



# Canadian Certified Crop Advisor Association®

39 William Street, Elmira, Ontario N3B 1P3 ~ (519) 669-3350 Fax: (519) 669-3826 [tina.tfio@sympatico.ca](mailto:tina.tfio@sympatico.ca)

## Spring 2010 Newsletter

### 2009 Ontario CCA Award of Excellence Winner

A tradition at our CCA Conference and Annual Meeting is the recognition of the nominees for the CCA Award of Excellence and the announcement of the year's winner. The winner for 2009 was Fred Wedde of Cargill-Harriston.



The 2009 CCA Award of Excellence was presented to Fred Wedde on January 13, 2010 at the CCA Conference and Annual Meeting in London before many of his peers. Fred is shown above with Steve Johns of Syngenta Crop Protection and Martin Harry representing CropLife Canada-Ontario Council, co-sponsors of the award. *Photo courtesy of Adam Hayes*

Fred was nominated for the CCA Award of Excellence by his co-worker and peer Tanja Checkley of Cargill Ltd.

Fred has worked in the Wellington, Perth, Grey-Bruce, Huron and Simcoe counties as a crop consultant, branch manager and feed advisor. He even had a stint in farm equipment as a sales person.

Fred spent many years employed by UCO at a variety of locations in the capacity of Feed and Crop Product Sales Representative and Crop Specialist. He was also in charge of various feed sales programs and daily operations until joining Cargill in 1990 where he is a Farm Marketing Representative and works on special projects. He mentors and trains new CCAs within Cargill. His wealth of experience and keenness is something to be modeled by anyone coming into the CCA program.

In 1996, Fred was approached by The Fertilizer Institute of Ontario, who was responsible for the CCA Program at that time, and asked to be a member of the inaugural group testing the Ontario exam. He was successful in passing the exams and was one of the first to attain the CCA designation in Ontario.

Fred is very active in his role of CCA. He uses a holistic approach with his customers and considers all aspects of the business when making his recommendations. He attends many courses throughout the year to keep up-to-date with the advances in the agricultural industry and praises the CEU portion of the program for keeping him current. He has taken extension courses in various subjects at Michigan University, the University of Guelph and Centralia.

Fred is very proud of his CCA designation and has been instrumental in helping his clients realize their goals. He has been described as a walking dictionary and a source of information with an unbelievable memory and a wealth of experience.

Fred is a very positive and enthusiastic individual who enjoys farm groups and is highly regarded and well respected by his peers, as proven by "Doug", a loyal customer:

**"I admire his dedication and the fact he always has my interests at heart. I believe he always asks himself: 'Will this make Doug money'? He supports and respects my decisions even when they are not what he recommended. You know what you share and discuss with Fred is confidential. Fred is a friend and has taken an interest in our advancement. He has helped introduce me to many new crops and expand our business."**

In addition to Fred's \$1,000 cash award, \$500 each was donated to the Arthur Agricultural Society and the Harriston-Minto Agricultural Society. Fred strongly believes that these two organizations work very hard in bringing the country to the towns.

The other 2009 nominees were:

- **Dave Strickler**, Perth Ag Partners
- **Scott Caughill**, Holmes Agro and
- **Clare Kinlin**, Syngenta Seeds

Start thinking now about who you are going to nominate for this award in 2010! Contact the CCA office or visit the website ([www.canadiancca.com](http://www.canadiancca.com)) for nomination forms.

## 2011 Ontario CCA Conference and Annual Meeting

The date has been set for our 2011 Ontario CCA Conference and Annual Meeting.

**January 12 & 13, 2011**  
**Best Western Lamplighter Inn, London**

Based on the feedback received from this year's conference, we will be returning to the Best Western Lamplighter Inn in London.

Even though registrations started out slow, by the time the conference rolled around, we were 245 strong in attendance. This number is fairly consistent with the past few years.

Thank you again to all of our sponsors. Without your continued support we would not be able to maintain such an informative and collaborative event.

We have listened to your feedback and will be approaching our speaker program for 2011 a little differently than last year.

So, mark these 2011 dates in your calendar now. Further details regarding speakers and a tentative agenda will be circulated in the summer.



CCA Conference and Annual Meeting – January 13 & 14, 2010.  
 Photo courtesy of Adam Hayes



David Montgomery discussing "Dirt: The Erosion of Civilizations".  
 Photo courtesy of Adam Hayes

## 2010 Canadian CCA Incorporation

The CCA program has been in existence in Ontario for 13 years now. In the past year, the Executive recognized it was time to review our mandate and consider the future direction of the Ontario CCA Program. At the April 2009 meeting, the Board approved a motion to proceed with incorporation of the program. On December 17<sup>th</sup> we received notice from Industry Canada that our application had been approved and will now be known as the *Canadian Certified Crop Advisor Association*.

There were two seats up for election last year and the nominees were:

- Shawn Brenneman
- Leanne Freitag
- Tarlok Singh Sahota
- Bill Ungar
- Murray Van Zeggelaar

The successful candidates, as voted by you, were **Shawn Brenneman** of Syngenta and **Murray Van Zeggelaar** of Alpine Plant Food.

Your 2010 Board of Directors is as follows:

Craig Chapple (Chair)	Agribusiness
Ross Stone* (Vice-Chair)	Agribusiness
Paul Sullivan* (Past Chair)	Agribusiness
Bill Deen (Ex-Officio)	Agricultural Research
Adam Hayes* (Ex-Officio)	OMAFRA Extension
Dale Cowan*	OABA
Charlie Roland	Ministry of Environment
Terry Phillips*	Agribusiness
Laura Neubrand*	Agribusiness
Deb Campbell*	Agribusiness
Brad Glasman	Conservation Ontario
Chris Kolwalski	Farm Community
Murray Van Zeggelaar*	Agribusiness
Shawn Brenneman*	Agribusiness
Tom Welacky (Liaison)	Agriculture & Agri-Food Canada
Susan Fitzgerald	Executive Director

\*CCA status

## Conference Draw Winners

All CCAs whose business card contained the CCA logo and/or designation could use it as a ballot for the CCA Marketing Committee's annual draw. The following CCA was the lucky winner this year:

**Alex Michinski – Agris Coop**  
**3-in-1 jacket**

## Write an Article, Win a Coat and earn a CEU Credit!

Since 2007, the CCA Marketing Committee has been rewarding one lucky CCA who took time to write an article for the CCA column in the Ontario Farmer. For every article submitted, your name is automatically entered into a draw for a CCA 3-in-1 jacket. The draw is made at the CCA Conference and Annual Meeting every January. This year's winner was:

**Marc Janiec (Terratec Environmental)**

We will be running this contest again so don't miss out. Articles should be 500-700 words in length, deal with any agronomic topic or issue, and not contain any company or product specific promotion. Don't worry about format or grammatical errors; we can edit that for you! You may view or download previously printed articles from our website: [www.canadiancca.com](http://www.canadiancca.com). If you would like to write an article for the Ontario Farmer, contact Susan or Tina at the CCA office.

We are always on the search for articles, so please keep them coming.

## CCA Exam Results



The results are in!

February 6, 2010 was exam day in Ontario. In Woodstock, a total of 60 people wrote the Ontario exam and 40 people wrote the International exam. In Kemptville, there were seven people who wrote the Ontario exam and two who wrote the International exam.

The number of people who passed the Ontario exam in Woodstock was 31 out of 60 or 52%. The number who did not pass was 29 out of 60 or 48%. In Kemptville, the number who passed the Ontario exam was four out of seven or 57%. The number who did not pass was three out of seven, or 43%.

The number of people who passed the International exam in Woodstock was 29 out of 40 or 73%. The number who did not pass was 13 out of 40 or 31%. In Kemptville, the number who passed the International exam was zero out of two, resulting in a 100% fail rate.

The Ontario exam consisted of 120 questions. The scores ranged from a low of 39 to a high of 101. These scores are comparable with other years with the exception of 2009 where the highest score was 93.

Since the 2009 candidates scored an average of 60.9% on the total exam and the 2010 candidates scored 108.7% on the same questions as the 2009 candidates, then it is expected that the 2010 candidates would score at least 65.2% on the exam. As it turned out the 2010 candidates scored 64.5% which made the 2010 exam approximately 0.7% or 0.8 marks more difficult. This determined that the pass score would be set at 77 which is one less than last year.

The IPM performance objectives and the IPM chapter of the study guide will be updated this summer.

Plans are in the early stages to update the NM section for next year.

Congratulations to all of our new candidates!

## CEU Reports and Renewals

Everyone should now have received a CEU report as at December 31, 2010 and also received your renewal notice for 2010.

Anyone whose two-year CEU cycle ended in 2009 and who did not meet the CEU requirements has been notified. Once these out of compliance reports are run through the Madison database, they will recycle the system which will bring all CEU reports up to date.

As well, you should have paid your 2010 renewal by now. If you did not receive a notice or can not remember if you paid your fee, contact Tina Hanley at 519-669-3350 or email [tina.tfio@sympatico.ca](mailto:tina.tfio@sympatico.ca) for assistance.

If you are attending an event for which the organizer has not applied for CEU credits, you can apply for these credits yourself by filling out an application. You will need to include a copy of the agenda, an outline of the content of the session and short speaker bios. Applications can be retrieved off the website: [www.canadiancca.com](http://www.canadiancca.com) or by contacting Tina Hanley.

## ICCA Has Moved

The International Certified Crop Adviser office in Madison, WI moved on April 8<sup>th</sup>. Their new address is:

**5585 Guilford Road  
Madison, WI 53711  
Phone: 1-866-359-9161  
Fax: 608-273-2081**

Your Ontario contact there is Laurie Karr, and her extension is 4954.

## CCCAA Website Changes

With the completion of the incorporation, a few changes had to be made to the website. The new address is [www.canadiancca.com](http://www.canadiancca.com).

There were a few pages under the “Members” tab that just didn’t fit and have been moved to the “How to Become a CCA” tab.

There is now a dedicated tab to “Continuing Education” where you will find the CEU application instructions and the application form. You have the choice of completing the form online or in a word document.

You will also find a link to check your CEU status and a link to complete self-study exams should you find you may be short a few credits near the end of your cycle.

Lastly, the “Home” button has been relocated to just above the date.

Thank you to Farms.Com for all of their assistance in creating the website and for making the changes.

If there is anything you would like to see added to the website or if you have suggestions for improvement, please contact Tina Hanley.

## MOE Update to Ontario’s Compost Framework

The Ministry of the Environment (MOE) is working to update Ontario’s compost framework to provide improved guidance for compost operators and a wider range of composting opportunities.

The ministry is proposing to update the Interim Guidelines for the Production and Use of Aerobic Compost in Ontario (2004) to include updated guidance on facility siting, design, equipment use and operating procedures, including feedstock control and odour prevention, would help minimize environmental impacts, such as odours, as well as improve the quality of finished compost, and facilitate the approvals process for both applicants and ministry staff.

To support the composting of more organic materials, the proposed Guideline would establish three new categories for finished compost (AA, A and B). The proposed Guideline would set out quality standards (metals, pathogens, maturity and foreign matter) for each category of compost, as well as restrictions for the use of each category commensurate with the quality of the product and the risks associated with its application, to ensure protection of the environment and human health.

The proposal was posted on the EBR on November 29, 2009 and may be viewed at [Proposed Compost Guidelines EBR #010-6658](#). Public consultation sessions were held at three locations across the province in December and January. Comments were received until January 23, 2010. The comments received will be taken under consideration by Waste Management Policy Branch prior to finalizing the proposal. *Submitted by Charlie Roland, Agricultural Environmental Officer, Ontario Ministry of the Environment.*

## Have Your Say

The CCA Program has been running in Ontario for approximately 14 years. We would like your input on how we can improve or add value to the program.

Would you like to see more horticultural related training courses? For example, would you be interested in a “Hort 101” event? Are there any new initiatives you would like to see implemented? What other value added services could we include?

Please submit your suggestions and ideas (in confidence) to Tina Hanley at (519) 669-3350 or email [tina.tfio@sympatico.ca](mailto:tina.tfio@sympatico.ca). We are always open to new recommendations.

## Window Decals

There are still lots of vehicle window decals left. If you didn’t pick any up at the conference in January and would like them for your vehicle(s), please let Tina know and she’ll send them out to you.

