$4,039.47 |

Above values are in US dollars and reflect monies held by CCA Madison in the Ontario account.
Current balance in the US account is estimated at \$15,451.01

2007 Conference Profit \$3845.83
2006-2007 Study Guides Sales \$3013.48
Retained earnings in Ontario CCA account = \$19,356.18 Canadian

Total cash assets of Ontario CCA - \$15,451.01 US and \$19,356.18 Canadian

Nominating Report for 2007

Craig Chapple
Nominating Committee Chair

Term ends December 31, 2007

| | | |
|-----------------|-----------------------------------|------|
| Bill Deen | Agricultural Research | 2007 |
| Adam Hayes* | OMAFRA Extension ² | 2007 |
| Charlie Roland* | Ministry of Environment | 2007 |
| Paul Sullivan* | Agribusiness/Crop Input Sector | 2007 |
| Dale Cowan* | Ontario Agri Business Association | 2007 |

Bill Deen, Adam Hayes, and Charlie Roland have been reappointed as the Agricultural Research (University of Guelph), OMAFRA extension, and Ministry of Environment representatives respectively. Paul Sullivan and Dale Cowan will continue on the Board to complete their terms on the Executive. In 2008, there will be three seats up for election.

Term ends December 31, 2008

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

Term ends December 31, 2009

| | | |
|------------------------|----------------------------------|------|
| Chris Kowalski, AGCare | Farm Community ¹ | 2009 |
| Bonnie Ball-Coelho | Agriculture and Agri-Food Canada | 2009 |
| Rob Templeman* | Agribusiness/Crop Input Sector | 2009 |
| Brad Glasman | Environment ¹ | 2009 |
| Ross Stone* | Agribusiness/Crop Input Sector | 2009 |

*CCAs

¹Non-voting Ex-Officio positions

²One 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

Marketing Committee Report

Jim Anderson
Marketing Committee Chair

The marketing committee met several times in 2007. The following activities to raise awareness were discussed.

ON Farmer Articles:

A total of 12 articles were submitted by six CCAs in this current year. We discussed tactics around getting more CCAs to submit articles. Perhaps a speaker at next year's Conference on how to write a good article. A proposal was accepted to display the past year's articles in the hall way at this year's conference as a "Hall of Fame" along with a picture of the author and a comment on what the article has meant for him. This would add awareness along with the draw for the prize for entering an article this past year. Now that the website is up, CCAs can view all previous articles and decide on new topics yet to cover for future articles.

Other Articles:

Top Crop Magazine and Fruit and Vegetable Magazine have each been provided with names of CCAs willing to be interviewed for an article in January. Better Farming is continuing their series Crop Scene Investigation written by CCA's from Syngenta Seeds which acknowledges the CCA designation at the end of each article.

Tabletop Display

We invested in a new design for our table top display. The target audience is primarily growers and secondary to potential CCA's.

Southwest Ag. Conference Booth

A CCA exhibit was present at the Southwest Ag Conference on January 3rd and 4th. We also provided sponsorship for a program session.

Other Tradeshows:

There will also be a manned display at FarmSmart in Guelph on January 19th and Kemptville February 20th.

CCA Website:

An Ontario site is now live at www.ccaontario.com. Farms.com was the designer. Tina Hanley will be our facilitator of this site for any changes and additions. We are looking forward to the opportunities this site may hold for the program; such as web casts of events.

Committee Members:

Jim Anderson (Chair) Robert Moloney Craig Chapple Nick Kinkel Murray Van Zegglaar
Shawn Brenneman Tina Hanley David Kloppenburg Susan Fitzgerald Jim Barclay