



## CCA Award of Excellence Presented to Fred Wedde January 13, 2010

Fred Wedde 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."**

The CCA Award of Excellence was presented to Fred Wedde on January 13, 2010 at the CCA Conference and Annual Meeting, London, Ontario, Canada.

