

MESSAGE FROM THE OIA PRESIDENT

Thanks to many of you for a warm welcome to the President's position for the OIA. Our Past President Frank has done an excellent job over the past 2½ years, leaving the OIA well-positioned to grow in numbers, visibility, and impact. Thank you Frank for your efforts, and results!

I look forward working with each Agrologist, your local Branch executive teams, the Guelph OIA office, and the OIA Board of Directors in supporting several key initiatives already underway:



- ***New, stronger legislation in the Act to regulate Agrologists.*** We are on the path for this to be complete in the near future. We will need to support the process through the required legislative sequence of events.
- ***Branch support.*** We have several active, healthy branches with solid interactive, educational opportunities for the local members. Our Board and office will work to reestablish this same level of support for the Agrologists in the other parts of Ontario.
- ***OIA website and personal professional profiles.*** As awareness of the OIA professional designation grows, we are seeing increased traffic from interested parties looking for Agrologists on our website. Please update your profile on the website to be included in these searches.
- ***Strength in the OIA Brand.*** Every active participant in Ontario production agriculture should be aware of the OIA and its mandate. Other key stakeholders in the agri-food and agri-environmental sectors should have an awareness of the OIA, or at a minimum, have no barriers to being able to quickly learn the role and abilities of the Professional and Technical Agrologists in Ontario.

Maximize the value in your OIA membership. Investigate discount programs and exclusive services available. Enhance your professional profile on-line in formats like LinkedIn, and in your daily communications by proudly including your professional designation. Capitalize on the intrinsic benefits of membership by building or reinforcing relationships with your Agrologist partners from other segments in the agriculture and food industry.

We need your individual ideas, expertise and energy to accomplish these objectives. I look forward to working with you all during my term as president.

Sincerely



Drew Orosz, P.Ag.
President

OIA NEW BILL INTRODUCED IN THE ONTARIO LEGISLATURE



Since the Ontario legislature passed the Ontario Institute of Professional Agrologists Act, 1960, OIA members have worked hard to enhance the recognition of OIA registered and certified practitioners. While the legislation has stayed the same for over 50 years, virtually everything else in the Agrologists' world has changed dramatically: the structure and economics of agriculture and agri-business; the intensity and competitiveness of land and other resource uses and

allocation decisions; the regulatory environment, including the processes and public forums in which resource development and allocation decisions are made; the range of practitioners and advisors operating in both the Agrologists' traditional professional space and in the evolving areas where members provide scientifically sound services and competency-based expertise; the global competitive environment; and the scientific knowledge base in all of the Agrologists' areas of proficiency.

While the Ontario Act has remained the same, other provinces and the federal government have responded to these new realities with significant changes to their legislation and policies bearing on Agrology practice. It became increasingly clear to the OIA that changes to our Act were needed to equip the Institute to provide the leadership and governance it requires in today's environment where OIA members practice. At the same time, the Institute understands the importance of working cooperatively with other groups and individuals involved in the agricultural, agri-business, land use and related resource management fields across Ontario.

In 2011 the OIA prepared a Brief entitled "Modernizing the Agrologist's Role in Agriculture, Resource Allocation and Resource Management Decisions in Ontario". The brief described a wide range of possible changes to the OIA's Act, and the OIA sought advice and reaction from a wide range of sources in government, academia and industry.

The OIA's new Bill was introduced in the Ontario legislature by Ernie Hardeman, M.P.P. for Oxford and Honourary P.Ag., on September 23rd. This is a significant achievement for the OIA and its registered member practitioners. A presentation to the Standing Committee on Regulations and Private Bills by our Registrar and Mr. Hardeman is forthcoming. Success at the Standing Committee will result in 2nd and 3rd reading followed by Royal Assent.

NEW MEMBERSHIP BENEFITS OPPORTUNITY



OIA members have the opportunity to join MemberPerks® from Venngo – Canada’s largest member discount program. Many of Canada’s top companies are using MemberPerks®. Venngo has contracts in place with over 1,200 businesses from across the country. Through a secure and customized MemberPerks® website, mobile apps and e-newsletters, members will have access to the best prices available in 19 discount categories. Members can save \$100’s to \$1000’s annually on everyday expenses like dining, fitness, entertainment, clothing, automotive and travel, at 1200+ brand name and independent businesses.

Unlike the other benefits programs for OIA members (outlined later in the Post) this program will require a minimum of 100 OIA members to register. The cost would be \$40 plus HST annually. The OIA would collect the funds from its members and reimburse Venngo.

Savings vary across each category. Typically OIA members can expect to save 15%-40% from each vendor. To view the vendor list please visit:

<http://www.venngo.com/index.php?base=/welcome&action=memberPerks>

We will need to know **before November 1st** if you are interested in joining to determine if we can proceed. If we do not proceed all funds collected will be returned in full. The maximum you will pay is \$40 + HST per year. You can easily save this amount on a single purchase using the program.

As soon as possible please let staff know if this is an additional OIA membership advantage desired.

IN THUNDER BAY WITH CHRISTINA MOL, P.AG.

For many of you, Thunder Bay may be considered to be in the northern reaches of our province but for Christina Mol, P.Ag., it is home. Raised on a dairy farm, Christina received her Agricultural Science degree from the University of Guelph in 2003. Following her undergrad studies, she has worked in the pesticide industry as well as greenhouses and agricultural field research in Southern Ontario and Alberta. She has been doing her graduate studies at Lakehead University, obtaining a MSc in Biology in 2009 investigating lowbush blueberries as an option following peat harvesting for energy and currently



working as a PhD candidate in Biotechnology at Lakehead University researching native boreal forest plants and their use in reclaiming closed mines with her industrial partner, Barrick Gold (to be finished in September 2014). While at Lakehead she worked for the Food Security Research Network as a local food systems developer and had the opportunity to lead farming and gardening workshops with several groups such as First Nations communities in Northern Ontario. She is the secretary of the Thunder Bay Soil and Crop Improvement Association, whose current projects include exploring

new markets such as Canada Malting Company located in the local harbour, organizing the annual Thunder Bay Spring Farm Conference and looking into purchasing a 3 in 1 SAMCO corn planter with plastic mulch and pesticide application.

Although she cannot make it to regular OIA activities she does want to stay connected to OIA members that are interested in her projects. You can reach her through the "Find and Agrologist" feature on the OIA website.

AG MORE THAN EVER

Ag More Than Ever is an industry cause to improve perceptions and create positive dialogue about agriculture. The cause calls on those of us involved in agriculture and Agrology practice to look for opportunities to speak up and speak positively about our industry. There are more than 200 industry partners and this summer the OIA became the second provincial Agrology Institute to sign up. Terry and Phillis visited the Outdoor Farm Show in Woodstock in September and volunteered at the Ag More Than Ever booth to promote the industry partnership.



Registered and certified practitioners have a great story to tell. Not just that we are a forward thinking industry but what we do to ensure the long-term success of agriculture, to achieve environmental stewardship or even our service as excellent staff or qualified consultants serving to protect the consumer interest.

Never has the work that we all do matter so much. As we embark on our new Act the time is right to tell our stories. Let's blow our own horns! We would like to profile our members making a difference. So send along your stories and let's start to promote ourselves as certified and registered professionals in practice.

HURONIA BRANCH SPONSORSHIP



On August 14th the Huronia Branch of the OIA was a sponsor of the Georgian Soil and Crop Summer Tour of the Lystek Plant and Community BBQ. The OIA was well represented and members had the opportunity to tour the Dundalk facility where biosolids are being transformed into market-ready, Canadian Food Inspection Agency registered fertilizer. Congratulations to the Huronia Branch and its executive for a very successful day. More information about the plant was written up in the business section of the Ontario Farmer on September 10 2013.

TAKEN FROM NEWSLETTERS OF THE PAST

Taken from the September 1987 Newsletter, D.M. McAlpine, P.Ag., Executive Director of the OIA wrote...



Perhaps my thoughts about OIA can best be expressed by quoting from a letter I sent recently to a prospective member. "In my capacity as Executive Director of the Ontario Institute of Agrologists, I am issuing an invitation to you to become a member of the OIA. Now, as never before, it seems to me that agriculture is crying out for certified professionalism. Surely the public has the right to expect nothing less in the food system." So as we lay plans for the more active round of fall branch meetings I encourage you to think professional and act professional. In every sense of the word, OIA is the one and only truly professional organization in Ontario agriculture with all that that implies.

OIA MEMBER BENEFITS

Not only does your OIA membership mean discounted home and auto coverage through RBC and the opportunity for discounted Professional Errors and Omissions Liability Insurance through HUB International, we also offer member access to a group based health and dental plan through Manulife Financial.

Many of our members do not have access to company benefits and many are self-employed so comprehensive health and dental coverage was asked of staff to investigate. Just like our alliances to offer discounted insurance opportunities to members we have worked hard to ensure a package that will benefit our valued OIA members. We have even negotiated the ability for OIA members to acquire discounted out of province travel insurance and critical illness coverage!

Just like all OIA Advantage Benefits, member participation is voluntary. We certainly believe that OIA members will benefit greatly by the efforts negotiated on our member's behalf.

Information on all OIA advantage benefits is available from the Member Benefits portal on the main page of the OIA web site.

We have also implemented a job posting link and the OIA is now "LinkedIn". There are a lot of reasons to check out the OIA website frequently!



IN MEMORIAM

Remembering John Wise, P.Ag. Hon. – John Wise passed away suddenly in early 2013, aged 77. He was a fifth generation dairy farmer, active in farm organizations and in municipal politics, as well as planning for more than 15 years. He was elected to municipal council in 1960, assuming Warden's title in 1969. Three years later, he ran as a PC candidate and was elected to represent the rural riding of Elgin in the House of Commons. He was re-elected in 1974, 1979, 1980 and 1984. He



served two terms as Minister of Agriculture and retired from federal politics prior to the 1988 election. One of the highlights for John while he was Minister of Agriculture was to establish new research stations and laboratories in London, Guelph and throughout Canada. Soon after his retirement John was recognized for his contributions to Canadian agriculture by being named Honorary Veterinary Director General of Health of Animals and honorary member of the Canadian Veterinary Medical Association. The OIA recognized John in 1989 with a Honorary P.Ag. designation.

