



ONTARIO SOIL AND CROP IMPROVEMENT ASSOCIATION

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For immediate release

Adam Hayes Win Inaugural OSCIA Soil Champion Award

Guelph, ON - Adam Hayes, a Field Crops Soil Management Specialist with OMAF and MRA has been the very first recipient of the OSCIA Soil Champion Award. This annual award was initiated by Don Lobb and Lillie Ann Morris who are both very well known for their passion towards soil conservation and soil health. Researchers, extension staff and conservation-minded farmers are increasingly concerned about soil erosion. It is important to direct attention to those who have excelled in the use and promotion of best soil management practices.

The OSCIA Soil Champion Award was given to Adam for his exceptional career accomplishments in building and promoting soil health within the agriculture industry. Adam joined OMAF and MRA soon after graduating from the University of Guelph. He has served in many roles including soil conservation advisor, resource management specialist, soil and crop advisor, and has spent half his career as the soil management specialist for field crops. Adam initiated the Southwest Crop Diagnostic Days program at Ridgetown and chaired it for 13 years. He is currently the co-chair of the Southwest Agricultural Conference. Adam has spent much of his career promoting soil conservation and good soil management practices. He has also devoted a significant amount of time tracking agricultural climate change issues. Soil health is a key focus on many of his current efforts. Adam is an Ontario Certified Crop Advisor and has served on the provincial and international boards.

OSCIA, founded in 1939, is a unique non-profit farm organization. Our dedicated membership represents virtually all commodity groups and has significant presences in all major agricultural areas. OSCIA's mission is to ***Facilitate Responsible Economic Management of Soil, Water, Air and Crops through Development and Communication of Innovative Farming Practices.*** OSCIA's President, Allan Mol, a dairy producer from the Thunder Bay District, applauds this new recognition to Adam as OSCIA's first Soil Champion. "There are many good examples of dedicated individuals to soil improvement and we are delighted to see Adam's name come forward. He has committed many years of his career to this cause."

To view a video of the presentation of the OSCIA Soil Champion Award, please visit this link: <http://youtu.be/3oyEb4AQsx4>

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