

## THE ONTARIO AGROLOGIST

Drew Orosz, P.Ag, is President of the Ontario Institute of Agrologists, and is also Strategic Sales Manager with CNH Industrial Capital Canada Ltd.

**Q: You've worked in the agricultural industry for many years. What still surprises you?**

**Drew:** It never ceases to amaze me how Ontario's agricultural industry is so poorly understood by the general public, and how this huge industry tends to play second fiddle to other industries - so unlike the Western Canadian provinces where agriculture has such a strong presence.

**Q: Do you think the OIA is, or should be, an Agent Of Agricultural Awareness to the broader Public?**

**Drew:** Yes, the Ontario Institute of Agrologists can be beneficial for the Industry in that role. The OIA, through its professional members, is in a unique position to be an industry advocate. We have members working across the entire spectrum of the agricultural industry. Members of OIA are expert resources able to explain not only where our food comes from, but why agriculture is more than just about food production, and how important this Industry is to our general economy. If the OIA can help to communicate beyond agricultural circles, we are accomplishing one of our major objectives.

**Q: What is the OIA doing to maintain its Relevance for Agriculture now, and into the future?**

**Drew:** Right now, we're working to change OIA's Best Kept Secret status in Ontario Agriculture. We're attempting to do that through actively engaging our members in various outreach programs.

This industry is very broad and the range of skills needed is vast. Agriculture has a

shortage of good people, and looking forward, more young people need to be made aware of potential for a valid career path within agriculture. That said, I think the tide is changing positively in this regard. We want to build on this momentum.

The public seems more interested in our industry today, primarily due to a deeper interest in its food quality. The public seems to want the facts behind their food, and to understand how modern agriculture works. This gives us an opportunity to tell a story of what our industry is contributing, whether it be through local food initiatives, or how agricultural companies' decisions can affect the broader economy. And, health is important. We've had some major food problems published in the media - and rightly so. But there has also been some conflicting information put forward, leaving a confused consumer. So they're looking for professional information sources to help them sort through all that confusion. The OIA, through its Professional Member resource, can play a strong role here.

**Q: Networking is a popular buzzword today. Is this the core Benefit that OIA membership offers?**

**Drew:** The common concept of the word 'networking' does not do justice to the actual value gained from the quality of people you meet at OIA, or the quality of speakers at OIA events, and the ensuing interactive discussions. It might be genetics, or world-class research project implementation. The professional connections you make are



unparalleled in the Ag Industry.

The wealth of knowledge resources that you gain through OIA membership just can't be summed up in the simple word 'networking'.

Look at it this way... I could go to work every day and talk about farm equipment and equipment financing, and I'd probably have the basics of what I need to do my job. But my OIA membership and the associations I've made through my OIA affiliations have helped me to more deeply understand how the professional role I play fits within the larger Ag Industry and Community - here in Ontario, in Canada, and within the world.

*The Ontario Institute of Agrologists is based in Guelph. OIA represents a membership of nearly 500 Professional (P.Ag.), Technical (T.Ag.), and Articling (A.Ag.) Agrologists across Ontario. For a current listing of OIA members, OIA events & information, our website is [www.oia.on.ca](http://www.oia.on.ca)*