

## **CAMA announces three national agri-food marketing award winners**

**October 4, 2022 [Port Elgin, ON]** In the lead up to the [Canadian Agri-food Marketers Alliance's](#) (CAMA) Best of CAMA awards event in November, the organization announces the winners of this year's top three industry awards – Ben Lanthier, National CAMA Honour Roll Award, Rob Hannam Agri-Marketer of the Year and Len Kahn, CAMA Lifetime Achievement Award.

### **Ben Lanthier, National CAMA Honour Roll Award**

Ben Lanthier has been a CAMA member for nine years. During that time, he has demonstrated strength as a leader and dedication to the future of CAMA and the agri-food marketing and communications industry. Ben is currently a Sales Representative at Sportswood Printing in Straffordville, ON. With more than 30 years of experience in print communications, he enjoys working with clients using traditional and leading-edge digital printing technologies to find the best printing solutions for his clients. Ben has been a CAMA Board member of the Ontario chapter since 2016, has served as provincial Vice President and President and currently sits on the National Board. Ben has been actively involved as an advisor to the University of Guelph CAMA student chapter team and was instrumental in developing the CAMA mentorship program. He is best known for encouraging others by acknowledging and ensuring fellow Board members recognize their accomplishments and recruiting young professionals to join CAMA.

The National CAMA Honour Roll award recognizes the contribution of a CAMA member from all Chapters to the building and commitment to the Canadian Agri-food Marketers Alliance (CAMA).

### **Rob Hannam, Agri-Marketer of the Year**

A natural leader with a strong track record of developing and delivering marketing solutions, Rob Hannam has dedicated his more than 30 years' experience to the agri-food industry. He is currently a founder/owner of several business ventures, including Synthesis Agri-Food Network and Farm Health Guardian. He takes great pride in what he can accomplish for others, and for the industry. Rob's innovative leadership and strategic ability to address industry challenges has earned him a reputation as a go-to problem-solver and strategic planning facilitator for more than 25 agriculture-related organizations. Rob believes strongly in supporting progress in the agriculture and food industry. He is an active CAMA member and regularly shares his leadership skills in a volunteer capacity to support the agri-food industry.

The Agri-Marketer of the Year award honours outstanding accomplishments in the field of Canadian agricultural marketing.

### **Len Kahn, CAMA Lifetime Achievement Award**

Throughout his 30+ year career, Len Kahn has committed his professional lifetime to advancing the Canadian agriculture industry. He has launched three successful agricultural marketing businesses in Canada – Kahntact Marketing, Marketing911, and Kahntact. Len's most significant contributions to the marketing landscape in the Canadian agricultural industry are rooted in his approach to innovative campaigns and ideas. He is also a mentor to many, and is known for offering advice and a helping hand to those in the early stages of building a career in agri-marketing. An active CAMA member for 30 years, Len has been a huge supporter of the Best of CAMA. He has supported many agricultural initiatives with

pro bono marketing strategy, helping organizations and campaigns take their marketing and business strategies to the next level. An exceptional leader and strategist, Len is a model for many industry leaders, a champion for business growth and a mentor who has guided, challenged and influenced many agri-business executives to do better, think bigger and go farther.

CAMA's Lifetime Achievement award honours outstanding accomplishments and commitment in the field of Canadian agricultural marketing and continuous support of CAMA spanning over the course of a career.

All three 2022 award winners have made tremendous contributions to the Canadian agri-food marketing industry, along with their own significant achievements. They will be formally honoured at the Best of CAMA Gala, November 3, 2022 in Niagara Falls, ON.

The [Canadian Agri-food Marketers Alliance](https://www.cama.org) (CAMA) is a network of agri-food marketing professionals from across Canada. With chapters located in Alberta, Saskatchewan, Manitoba, Ontario and Quebec, CAMA represents agri-food marketing professionals throughout Canada's food system. Members include professionals across the agri-food value chain who are dedicated to improving the marketing and communications sector of Canada's food system.

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**For more information & to request high-resolution photo of winners:**

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