



# BOARD Bulletin

Official Newsletter of the Prairie Certified Crop Adviser Board

Fall 2003

## Chair's Message



One of the major successes for the Certified Crop Advisor (CCA) program, realized this fall, was the planning of the Ottawa CCA Summit and International CCA Board Meeting on October 8 & 9. For the first time on Canadian soil, CCA officials from across North America convened on the Nation's Capitol to introduce leaders in government to the formality and rigor of the CCA program and communicate the message of the benefits that the designation offers to producers - and the entire agriculture industry.

As part of the agenda, presentations from producer groups, agri-retailer representatives, and U.S. government agencies detailed the merit and value provided to the industry by CCA certified individuals. Of particular importance, CCA delegates stressed that the membership is a great asset towards the government achieving the goals of the new Agricultural Policy Framework (APF) program, manure/nutrient management planning services, and future environmental initiatives. This message was well-received by representatives from Agriculture and Agri-Food Canada and Environment Canada.

As a bonus, Paul Steckle, Chair of the Standing Committee on Agriculture and Agri-Food, made special recognition of the CCA program during a luncheon address on behalf of the Honorable Lyle Vanclief, Minister of Agriculture and Agri-Food Canada.

In addition, the CCA delegation had the opportunity to liaise with other bureaucrats and a few MPs during an industry sponsored reception near Parliament Hill.

In summary, the Ottawa CCA Summit was a huge success. Looking back, the Prairie Board would like to encourage its members to communicate with their Provincial bureaucrats and policy makers to remind them how the CCA program contains the key professional elements in providing agriculture with: accountability; a high standard of knowledge; an enforced Code of Ethics; and the commitment to continuing education. In the bigger picture, the CCA designation benefits the industry, the public, and the environment.

John Heard, CCA  
PCCA Board Chair



**Congratulations to Gary Martens** as he was awarded the University of Manitoba's Outreach Award for his active role in discussing Manitoba crop management issues at many community meetings. Gary is an active PCCA Board member and an instructor in the Faculty of Agriculture and Food Sciences at the University of Manitoba. Congratulations Gary on a well-deserved award!



## EXTREMELY IMPORTANT INFORMATION FOR ALL CCAs!

In January of 2004, the Federal Government will introduce its new Personal Information Protection and Electronic Documents Act (PIPEDA). These new laws apply to every organization that collects, uses, or discloses personal information from their customers (i.e. CCAs) – such as the PCCA Board. “Personal Information” is defined by the Act as information about an identifiable individual (i.e. home address, telephone number, etc.), but does not include contact information of an employee at an organization.



**This new law directly affects correspondence with the Prairie membership as most CCAs have their home address listed for receiving the:** PCCA newsletter, complementary edition of the *CAAR Communicator Magazine*, CEU promotional flyers, and having their name included in mailing labels that the Board retails to outside organizations offering CCA accredited seminars. As such, beginning in 2004, the Prairie Board and the Canadian Association of Agri-Retailers (CAAR) cannot send you the valuable publications you are accustomed to without your permission.

There are many ways that the Prairie Board and CAAR can get your authorization. However, the most efficient method is for you to do nothing at all. Included in this newsletter is a yellow form that is to be signed and returned to the PCCA administration/CAAR office **ONLY IF YOU DO NOT WANT TO RECEIVE ANY MORE PUBLICATIONS FROM THE PCCA Board or CAAR.** By not returning the form, you are agreeing to authorize the PCCA Board and CAAR to continue sending you their various agronomic publications and CEU promotional materials.

## The Dues and Don'ts for Maintaining CCA Certification

Ethics, Education, the Exam, and Experience are all crucial parts to ensuring the CCA program lives up to its billing. It is important to note that this is a certification program and not simply a membership or “club”. As with all other designations, there are various regulations to follow in order to maintain membership status. However, one criteria is consistent for all organizations – membership dues.

The Prairie Board is reminding its members to pay their dues on a regular basis, as failure to do so is valid reason for a member to be removed from the program – even if they have met the continuing education requirements. All CCAs are sent a membership renewal notice at the end of September, again in the middle of November, and a third and final notice in February of the following year. If you have not received an invoice for the 2004 business year, or have yet to pay your 2003 membership dues, contact the American Society of Agronomy (ASA) immediately to ensure that you are a member in good standing for the upcoming year.

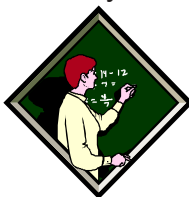


If your fees are not received, you are automatically placed on the non-compliance list. Although there is a late payment penalty, all delinquent CCAs can be re-instated as long as it is within the current two-year cycle and they have maintained the mandatory CEUs. However, once an individual has been officially dropped from the program due to unpaid dues and/or lack of CEUs, they will be required to rewrite the exam, pay the required fees, and submit a new CCA credentials package.



# Testing 123!

In July of this year, through a mail-in survey, some 60 Prairie CCAs were asked to guide the Exam Committee to ensure the performance objectives and exam materials were practical and suitable. The Exam Committee thanks those CCAs who completed the questionnaire, as this valuable feedback will be used to develop questions for the upcoming exam. Time to put on your thinking caps as some of the notable changes to the Crop Management section for 2005 include more information on: the Canada seeds Act; forages for grazing and hay; and precision farming technology.



Experienced CCAs will be pleased to note that the Exam Committee has drafted a set of “advanced” CEU topics. This new material will address their concerns with having to “sit through the basics” just to get their required CEUs. New aspects now being offered include:

- Weather related issues, including pest management models;
- Pesticide modes of action;
- N mineralization and soil testing;
- On-farm testing;
- Special crops, such as potato, chickpea and pastures;
- Precision farming issues;
- Manure management plans and training; and
- Dynamic cropping systems, including rotations, tillage and IPM.

Look for CEU accredited events in your area offering these hot new topics in the coming months!

## Professional Development Credit Comment

Have you recently attended a formal training program on communication or business development? Perhaps you have upgraded your multimedia skills by taking a computer course. If so, are you aware that these types of training initiatives qualify for CEUs under the category of Professional Development (PD)? As a reminder, all CCAs can earn a maximum of 5 CEU credits in this category as part of their CEU cycle. For a complete listing of all events that would qualify for PD credits, visit the following website.

[www.cropdecisions.com/cca/ccaadv200212.pdf](http://www.cropdecisions.com/cca/ccaadv200212.pdf).



## Profiling the Program’s Participants

Beginning in 2002, the Prairie CCA Board entered into an agreement with *Top Crop Manager Magazine* to profile local members using the knowledge gained through the CCA program to assist growers with some of the crop production problems they face. These articles create a greater awareness of the CCA designation as the publication is distributed to approximately 35,000 locations.

For the 2003/2004 season, six more CCAs will be featured in this magazine, however, the Prairie Board is asking for your help in finding exceptional candidates to profile. If you know a fellow CCA whose practical problem solving activities would make an interesting story please contact John Harapiak at [jharapiak@shaw.ca](mailto:jharapiak@shaw.ca). This is an excellent opportunity for you to help promote the value of the CCA program to growers and the entire agriculture industry. Who knows, you could be the next featured CCA!



## Alberta CCA Report (By Norm Flore)

With the abrupt onset of winter in late October, I, like many of you, find myself shifting attention from field activities to getting caught up on the backlog of office tasks. As part of these many duties, we as CCAs need to be vigilant at ensuring that we maintain our CEU requirements. Continuing education not only allows us to retain our designation, it also keeps us abreast of agronomic trends and technologies developing in the industry. As such, I would encourage you to participate in the great CCA accredited events found on page 8 of this newsletter. These seminars, conferences, and workshops all provide excellent networking opportunities, information about new technologies, and of course; earn those all-important CEUs.

As Alberta's first CCA Representative to the PCCA Board, I would like to remind you that I am available for answering any questions you have about the program. Please feel free to contact me at (403) 279-1111.



### Apply for Your own Continuing Education Unit Credits

Have you recently attended an agronomic event where the materials presented related to the CCA program, however, no CEUs were offered? Not to worry, there is a simple alternative available that allows CCAs to earn credits in these situations. Just visit the American Society of Agronomy's website (<http://www.agronomy.org/cca/index.html>) and click on the "Continuing Education" link, followed by the CEU self-reporting form. From there, it only takes a few clicks and keystrokes to enter the information and earn CEU credits. Keep in mind that this is "self-reporting" and all members using this option are required to keep relevant documentation of the training event on file for audit purposes.

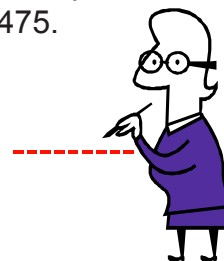
## Saskatchewan CCA Report

(By Sherrilyn Phelps)

I would like to begin this report by announcing that, due to a change in career direction, Aaron Baldwin, from Clavet, Saskatchewan, has resigned his position on the Prairie Certified Crop Advisor Board. Mr. Baldwin was a very active member with the Prairie program serving as the Chair of the Continuing Education Unit (CEU) Committee and, most recently, as the Saskatchewan CCA Representative. On behalf of all of my Board colleagues, I would like to thank Aaron for his dedication and hard work in fostering the development of the CCA program on the Prairies.

In terms of a Provincial update, it is very encouraging to report that support and growth of the designation is really gaining momentum in Saskatchewan as agrologists and non-CCA certified employees are beginning to realize the benefits our program offers to the industry. In addition, many employers are encouraging their staff to pursue CCA certification as it adds to the credentials of the company and gives producers confidence in the recommendations that are presented.

Is your company or organization hosting an agronomic meeting in the near future? Why not apply for CEU credits for the presentations being delivered and add even more value for the attendees. The application process is quite simple with step-by-step information, and an application form, available on the PCCA website. However, if you have specific questions regarding the process, I am more than willing to help out and can be reached at (306) 446-7475.



# Code of Ethics Corner

Part of the “certification” process for all newly accredited CCAs is to sign and abide by the Code of Ethics. This commitment provides some guidance to the conduct of all CCAs, minimizing the potential for any discredit coming on the organization. To obtain a copy, log on to the International Certified Crop Advisor (ICCA) website at: [www.agronomy.org/cca/coe.html](http://www.agronomy.org/cca/coe.html). The Prairie Board would like to remind its members to read the Code, as the integrity of the program depends on the ethical practices of its constituents.

Take a second to ponder this ethical dilemma. What would you do in this situation?

## Question

A CCA certified provincial extension specialist in your community advertises to the public that they offer crop-scouting services at a low cost. In fact, their slogan is “Accurate Crop Advice at a Fraction of the Cost” which refers to the monetary value for this service obtainable from CCAs working at the local ag-retailer. Is this individual competing unfairly with other CCAs in the area by blatantly advertising that they can offer the same agronomic service at minimal cost due to their position as a government official?



## Answer

Yes. According to the CCA Code of Ethics, Article IV-3 states “an applicant shall not use the advantage of public employment (e.g. university, government) to compete unfairly with other certified professions”. This “advantage” is interpreted as public officials being able to provide a service at no or low cost when private individuals/agri-businesses provide the same quality service, but are required to charge a fee to compensate their employees.

There are roles for both public officials and private industry employees in providing extension services to producers. However, it is in violation of the CCA Code of Ethics for an individual to advertise that they offer the same service as a company employee for minimal or no fee. This does not deter CCA certified public extension staff from conducting traditional extension work. It simply states that there is a role for both public and private CCAs in delivering client services. It also confirms that recognizing the services provided by industry is a large component of the CCA Code of Ethics.

Is your mailbox bulging at the seams? Are you tired of endless paper to sift through? Would you like to begin receiving your PCCA newsletter, and other correspondence from the Prairie Board, via email? If so, send your email address to [jeff@caar.org](mailto:jeff@caar.org) and indicate that you would want to be added to the email distribution list.



### Third Annual "CCA of the Year" Award Ceremony Fast Approaching

Preparations for the annual "CCA of the Year" award have begun with a call for nominations being included in the Fall 2003 edition of the PCCA newsletter. Sponsored by the Canadian Fertilizer Institute (CFI), the purpose of this award is to recognize the outstanding service provided by a CCA practicing in Western Canada, and heighten the awareness regarding the valuable contribution that the program provides for the industry.

All current Prairie CCAs are eligible to be nominated by their colleagues, employers, or farm groups. The Board is encouraging all members to look within their organization, region, and Province to identify candidates that should be in contention for this award. With the numerous accomplishments and benefits to the industry that are accredited to CCAs, there are many individuals who deserve this award. However, without being nominated, their achievements may not be brought into the spotlight.

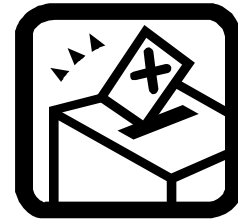


In order for the nomination form to be valid, it must include the candidate's: name, address, and phone number; current position and employer; background of training and experience; the name, address and phone number of the nominator; two examples of how the nominee has excelled in serving the industry; and why they are deserving of this esteemed recognition.

Completed nominations should be sent to the PCCA Administration office no later than February 13, 2004. A Committee of the PCCA Board of Directors will review applications and the winner will be announced in the Spring 2004 PCCA newsletter.

### Saskatchewan Members go Back to the Poles

A motion passed at the November, 2003 PCCA Board meeting has opened the door for the Saskatchewan general members of the Prairie Certified Crop Advisor (PCCA) program to elect a Provincial Representative to represent their interests on the PCCA Board of Directors.



As per Board rules, only registered Certified Crop Advisors in the Province of Saskatchewan can be nominated for the Directorship position. In order to get nominated, have your colleagues complete the enclosed nomination form and include a brief summary (1/2 page) of your credentials (who you are, where you from, your education, training, experience, your opinion on the CCA program and its future direction). For more information on what will be expected of you if you are successfully elected to the PCCA Board of Directors, see the summary on the backside of the enclosed nomination form.

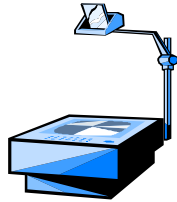
Nominations for the position will be accepted up until noon on Friday, January 30, 2004 and must be forwarded to the PCCA Administration office. Ballots will be mailed out at the beginning of February, with the winner being announced in the Spring 2004 newsletter.

Come on Saskatchewan! Get involved to help choose who will represent your Province on the PCCA Board. Nominate your best candidate today!!!!





## Upcoming CEU Events



### **Agronomy Update-2004**

Red Deer, AB  
Jan 13 & 14      Contact: (403) 742-7942

### **Crop Production Week**

Saskatoon, SK  
Jan 12 -17      Contact: (306) 652-2691

### **Brandon Ag Days**

Brandon, MB  
January 20-22      Contact: (204) 745-5644

### **FarmTech 2004 Conference**

Edmonton, Alberta  
Jan 28 - 30      Contact: (866) 327-6832

### **Manitoba Society of Soil Science Annual Meeting**

Winnipeg, MB  
Feb 3 & 4      Contact: (204) 474-8153

### **Saskatchewan Soil Conservation Association Direct Seeding Conference**

Regina, SK  
Feb 11 & 12th      Contact: (306) 695-4233

### **Alberta Soil Science Workshop**

Lethbridge, AB  
Feb 17-19      Contact: (403) 317-2219

### **University of Saskatchewan's Soils & Crops Workshop**

Saskatoon, SK  
Feb 19 & 20      Contact: (306) 966-5539

### **CAAR Convention**

Calgary, AB  
March 2-4      Contact: (204) 989-9300

### **CAAR Crop Management Forum**

Calgary, AB  
March 5      Contact: (204) 989-9300

## Ladies and Gentlemen, Your PCCA Board!!

Visit [www.caar.org/pcca](http://www.caar.org/pcca) for  
contact information for each  
PCCA Board member.

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Carman, MB

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CCA  
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Ag Industry Rep.  
Calgary, AB

Adrian Johnston, P. Ag  
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Saskatoon, SK

Norm Flore P.Ag.  
CCA  
AB CCA Rep.  
Calgary, AB

Emile deMilliano,  
P.Ag., CCA  
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Ethics Committee  
AB Institute of  
Agrologists Rep.  
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