

THE ONTARIO AGROLOGIST

A conversation with Sean Kenny, T.Ag., Technical Support Specialist with Ferti Technologies, parent company of Nutrite and EnviroSol. Ferti Technologies is a leader in a wide variety of fertilizer products including granular, organic, water soluble and liquid blends. Sean's area of focus is providing agronomic expertise and fertilization know-how to the turf grass sector.

When you joined Ferti Technologies earlier this year, after 20 years in the turf sector, you were required to get your professional designation. Why is professional accreditation with the OIA important to Ferti Technologies and you?

When approached by Ferti Technologies for the position earlier this year I was asked if I was willing to get my professional accreditation through the OIA. The company and I were on the same path of wanting to provide customers with the best possible service and support. Having my experience and knowing where I wanted to take my career it seemed that getting the T.Ag. (Technical Agrologist) was good for me personally and a natural fit for Ferti Technologies. I share with Ferti Technologies the commitment that through professional accountability we show the turf industry how committed we are to being agronomically and environmentally responsible to future generations. Ferti Technologies has a strong presence in Eastern Canada where practice legislation is strict. So the corporate philosophy is that contracted providers and staff who work with our customers should be professionally licensed. It is a question of credibility in the marketplace today.

Tell us about an average day as a Technical Support Specialist and what is involved with building sound agronomic fertility programs for your customers.

There is really no average day. Each day brings new challenges when working with both local and international clients in developing agronomically sound fertility blends and programs. I am also responsible to work with Nutrite and EnviroSol sales teams. Clients and customers, here and internationally, get a greater sense of comfort when they see a professional designation after my name. When our sales team delivers a fertility program or a recommendation to our clients they are doing so with the help of someone who is held accountable for decisions made by a regulating body such as the OIA.

There are a lot of people in Ontario who do the type of work that you do but have chosen to practice without an OIA designation of competency. Why should customers look for professional accreditation from the OIA (P.Ag. or T.Ag.) when choosing their agronomic specialist?

When customers are looking to purchase any goods or services they are looking for experience and technical know-how to guide them in the right direction and not just to make a sale. My role in the turf industry with Ferti Technologies requires me to work at a highly technical level. If I want my clients to fully trust me and my company, as well as the products and services they receive, it is best to be viewed as a designated



professional. The designation is more than just letters. My T.Ag. designation shows how committed our company is to ensuring our clients know they are receiving the best possible services and that I am accountable for the decisions and recommendations I make.

How can potential customers find out more about the services of Ferti Technologies, Nutrite and EnviroSol and contact you?

Agronomic expertise and fertilization in the turf sector is my passion not just my job. We have a number of ways you can find us whether through email, phone, website and twitter.

Phone: Office: 1-800-265-8865

Cell: 1-519-362-9572

Email: skenny@ferti techno.com

Twitter: @seankennyturf

@EnviroSolCanada

@NutriteCanada

Websites: www.nutrite.com

www.envirosol.ca

