



MESSAGE FROM THE OIA PRESIDENT

December is a time of planning and reflection.

In 2014, we have moved forward in our key mandates for the OIA. Our operations were updated to reflect the new Act Respecting the Ontario Institute of Professional Agrologists passed at the end of 2013. Through our new marketing efforts we have enhanced the recognition of certified and registered P.Ag. and T.Ag. members. Support for our members' local branches across the province has been solidified. Our office has continued to be responsive to industry and member requests for information and services.



I recently spent some time reviewing where we have been over the past 25 years. The provincial and branch newsletters, conference proceedings, task force reports, and annual provincial reports confirmed that while the demands of our industry have evolved over time, the core need for professional support for Agrology remains as strong as ever.

With an increased rate of change, comes an increased need for leadership; for guidance through the uncertainty and confusion. Leadership remains in need to evaluate and implement the science of agriculture and leadership is essential in helping those in and out of the industry to interpret the possibilities, and results. Society is crying out for that leadership, hungry for trustworthy guidance.

You, our membership, have proven your credentials in this area time and again. As you proudly practice your profession in the coming year, make sure to include your professional designation in your daily communications, on your business card, following your name tag at a conference, in


your bio for a publication, and anywhere else where you are participating in our industry's communications.

Our organization will double its efforts to be in the public eye in the next year. For 2015 the OIA vision remains to:

"Lead the advancement of Agrology practice in Ontario to reflect the public's interest in agricultural and environmental quality, resource stewardship, energy sustainability, reclamation and food quality through qualification assurance and accountability."

Merry Christmas, Season's Greetings, and have a Happy and Professionally Prosperous New Year!

Sincerely



Drew Orosz, P.Ag.
President

GROWING FORWARD 2

It was with pleasure that the Ontario Institute of Agrologists (OIA) learned that it will receive \$4,250 through Growing Forward 2. As members are aware, a primary objective of the OIA is to better serve Agrology industry stakeholders and the broader public through a deeper understanding of the responsibilities, the myriad roles and the strong socio-economic value provided through registered/accredited member direct involvement with safe, sustainable food, sustainability practices and value-add resources.

The OIA has embarked on implementation of the largest part of its Strategic Plan; that being the development and implementation of an effective multi-faceted communications plan which would serve to enhance Agrology sector competitiveness in Ontario.

The OIA will also be contributing money to the project. Funding will serve to implement an OIA Members Speakers Bureau to engage members across the Agrology spectrum to address audience-appropriate venues, including Agrology appropriate university and college students and agricultural trade programs, food industry events, and matching speaker/topic to relevant venues. Dennis Guy (as members are aware has been contracted to assist the OIA in its communications plan implementation), will provide public speaking/presentation advice and coaching for OIA Speakers Bureau members.

This project was funded in part through GF2, a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of GF2 in Ontario.



AGROLOGISTS CANADA, A STRONG ORGANIZATION AND MOVEMENT – A MESSAGE FROM THE NATIONAL PRESIDENT

Dear Colleagues,



The new entity-Agrologists/Agronomes Canada required two years of work by all provincial institutes to establish the organization's focus. The structure is now well established and the Annual General Meeting was recently held in St. John's, Newfoundland, in September. The meeting was the opportunity to update the action plan and to focus on the implementation of a dynamic communication plan for 2015. This plan will help increase awareness of the profession.

Initial achievements were certainly less visible to members due to work in the shadows. This work, however, was essential to the creation of the organization. To this end, among the main actions of the past two years include the following:

- An agreement between the provinces on unifying principles.
- The legal registration of the national entity: Agriologists/ Agronomes Canada.
- The development of operating regulations.
- The development of the 2012-2015 strategic plan, updated for 2017.
- Action plans and annual budgets.
- A constant participation of all provinces for the development of the organization.
- Working committees formed for completion of each priority.
- A bilingual website stating the importance of the continuous improvement/education focus of accredited/licensed institute members across Canada.
- Two promotional videos of the profession, integrated into the website that will eventually be enhanced.
- The completion of the financial statements.
- The commitment of two coordinators to support the implementation of priority actions.

The organization is provided with a solid structure, the future begins towards achieving more tangible results for members. Thus, for 2015, a study of the labor market where agrologists function is underway and will soon be available. We will inform you of all developments and progress of Agriologists/Agronomes Canada.

René Mongeau, agr.

POLLINATOR HEALTH CONSULTATIONS



On November 25, 2014 the Ontario government released a proposal pertaining to pollinator health and reducing the use of neonicotinoid insecticide seed treatments. The proposal has been posted for a 61 day public review. See:

<http://www.ebr.gov.on.ca/ERS-WEB-External/displaynoticecontent.do?noticeId=MT1zOTE5&statusId=MTg2NDA3&language=en>

At the direction of the Board of Directors of the Ontario Institute of Agriologists, Board member and entomologist Christopher P. Dufault, P.Ag., will chair a committee responsible for drafting the OIA's

official position statement to be sent to 'Ontario Pollinator Health' at OMAFRA by the deadline of January 25, 2015. In aid of this effort, OIA members are invited to send their comments on this government proposal to christopher.p.dufault@gmail.com by December 24, 2014. They are also encouraged to attend web and in-person public consultation sessions (details are found at the web address given above), and to send their comments directly to 'Ontario Pollinator Health'.

OIA EXHIBIT AT OFA



Past President of the Ontario Federation of Agriculture (OFA), Tony Morris, P.Ag., helped our Registrar at the OIA exhibit at the recent OFA annual convention in Niagara Falls. Visiting the booth is Peter Brown, P.Ag., with Scotiabank.

As members are aware, the OIA is working hard to brand our P.Ag. and T.Ag. accreditations and through attending sector events, conventions, trade shows and through our Country Guide issues, ensure that the public knows to utilize the services and excellence of an OIA accredited member. Most importantly we are communicating why to do business with an accredited professional. There are a lot of people out in the agriculture and agrology sector that call

themselves experts, wear a shirt or badge that suggest they are agriculture experts or ask you to believe them when they say they are trustworthy, competent and ethical.

How are you utilizing your P.Ag./T.Ag. to attract more business leads? What are you communicating to others about yourself or your company? When you don't identify yourself as a specialist through your accreditation (i.e. email correspondence, business card, conference badge, speaker at a conference) you present yourself just like any self-proclaimed "ag expert".

Make it easy for your customers and future clients to easily identify you as an accredited OIA member and let our Registrar know if you would like to be featured in our Country Guide series and on our upcoming new website. Let's commit in 2015 to professionalizing agrology practice and standing out from the rest.

G. MICHAEL JENKINSON MEMORIAL SCHOLARSHIP

OIA President, Drew Orosz, P.Ag., was present at November's OAC Awards Banquet to present the Jenkinson Scholarship Award to Benjamin Morgan. Ben is a fine recipient as he displays the leadership characteristics we associate with Mike Jenkinson. Ben indicated how very grateful he is to be this year's recipient and knows of Mike's reputation at OAC. Ben noted to Drew that, "Receiving your scholarship enables me to participate in the OIA and expand my knowledge through involvement in agriculture events and activities outside of Guelph during my university years." Readers will be interested to know that Ben has joined the OIA as an undergraduate member of the OIA.



OIA ANNUAL CONFERENCE



The Niagara Branch and the conference organizing committee have been hard at work arranging our annual conference. Be sure to set aside April 17 and 18, 2015. The committee has just confirmed the latest tour stop. We will be accessing the marijuana greenhouse operation in Niagara on the Lake. While we will not be in the midst of the plants, we will be in the greenhouse and will be able to tour the facility, see production from the other side of the glass and have an opportunity to discuss current legislation, security, bio-methods/IPM approach to production, sanitation, harvesting and marketing.

OIA AWARDS

As members are aware, the awards banquet held each year as part of our professional development conference and AGM continues to recognize those members that have made significant contributions to the Agrology sector and recognizes long serving members. We also recognize an organization, agency or agri-business for its outstanding contribution to Agrology in Ontario. Please consider nominating a worthy recipient for 2015!

Here is a summary of the OIA Awards:

Cheryl Somerville, P.Ag., Memorial Distinguished Young Agrologist Award

This award may be presented annually to an individual OIA member under 40 years of age by December 31 who has made significant contributions to the agriculture and food industry in this province, the profession of agrology and/or the Ontario Institute of Agrologists.

Distinguished Agrologist, P.Ag. (Dist.)

The OIA Board of Directors may present a "Distinguished Agrologist Award" to an OIA Agrologist in good-standing who has rendered significant service to the profession of agrology and the agri-food industry of Ontario and/or the affairs of the Ontario Institute of Agrologists.

OIA Service Recognition

Members of the Ontario Institute of Agrologists who have completed 20, 25, 30, 35, 40 and 50 years of professional membership will be acknowledged with service recognition awards from the OIA Board of Directors. The Pins will be presented at the Awards Banquet at our annual AGM/Conference.

Agrology Excellence Award

The Board of Directors of the Ontario Institute of Agrologists shall present the Agrology Excellence Award to organizations, agencies or agri-business in recognition of outstanding contribution to Agrology in Ontario.

Honourary Agrologist, P.Ag. (Hon.)

Individuals must have rendered significant service to the profession of agrology, the agri-food industry of Ontario, and not have been eligible to be registered as a Professional Agrologist in Ontario.

Please visit the OIA Awards link (<http://www.oia.on.ca/awards-and-nominations/>) for more criteria on each award, documentation requirements and relevant submission dates.

TAKEN FROM NEWSLETTERS OF THE PAST

In the October 1988 issue of our Newsletter, D.M. McAlpine, P.Ag., penned a very compelling editorial titled, *Agrologist or Apologist?*

As we consider the role of the professional agrologist, it would seem that many of us are not quite confident in our role as professionals. We don't hesitate to classify others, such as nurses and veterinarians as professionals, they are, but I suspect that many of us underestimate the important role we play in providing the inputs to an outstanding agri-food system in this province.

We may not see ourselves as professional but that does not mean that we are any less so than members of other groups who are perceived as professional. Even groups who have no legal designation refer to themselves, and are referred to by the public, as professionals. While the "Professional" designation is used all too freely as in "he's a professional house painter", professional can and does describe the agrologist.

What other group can and does offer advice and service to the agri-food system at all levels, whose members are fully qualified by education and experience and who are committed to a code of ethics under provincial charter (Act)?

So maybe all that is missing is some pride and self-confidence. If we don't believe in ourselves, don't expect the public to believe in us either. Let's always remind ourselves to use the P.Ag. designation with our signature; on our business card and on stationery. Let's remember who we are and what we are. Agrologists have made and continue to make an outstanding contribution to society. Take pride in our history and look with confidence to an exciting and challenging future as true professional agrologists. We need make no apology.

IN MEMORIAM



Rev. Peter McKellar, P.Ag. Sr. – Peacefully at his home in Woodstock, Peter passed away in his 78th year. He was professionally accredited as a member in both Saskatchewan and Ontario and joined the OIA in 1973. Peter graduated from OAC in 1961 with his B.S.A., achieved Bachelors of Divinity in 1964 from Queen's, then completed a Master of Science in 1971 with a specialization in crop science and extension education. Over the years he held many positions of importance in the United Church. He is recognized for the development and application of professionalism and ethics curriculum which was utilized at OAC and with the OIA. Peter will be remembered as a kind man that always maintained a passion for the land and the people in rural Ontario.

OIA HOLIDAY SEASON OFFICE CLOSURE

Members should be aware that the OIA office will be closed for staff to be with family for the holiday season. The office will close December 19th at noon and will reopen January 5th.

