

## Canada Board Meeting

17 September 2013

Attending:

Murray van Zeggelaar, Ontario Province, Chair

Tom Weir, Prairie Provinces, Past Chair

Kaitlyn Martin, Ontario Province, Administrator

Mary-Jane Debreuil, Prairie Provinces Administrator

Eric Welsh, Program Manager—Marketing and Certification

Penny Magana, CCA Representative

There was discussion regarding the Ontario Provinces incorporating the Canadian Certified Crop Advisor name which does not include the Prairie Provinces. Industry Canada is blocking the Prairie Provinces from becoming the Prairie Certified Crop Adviser organization. It would be ideal to keep the Canadian CCA but recognize both provinces under it.

It was mentioned if there would be interest in bringing in a speaker such as the Klink Lecture at the college level. Would there be interest from the Ontario Province to do this? This would be a high quality speaker and would look at possibly getting a co-sponsor.

Manitoba and Saskatchewan have quite restrictive legislations. To make a recommendation you need to be PA. One issue is that people are going to CCAs and not the PAs. Two-thirds of the membership in OIA are in reclamation. A CCA needs to work under a PA.

We have a good relation with the Ag Trade Association. We need to encourage CCAs to write an article about something they are passionate about and try to publish something at relevant times. Press releases are a good source to send out. A lot of local papers are looking for contacts. How do we get the word out what the value of a CCA is to farmers? You could do truck magnets or bumper stickers. We need CCAs to spread the word as they are still our best advertisement. Each province rep can go to a university and sponsor a graduate or undergraduate student. We could put an ad in the meeting packets and contact ASA to use cost sharing dollars. We need to recognize the new CCAs and try to get growers to nominate candidates.

It was mentioned that we shouldn't limit the amount of CEUs required.

We evaluate the research projects of undergraduates at The University of Saskatchewan and give the winners money. Maybe the winners get cash or we waive the exam fee.