

Canadian CCA Association Marketing Activities

Past Activities

- Poster competition at the Annual Conference for University of Guelph students (discontinued due to lack of interest by students)
- Three-page spread in Top Crop magazine each year sponsored by Syngenta Crop Protection – lists all the CCAs in Ontario (unsure if Syngenta will be sponsoring this year due to budget constraints)
- Yard sticks for distribution at events (farmers were not particularly interested in the yard sticks)

Current (on-going) Activities

- CCA Award of Excellence – winner donates \$1,000 to charity
- Website (www.canadiancca.com)
- Window clings for vehicles
- Marketing contests – win a CCA jacket for writing an article; for having CCA printed on business card.
- Photo contest – win a CCA jacket for best picture submitted
- Marks Work Warehouse Image Wear card – embroider CCA logo on apparel
- Brochures/posters
- Annual conference
- Ontario Farmer articles
- Crops and Soils articles
- Grain Farmers of Ontario magazine articles
- CCA lapel pins
- Gold CCA logo stickers on name tags at grower events for easy identification
- Table top display at major grower events
- Table top signs
- CCA logo and website links on various agri-business websites
- PowerPoint presentation about what the program is