

Summer 2012



Saskatchewan AGROLOGIST

CHANGING THE
THE PUBLIC
PERCEPTION OF
AGROLOGY

PLUS

reconnecting farm to plate

innovation in agriculture: sia 2012 annual convention

faces of agrology

elite saskatchewan: agrologists honoured



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reconnecting farm to plate

by Alanna Koch - Deputy Minister of Saskatchewan Ministry of Agriculture

Today more than ever, the urban citizens of Saskatchewan are far removed from agriculture. Food comes from grocery stores, leather goods are created by big box stores and breakthroughs in agricultural research are made far away from Saskatchewan. You know as well as I do that this is not so and the people of Saskatchewan need to know the significance of agriculture's contributions to Saskatchewan and their family.

In fact, the importance of agriculture is increasing as Saskatchewan has become the country's top agri-food exporter, bringing in revenues of \$10 billion for the first time ever. Furthermore, we saw the world population grow past seven billion in 2011 and the number of mouths to feed is growing at a rapid rate.

It is agriologists who are at the forefront of this challenge. It is a challenge to make sure agriculture in Saskatchewan gets the recognition and respect it deserves, and most importantly, it is a challenge to make people understand the richness, diversity, career possibilities and bright future of agriculture in this province.

A better public understanding is the first step to the continued success of our industry and to maintain our place as a top competitor. That is why "partnerships to promote the benefits of agriculture" is a key pillar of the Ministry's strategic plan. It will lead to increased economic benefits from agriculture and to a sustained interest in agriculture-related careers, such as agriology, in Saskatchewan.

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What Do We Know & How Do We Know It?

In short, we are up against current misconceptions and the impressions that quick media stories leave on urbanites. Fortunately, we have the expertise to counter such misconceptions. We have professionals such as yourselves who gather and interpret raw data and, on a daily basis, provide factual information on agriculture in our province. This information is crucial for developing science-based regulation and decision-making in Saskatchewan. Regulation that keeps food safer for families, keeps research flowing, and keeps attracting investment opportunities from the world to the fields, processing facilities and research institutions of Saskatchewan.

What we need to do now, is to bring more information to the non-farm audience. Use your profession, your contacts, your avenues of communications and any opportunity to simply show the people of Saskatchewan that agriculture is the backbone of the province and the future of everything from our economy to feeding the world with good quality food. Recent surveys across Canada reveal that while many believe agriculture to be a vibrant industry, most people would not recommend a career in agriculture to friends and family members. These surveys also indicate that the majority of Canadians define "agriculture" as farming and ranching. This is how agriologists themselves become a vehicle of communication. From Professional Agriologists in irrigation,



Communication Challenge: How have you confronted agricultural stereotypes?

I thank you for your work as advocates for our industry and invite you to continue our challenge of communication in the industry but especially with the public at large. I also want you to share examples of confronting agricultural stereotypes (ag.stories@gov.sk.ca) so that we can share it with all of Saskatchewan. – Alanna Koch

forage management, plant breeding, crop and livestock disease surveillance, soil management, marketing, banking and pest management to name a few, agrologists are living proof to the graduating classes of tomorrow of the great variety of rewarding careers available in Saskatchewan.

Open information, open dialogue

When we talk about agricultural awareness and getting the people reacquainted with one of the fundamental cornerstones of civilization, we sometimes run into challenging topics. Pesticide-use, environmentally-friendly farming methods, food safety, biosecurity, ethical treatment of livestock and agriculture biotechnology are subjects that you'll find in Canadian media almost every day. Critics speak loudly and we have a duty to the people of Saskatchewan and our industry to have the specialists and front-line researchers speak at least as loud.

Everyone working in agriculture in Saskatchewan is a champion of our industry and as such, we show how the industry benefits the province and families in it. The Saskatchewan Institute of Agrologists is "an organization of university-trained professionals that protects the public by ensuring its members are qualified and competent to provide knowledge and advice on agriculture and related areas." We must now accelerate our efforts in bringing that science-based factual information to the public, enhancing awareness and understanding of agriculture. The public must see how the positive effects of agriculture apply to them by fostering our growing economy, benefiting human health and providing quality food to the world produced right here at home. The first steps are to influence, inform and then prepare the consumers of today and coincidentally the agrologists of tomorrow.



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introducing the new provincial office team

The provincial office is pleased to welcome the new office team



EXECUTIVE DIRECTOR

Al Scholz, PAg, CAC, CMC

Al brings to the SIA his 25 years of management consulting and leadership experience in Saskatchewan's agriculture and food industry. He looks forward to building strong relationships with employers, branches and each of the Institute's members. ■

MANAGER OF PROGRAMS & COMMUNICATIONS

Crystal Zvacek, B.Sc. (Bus. Op.)

Crystal's experience in marketing, program development and communications, coupled with her background in agriculture makes her a great addition to the management team. She brings a passion for branding and a youthful perspective to the Institute. ■



OFFICE COORDINATOR

Karalee Emmerson

As a recent Saskatoon Business College grad, Karalee keeps the provincial office running smoothly. She is a champion for organization and passionate about design. Her customer service experience meshes well with her role with the Institute. ■

saying goodbye

REGISTRAR

Les McLean, M.Sc., PAg

Les will leave the position Registrar on June 30, 2012 and move into retirement after a long and distinguished career. Les worked in many parts of the agri-environment sectors including: Saskatchewan Ministry of Agriculture, University of Saskatchewan, Ducks Unlimited and SIA as Executive Director/Registrar. We wish Les all the best in his retirement. ■



admissions committee - the next steps

by Les McLean, RAg - Registrar of Saskatchewan Institute of Agrologists



Ever wondered what happened behind the scenes with your membership application and who is the Admissions Committee you've heard about?

What is an Admissions Committee?

This committee will review and determine the acceptance for membership of applicants requesting membership in the SIA as:

- Articling Agrologists or Articling Agricultural Technologists
- Professional Agrologists or Agricultural Technologists
- Reinstatements of membership
- Transfers of members from other provinces
- Dual members – SIA in addition to practicing in another provincial jurisdiction

The decisions made by this committee protect the public by ensuring that only qualified, scientifically trained, individuals are licensed to practice agrology in Saskatchewan.

How Does the Admissions Committee Work?

The Admissions Committee meets every 4 to 5 weeks to review approximately 30 new applications for membership. The committee is composed of 4 to 5 practicing agrologists or agricultural technologists and is chaired by the President-Elect. The Registrar is also an ex-officio member of the committee and collects all the materials needed by the committee to determine the applicant's membership eligibility. The Registrar also records the decisions made by the committee, prepares and sends out the correspondence related to the committee's decisions and makes sure all documentation is retained in the members file. The council must then approve the decisions recommended by this committee.

Thank You

Volunteering on this committee involves a huge commitment of time and energy, and carries with it a lot of responsibility, as the Registrar I would like to personally thank all members of this committee, past and present. A special word of thanks to Jeff Schoenau, who recently departed from the Admissions Committee, his contributions and insights will be greatly missed. ■

INTRODUCING THE 2012 ADMISSIONS COMMITTEE

Chair/President-Elect: Shankar Das

Registrar: Les McLean

Committee Members: Carol Ann Patterson | Jill Turner | Kari Nicolas | Lorence Peterson | Tom Yates

changing the public perception of agrology

by Al Scholz, PAg, CAC, CMC - Executive Director of Saskatchewan Institute of Agrologists

What does Agrology mean to you? The Institutes of Agrology in other provinces have expanded the definition of Agrology to also include the “life sciences” that surround agricultural production such as soil and watershed stewardship and environmental goods and services. How broadly should the definition of Agrology be expanded?

You Can Make a Difference

This year the SIA provincial council is in the process of reviewing and amending the *Agrologists Act (1994)*, which is the legal statute for the practice of Agrology in Saskatchewan. You'll have the opportunity to make a difference, to review the amended legislation, ensuring it meets the needs of society today and into the future. Stay tuned to our “SIA Weekly” email and website for branch consultation updates.

How broadly should the definition of Agrology be expanded?



Changing Perceptions from the Inside Out

A brand is much more than a logo, it is a person's gut feeling about an organization and our “SIA brand” is under review. This review will ensure the visual messages (logo, fonts, photos, etc), written messages (letters, website content, etc) and the tools we use to communicate (advertising, email, social media, etc) all enhance the public recognition of Agrology. If the public is unaware of Agrology and the role of science-based agricultural professionals, it is more difficult to offer the protection that the legislation provides. Throughout this process we welcome any ideas you have on branding.

What Do You Think?

We're always looking for ways on how to increase the public's awareness of the role Agrologists play in ensuring the public has access to high quality safe and nutritious food as well as protecting the environment. Send your suggestions to info@sia.sk.ca. ■

Join the conversation on Facebook and LinkedIn

Tell us how you
explain the profession of Agrology



LinkedIn



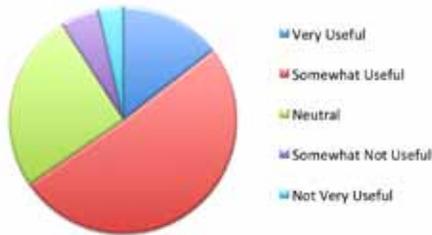
innovation in agriculture: sia 2012 annual convention

The Yorkton Branch hosted the 2012 Conference and 67th Annual Meeting in Yorkton at the Painted Hand Casino on March 29 and 30. The two-day event was packed with presentations, networking and updates on the Institute.

This year's theme focused around innovation in agriculture, and discussed topics including the advancements of technology in the livestock industry, fertilizer efficiency, advancements in oilseeds, potential biodiesel sources and the power of smartphones. Approximately 150 agrologists, agricultural technologists, speakers and special guests attended this year's meeting. ■

the results are in...

We asked for your comments on the 2012 annual convention and we have the results. Thank you to everyone who completed our Annual Convention & AGM survey.



65% found the professional development sessions very useful or somewhat useful.



80% are in favour of adding breakout sessions to future conventions

The survey results will assist the 2013 planning committee in organizing an event to remember. ■

SPECIAL THANKS TO THE PLANNING COMMITTEE

Mark Carlson

Allana Lewchuk

Christie Wolfe

Stephanie Dreger

Kristin Sedgwick

Paul Screpnek

thank you to our annual convention sponsors



faces of agrology

The Saskatchewan Institute of Agrologists is pleased to welcome our new members and congratulate the members who have fulfilled the articling requirements necessary to achieve full professional status.

Changes in Branch Membership Numbers

Saskatoon Branch	21
Regina Branch	13
NorthEast Branch	3
NorthWest Branch	3
SouthWest Branch	3
Yorkton Branch	3
At Large Members	3
Student Members	2
TOTAL INCREASE	51

Student Memberships - New

Kyle Slobodian
Jordan Pflanzner

Articling Agrologists (AAg) - New

Timothy Blum
Rhett Duke
Bonnie Mandziak
Amanda Mycock
Kelly Seymour
Cara Drury
Samuel McClinton
Allison Meinert
Jose Pablo Rivas
Andrew Stewart
Travis Anton
Tyler Gullen
Murray Clarke
Linda Hunt
Brent Moore
Kerry Nell
Valerie Panko
Sunny Verma
Laurel McBride
Travis McKellar

Professional Agrologists (PAG) - New (AAg to PAG)

Kelly Cochrane
Michael Ritz
Alicia Tait
Hallie Roy
Evan Rorquist
Tajinder Grewal
Elliot Hildebrand
Qamaruddin Lund
Amy Mattus
Barrett Rankin
Daniel Tober
Amy Wheeler

Articling Agricultural Technologists (AAT) - New

Simon Marsh
Shane Thomas
Alaina Stoesz

Agricultural Technologist (AT) - New (AAT to AT)

Cody Heard
Shayla Hazelwood
Bethany Wyatt

Professional Agrologist – Dual Membership

Clinton McKee
Darion Byerley
Karen Trenholm-Boyle

Professional Agrologist – Reinstatement

Gordon Blackmore
Francine Brule
Krista Connick
Lee Harris
John McKinnion
Leah Tallis

Professional Agrologist – Transfer In

Dale Bonke
Rahul Kumar Patel

Articling Agrologist – Reinstatement

Rosalind Bueckert

Articling Agrologist – Transfer In

Megan Lynch

Articling Agricultural Technologist – Transfer In

Amanda Smith

serving the public interest: regulation or advocacy

by Craig Smith, PAg – President of the Saskatchewan Institute of Agrologists

Ever since 1946, the profession of agrology in Saskatchewan has been “self-regulated”. The government delegated the regulation of agrology to the Saskatchewan Institute of Agrologists, because the government recognized if certain professions performed their work in a substandard, negligent or unethical manner, it could be harmful to the consumer and contrary to public interest.

Regulation of Agrology

The Government can delegate the regulation of a profession, be it agrology, engineering, law or any profession when it services the best interests of the public. To accomplish the Institute's functions, the SIA has a number of responsibilities, including:

- Licensing and registration of members, including setting education standards
- Establishing standards of practice
- Establishing continuing education and competency programs
- Establishing codes of conduct
- Investigation and adjudication of complaints of incompetence and misconduct
- Title protection

To Advocate or Not to Advocate?

The primary function of the Institute is the protection of the public's interest in dealing with agrologists. To properly carry out that role, the Institute cannot function as an advocate for the profession to advance commercial or business interests of members or member groups. However, the institute may advocate promoting the profession, if it is in the service of protecting public interest. The Institute should not position itself to act as a professional advocacy association.

The Role of the Institute in Promoting Agrology

SIA does promote the profession of Agrology by reinforcing why the Institute and professional agrologists or agricultural technologists are important to protecting the public interest. In promoting or advocating the profession SIA is very aware of and respects the objects of the institute as set out in the Act.

So what really is the difference between the SIA promoting agrology in the public's interest and promotion agrology to advance business interests? Promoting the profession deals with why it is important that for Consultant Craig or Dealer Daren to be an agrologist when Joe Citizen is seeking their advice. Inappropriate promotion would reference promoting agrology to advance business interests. For example if the Institute promoted the following: “Adelle Advisor Inc. is owned by and hires agrologists, so choose Adelle Advisor Inc.” This second type of promotion should be left to Adelle Advisor Inc.

Self-Regulation a Privilege

The right to self-regulation carries significant benefits for the profession. However, it is a privilege that is granted and a privilege that may be removed if SIA fails to fulfill its role to protect the public interest. Therefore SIA must ensure its activities are in the public interest, and would not be viewed as placing member interest ahead of public interest. If that became the prevalent view self-regulation could be removed.

Note: Thank you to Mr. Chris Boychuk of McDougall Gauley for his input in this material.



celebrating agriculture's history & future

by Mary Buhr - Dean of Agriculture & Bioresources, University of Saskatchewan



The College of Agriculture and Bioresources' centennial is as much about celebrating the future as it is the past. The centennial gives us the opportunity to highlight what the college has accomplished in the past and that then forms a foundation from which we can talk about where we are going in the future. When one looks at how much the college has changed over the past 100 years, one recognizes that it will probably have to change an equivalent amount in the next 100 years – and it will always be to address the needs of the province and the world in all the things that constitute agriculture and bioresources.

Centennial celebrations are well underway at the college with a kick-off and an all-years alumni reunion held at the beginning of January. Both were a great success! The next event is an open house on June 22 showcasing research and innovation at the college. The open house is an important event for us as it gives us the chance to show the university campus, the community, industry and our alumni, who we are and what we have become. Much has changed and happened over the last 100 years.

Many people in the western world hear the term agriculture and form a mental picture of someone standing in a field with a pitchfork but they don't understand the breadth of agriculture and they don't feel related to it all. Agriculture is also policy and business models, reclamation of damaged land, creating better feed for animals, designing healthy foods and being able to grow fuel and fibre and plastics on land that food crops can't use.

When the college undertook a name change in 2006 to become the College of Agriculture and Bioresources, it was to better reflect the scope of research and teaching at the college. My hope is that the open house will provide some clarity to modern agriculture, and help people to see that agriculture is all around them, in farms, yes, but also in cold-tolerant strawberries, in



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Agriculture is also policy and business models, reclamation of damaged land, creating better feed for animals, designing healthy foods and being able to grow fuel.

young entrepreneurs and fuel from cow poop, and healthy people, plants, animals and environments.

In September, the centennial celebrations will continue with the SIA barbeque to celebrate with our students the most important resource of the college. The students are the future and we must never lose sight of that. Yes, we do the research but we are also providing students with the wealth of knowledge that the world so desperately needs— and that's the most important thing we can do.

The past 100 years saw astounding changes and I know the next 100 years in agriculture and bioresources will be anything but boring. With issues like a global need for food security, and increasing production in an environmentally sustaining manner under unpredictable climate conditions, the college will have much to contribute and we must be proactive. Whatever we do, whatever crops or products or production methods we develop, will be useful somewhere in the world. I think we need to prepare as best we can for the kind of variations that we expect are coming, and then plan well enough to be able to adapt to the unexpected variations that come our way.

Moving into the next 100 years, I would like to see the college support the province as it moves into expanded use of resources, expanded in both the sense of doing more things with resources that we have, and the sense of properly using more of the land base that we have and using it in a more sustainable fashion. The environmental piece is key and that is because we all need to be cognitive that our practices be such that we are giving as much, if not more, back than we are taking out.

It's an exciting time to be in agriculture – let's dive in together!

COLLEGE OF AGRICULTURE & BIORESOURCES OPEN HOUSE

Please join us at the open house event the afternoon of June 22 for a tour of the college campus and see what we have been up to. More details are available at www.agbio.usask.ca/centennial.

elite saskatchewan: agrologists honoured

The accomplishments of Saskatchewan's elite Agrologists were recently recognized at the Saskatchewan Institute of Agrologists (SIA) 2012 Annual Conference Hounors & Awards Gala in Yorkton on March 29, 2012. Four individuals were selected whose contributions and accomplishments significantly influenced agriculture and bioresources within the Province of Saskatchewan.

Distinguished Agrologist Award

The Distinguished Agrologist Award is presented to members of the Institute for professional distinction associated with an outstanding accomplishment in agriculture and bioresources which is recognized within Saskatchewan. The recipients are:



Paul McAllister, PAg

Paul McAllister, PAg has been instrumental in introducing 3 fungicides and 10 herbicides to the marketplace, as well as, the clearfield cropping systems in canola, wheat and lentils. Northwest Saskatchewan field pea producers have been assisted by Paul's efforts in the introduction of products that have led to consistent production. Currently Paul is a respected Senior Business Representative with BASF Canada in North Battleford. ■



Barry Swanson, PAg

Barry Swanson, PAg has supported the careers of many Articling Agrologists through the mentorship program with the Saskatchewan Institute of Agrologists. His contributions have aided the North Saskatchewan Soil Conservation Association and the District 32 ADD Board be leaders in soil conservation and direct seeding. Currently, Barry resides in Prince Albert, where he continues to serve his community and provide agricultural consulting. ■



J. Doug Fehr, PAg

J. Doug Fehr, PAg has been an invaluable agronomic resource centre for colleagues, SIA Articling Agrologists, retailers and producers throughout the North Battleford area for years. Doug is a strong advocate for product stewardship and resistance management. His 30 years of experience along with his devotion to customer service makes him a valued asset to E.I. DuPont Canada as a Senior Sales and Marketing Representative. ■

Outstanding Young Agrologist Award

The Outstanding Young Agrologist Award is presented to a young agrologist under the age of 40 who has provided outstanding service and made worthy contributions to the agriculture and bioresource industry. This year's recipient included:



Michael Champion, PAg

Michael Champion, BSA, PAg is an active member in the Saskatchewan Institute of Agrologists and has represented the Native Plant Society of Saskatchewan as a board member since 2001. He has been responsible for reclaiming and reseeding 30,000 acres of land with Ducks Unlimited. Michael currently is a Range Management Specialist with Agro-Environmental Services Branch, Agriculture and Agri-Food Canada in Regina. ■

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Distinguished Agrologist Award | Outstanding Young Agrologist Award | Recognition Award | Honourary Life Membership

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Agriculture Technologist Rep. - Michael Zenter, AT	306.287.4008
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Northeast Branch Councillor - Chad Bohachewski, PAg	306.862.2522
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Saskatoon Branch Councillor - Jeremy German, PAg	306.463.4622
Southwest Branch Councillor - Tyler Friesen, PAg	306.774.4466
Yorkton Branch Councillor - VACANT	N/A
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Regina - Blair McClinton, PAg	306.569.4437
Saskatoon - Jennifer Deeks, PAg	306.978.5518
Southwest - Jennifer Garner, PAg	306.778.8702
Yorkton - Mark Carlson, AAg	306.547.5418

saskatchewan agrologist

is a publication of:

The Saskatchewan Institute of Agrologists (SIA)

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Design and layout for the Saskatchewan Agrologist done by:

katrina forgrave graphic design

370.6404 | katrinaforgravegraphicdesign.com