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2023 BEST OF CAMA WINNERS

CONGRATULATIONS
TO THE 2023 BEST OF
CAMA
WINNERS!

FROM THE TEAMS BEHIND

AG
ANNEX

TOP CROP
MANAGER

FRUIT
& VEGETABLE

MANURE
MANAGER

DRAINAGE
CONTRACTOR

POTATOES
IN CANADA

THE
TROUGH

CANADIAN
POULTRY



MESSAGE FROM NATIONAL CHAIR

CELEBRATING THE BEST IN EXCELLENCE

To my fellow CAMA members,

I wanted to take a moment to express my deepest gratitude for the incredible experience of participating in the Best of CAMA event. It is a true honour to be a part of such a dynamic and innovative industry.

The event showcased not only the remarkable talent and dedication of each person behind each of the entries, but also highlighted the collective spirit of camaraderie that defines CAMA. The shared passion for our field, and the inspiring projects on display were nothing short of extraordinary.

Each entry is a testament to the creativity and ingenuity that lies at the heart of our industry. It was a privilege to witness firsthand the innovative solutions and strategies that are shaping the future of agri-food marketing and communications. The diverse perspectives and approaches brought forward by all participants left an indelible mark on all of us, leaving us inspired and motivated to continue pushing the boundaries of what is possible.

A special thanks goes out to the organizers and volunteers who worked tirelessly behind the scenes to ensure the smooth execution leading up to, and at the event itself. Each year we rely on volunteer judges for each round of judging. Their dedication and attention to detail did not go unnoticed, and it is thanks to your efforts that we were able to celebrate the best in Canadian agri-food marketing.

I am immensely proud to be a part of the CAMA community, and I am eager to see the great strides we will continue to make in the field. Let's carry forward this momentum and keep pushing the boundaries of what is possible.

Once again, thank you all for making this event a resounding success. Here's to the bright future for both agri-food marketing and CAMA itself, and to the many more successes that lie ahead.

Robert Mensies
CAMA National Chair
robert@cama.org



Robert Mensies

SUPPORTING OUR ALLIANCE



McCann



These partners of CAMA's National Sustaining Partner Program are committed to our on-going focus of ensuring CAMA continues to be a dynamic, credible and relevant organization for Canada's agri-food marketers and communicators.

To find out how your company
can support CAMA,
contact info@cama.org.





| NAME OF ENTRY | ADVERTISER/ORGANIZATION | AGENCY | |
|---|---|---|---|
| BEST OF SHOW — Execution | | | Sponsored by |
| Membership Matters More (Television Commercial) | Federated Co-operatives Limited | Barbershop | |
| BEST OF SHOW — Digital | | | Sponsored by |
| Love Canadian Beans (Microsite) | Pulse Canada | REES + STAGER INC. | |
| BEST OF SHOW — Industry & Public Relations | | | Sponsored by |
| Co-op Table (Magazine) | Federated Co-operatives Limited | In-house | |
| BEST OF SHOW — Campaign | | | Sponsored by |
| What About Wheat? | Cereals Canada | Synthesis Agri-Food Network | |
| NAME OF ENTRY | ADVERTISER/ORGANIZATION | AGENCY | CERTIFICATE OF MERIT |
| Web Advertising | | | |
| Viatude | Corteva Agriscience | FleishmanHillard Highroad | Calian Agriculture/Balloonfish (Know What's Going On In Your Bin) |
| Here for Your Farm. Here for Your Family. | Federated Co-operatives Limited | In-house | |
| Pay-Per-Click Campaign | | | |
| Look for the CRSB Mark | Canadian Roundtable For Sustainable Beef | Nourish Food Marketing & Story Brokers Media House | Calian Agriculture/Balloonfish (Fuel Lock) |
| Online Video Advertising | | | |
| The Corn of Your Dreams | WinField United Canada | Balloonfish | Federated Co-operatives Limited/Barbershop (Here for Your Farm. Here for Your Family.) WinField United Canada/Balloonfish (Unpacked) |
| Website | | | |
| eKonomics Website Refresh | Nutrien Premium Fertilizer Technologies | AdFarm | Public and Stakeholder Engagement – Canadian Cattle Association/In-house (Guardians of the Grasslands Game – Classroom Version) |
| Micro-Site or Landing Page | | | |
| Love Canadian Beans Campaign | Pulse Canada | REES + STAGER INC. | Les Producteurs de bovins du Quebec/In-house (LESFAITSBOEUF.COM VEAUFAITS.COM) |
| Social Media Management | | | |
| What About Wheat? | Cereals Canada | Synthesis Agri-Food Network | Public and Stakeholder Engagement – Canadian Cattle Association/Bob's Your Uncle (Raising Canadian Beef) |
| Food Day Canada 20th Anniversary Celebration | Food Day Canada | Loft32 | |



| NAME OF ENTRY | ADVERTISER/ORGANIZATION | AGENCY | CERTIFICATE OF MERIT |
|--|---|--|---|
| Social Specialty All Ways Alberta Beef Contest | Alberta Beef Producers | Think Shift | <i>Food Day Canada/Loft32 (Food Day Canada 20th Anniversary Giveaway)</i> |
| Overall Industry & Public Relations Program Farmside Chats | Corteva Agriscience | FleishmanHillard Highroad | <i>CANTERRA SEEDS/Suckerpunch (The CANTERRA SEEDS Cup)</i> |
| Media Relations NPFT Digital Media Room | Nutrien Premium Fertilizer Technologies | AdFarm | <i>FMC Canada/Kahntact (Lambda-cy Response)</i> |
| Crisis Communications, Issues Management, Government Relations FCC Mental Health PSA Campaign | FCC | FCC In-house Agency (Media Support via AdFarm) | <i>MLT Aikins LLP/In-house (MLT Aikins Agriculture and Food 2022 Year in in Review eBook)</i> |
| News or Feature Article eEconomics Canadian Articles & Content | Nutrien Premium Fertilizer Technologies | AdFarm | <i>Grain Farmers of Ontario/In-house (Rural Pride)</i> |
| Persuasive Writing The Evolution of Agrimarketing 4.0 – Seven Trends for 2023 and Beyond | Think Shift | In-house | <i>Canadian Cattle Association/In-house (How Canada Became A Global Leader in Sustainable Beef)</i> |
| Press Release Viature | Corteva Agriscience | FleishmanHillard Highroad | <i>Cereals Canada/In-house (Canadian Cereals Sector Drives Economic Growth and Employment in Canada)</i> |
| Blogs More than a Migrant Worker | Ontario Fruit & Vegetable Growers' Association and Farm & Food Care Ontario | In-house | <i>MLT Aikins LLP/In-house (MLT Aikins Agriculture and Food 2022 Year in Review eBook)</i> |
| Advertorials Digital guardians help protect your farm's greatest asset – you | Decisive Farming by TELUS Agriculture | True Media | <i>AGI/In-house (AGI MKX2 Product Launch: Fast. Efficient. Reliable.)</i> |
| Events What About Wheat? Wheat Retreat | Cereals Canada | Synthesis Agri-Food Network | <i>Federated Co-operatives Limited/In-house (Fuel Good Day)</i> |
| Newsletters Monthly thought leadership eNewsletter | Decisive Farming by TELUS Agriculture | | <i>Decisive Farming by TELUS Agriculture/In-house (Solutions Monthly eNewsletter)</i> |
| Magazines Co-op Table | Federated Co-operatives Limited | In-house | <i>FCC/FCC In-house Agency (FCC Rooted in Resilience Publication)</i> |
| Annual Reports Cereals Canada 2022 Annual Report | Cereals Canada | Tom Powell Design | <i>Agriculture in the Classroom – Manitoba/ Tom Powell Design (2022 Annual Report: Growing Connections)</i> |



| NAME OF ENTRY | ADVERTISER/ORGANIZATION | AGENCY | CERTIFICATE OF MERIT |
|--|-------------------------------------|--|---|
| Specialty: Event, Corporate, Webinars, Podcasts or Recorded Program | | | |
| 2022 New Crop Wheat Report Webinar | Cereals Canada | In-house | Corteva Agriscience/FleishmanHillard Highroad (Pioneer Made to Grow Podcast – Mental Health Episode) |
| Product or Service Video | | | |
| Canada's Outstanding Young Farmers – Flip the Narrative Video | Canada's Outstanding Young Farmers | WS | DairyTrace/Synthesis Agri-Food Network (DairyTrace Videos) Federated Co-operatives Limited/In-house (Co-op AgZone FIELD) |
| Single Execution (Print or Digital) | | | |
| All Ways Alberta Beef Producer | Alberta Beef Producers | Think Shift | SeCan/Margrie Wallace (SeCan OAC Constellation Winter Wheat) |
| Series Execution (Print or Digital) | | | |
| Super Portfolio for Specialty Crops | UPL | Woodruff/WS | Nutrien Ag Solutions – Proven Seed/Think Shift (This Seed Belongs Here – Single) |
| Unique Execution | | | |
| Soil Active Cover Wrap | Nufarm Canada | AdFarm | Corteva Agriscience/FleishmanHillard Highroad (Zetigo Media Stunt) |
| Radio: Single or Series | | | |
| FCC Alberta Wildfires | FCC | FCC In-house Agency (Media Support via AdFarm) | Nufarm Canada/AdFarm (Pre-seed Burndown) |
| Television | | | |
| Membership Matters More | Federated Co-operatives Limited | Barbershop | Federated Co-operatives Limited/Barbershop (Here for Your Farm. Here for Your Family.) |
| Direct Mail | | | |
| CCGA Influencer Toolkit | Canadian Canola Growers Association | 6P Marketing | SeCan/Margrie Wallace (SeCan Young R2X Soybean) |
| E-mail Marketing | | | |
| Soil Active Email Campaign | Nufarm Canada | AdFarm | Decisive Farming by TELUS Agriculture/In-house (Monthly thought leadership eNewsletter) |
| Billboards or Other Out-Of-Home | | | |
| Here for Your Farm. Here for Your Family. | Federated Co-operatives Limited | In-house | FCC/FCC In-house Agency (Media Support via AdFarm) (FCC's Metro Vancouver and Fraser Valley Campaign) |
| Product Catalog & Guides | | | |
| NetZero BMP Guide | Dairy Farmer of Canada | Synthesis Agri-Food Network | Nutrien Premium Fertilizer Technologies/AdFarm (eKonomics Crop Guide: Corn) |
| Product Packaging | | | |
| Co-op Gold Bison | Federated Co-operatives Limited | In-house | Nutrien Ag Solutions – Proven Seed/Think Shift (Proven Seed Bag Packaging Redesign) |
| Point-of-Purchase Material(s) | | | |
| Co-op Gold Bison | Federated Co-operatives Limited | In-house | Nutrien Ag Solutions/Think Shift (FARMSMART Retail Kits) |



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|--|---|-----------------------------|--|
| Exhibits Guardians of the Grasslands Game – Public Events | Public and Stakeholder Engagement – Canadian Cattle Association | In-house | Grain Farmers of Ontario/In-house (Grains on the Go) |
| Promotional Item What About Wheat? | Cereals Canada | Synthesis Agri-Food Network | Nutrien Ag Solutions/Think Shift (FARMSMART Retail Kits) |
| Infographic Enlist Program Approach Recommendation | Corteva Agriscience | FleishmanHillard Highroad | Federated Co-operatives Limited/In-house (Co-op Equity Statement) |
| Logo Design Silverline Soybean brand | Syngenta Canada | Show and Tell | Woodrill Ltd./Synthesis Agri-Food Network (GroundWork) |
| Corporate Identity Cultura | Cultura Technologies | Think Shift | Nutrien Ag Solutions/Think Shift (FARMSMART) |
| Multimedia Campaigns – Total Budget of up to \$650,000 What About Wheat? | Cereals Canada | Synthesis Agri-Food Network | Alberta Beef Producers/Think Shift (All Ways Alberta Beef) |
| Multimedia Campaigns – Total Budget of More Than \$650,000 Membership Matters More | Federated Co-operatives Limited | Barbershop | Egg Farmers of Ontario/Evolve Agency Group and Farm Boy Productions (Real Farmers. Real Eggs.) |
| New Product Launch/Introduction Bin-Sense Plus | Calian Agriculture | Balloonfish | Federated Co-operatives Limited/In-house (Co-op Gold Bison) |

Congratulations

Best of CAMA Winners!

from your friends at

Agri Marketing
SERVING AGRIBUSINESS PROFESSIONALS

For daily updates of interest to agri-marketers, go to: www.AgriMarketing.com



CAMA HONOUR ROLL RECIPIENT

Susan Groeneveld has gone above and beyond with her dedication to the **Canadian Agri-food Marketers Alliance (CAMA)**. In recognition of her contributions as a CAMA Level Up Conference Chairperson, Susan is the 2023 Canadian Agri-food Marketers Alliance National Honour Roll recipient. This award honours input made to CAMA and the agri-food marketing and communications industry.

Susan has 29 years of experience in entrepreneurial organisation, mentorship, marketing, agriculture technology and more. In 2003, Susan and her spouse, **Jeff Groeneveld**, founded **WS**, a communications agency that services clients across North America, and immediately onboarded a multibillion-dollar client. By 2023, the agency grew across North America, facilitating a broad spectrum of services for an extensive client portfolio.

Being an entrepreneurial problem solver with a passion for guiding teams, Susan co-founded two other companies that rapidly evolved into major players on the animal health scene. Founded in



Susan Groeneveld

2013, **Cat Healthy** is a cause-marketing initiative with the goal of helping cats lead healthier, happier lives. **Sylvester.ai**, founded in 2020, is a developer collective focused on creating predictive healthcare products powered by artificial intelligence to improve animal health outcomes across species.

Susan has been a tremendously valuable member of CAMA for over 25 years. During this time, she served as a mentor in the CAMA Mentorship Program, living up to her dedication to giving back to the marketing community. A dedicated CAMA member herself, Susan encourages her staff to join CAMA either as members or on a local

Chapter board of directors and has always been a Best of CAMA supporter through many winning entries.

Whole-heartedly contributing to the agri-food industry beyond CAMA, Susan has been an Advisory Board Member at **Mealshare** since January 2017. Additionally, Susan served as the International Agriculture and Agri-Food Committee member at the Calgary Stampede from September 2016 until January 2019.

Susan has always considered CAMA the cornerstone of value in Canada's agri-food sector. Together with sincerely dedicated members, we unite, educate, and inspire agri-food marketers, delivering a dynamic network where members grow, innovate, and collectively elevate the industry's potential.

A proven leader, Susan embodies innovation and thought leadership, taking the industry forward at unprecedented rates. Thank you for your commitment to our organisation, Susan, and congratulations on receiving the 2023 CAMA Honour Roll Award. **AM**



Fund the future

Congratulations to this year's CABEF scholarship recipients.

Meet the next generation of Canadian agri-food leaders

These exceptional students are the winners of the 2023 CABEF Scholarships. We are proud to support each of them with \$2,500 for their ag-related post-secondary education.

Help us empower more students to pursue diverse careers in agri-food. Strengthen the future of Canadian agriculture and food by investing in the cream of the crop.

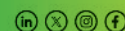
Become a Champion of CABEF and directly support a scholarship for a Canadian student.



Sarah MacDonald | Vanderhoof, BC
Erin Hughes | Longview, AB
Wyatt Pavloff | Perdue, SK



Milan Lukes | Winnipeg, MB
Kyla Lewis | Dorchester, ON
Matthew Bishop | Round Hill, NS



@CABEFscholarship

cabef.org

Contact CABEF today to learn how you can become a "Champion of CABEF" at info@cabef.org

CABEF is a registered charity (#828593731RR0001). For more information on all registered charities in Canada under the *Income Tax Act*, please visit Canada Revenue Agency www.cra-arc.gc.ca/charities.

CAMA LIFETIME ACHIEVEMENT AWARD

by Melissa Webster, AdFarm

Ben Graham, a name synonymous with excellence and depth in agricultural marketing, is a leader who embodies dedication and passion for the industry he serves. With a career spanning 25 years with **AdFarm**, including the last decade as president, his work continues to be instrumental in shaping narratives, building bridges and championing the very soul of Canadian agriculture.

Ben's connection to farming is both personal and profound, with his family farm, **Graham Century Farms**, tracing its roots back to the same land near Vulcan, Alberta, for 119 years. As an active farmer, Ben shares his own tales from the heartland, spotlighting issues that matter, celebrating achievements and shedding light on the challenges faced by today's farmers.

Armed with his family roots in farming and a degree from the **University of Calgary** in political science, Ben began his career working for provincial governments in Alberta and Saskatchewan before a role in public relations drew him to **AdFarm**. His intuitive understanding of farm challenges – be it the nuanced world of herbicide resistance, the swift evolution of precision equipment technologies, the volatile dance of global commodity prices, or the increased demands placed by North American consumers on our agri-food system – has steered **AdFarm** and countless clients into an era of unmatched influence and trust in the industry.

In today's age where narratives can often get lost in the noise, Ben ensures the true voice of farmers is broadcast loud and clear. By fostering strong ties with industry innovators like **Nutrien**, **Nufarm**, **Merck Animal Health**, **Envu**, **CNH**

Industrial, **Lucent BioSciences**, **Parrish & Heimbecker**, **SeedMaster**, and over 100 more agricultural businesses from start-ups to multi-national corporations, Ben personally sees that **AdFarm's** campaigns are not merely promotions, but tales steeped in authenticity, on-the-ground realities and a relentless belief in agriculture's potential.



Ben Graham

Ben has taken every opportunity to make sure that every **AdFarmer** is given ample opportunities to get up close with agriculture, whether they came from a farm or found agriculture through their career. Through annual Farm Daze farm tours and a Farm Share program in which **AdFarmers** could help make management decisions on a 10-acre plot at **Graham Family Farms**, Ben has always been the educator and advocate of farming within the walls of **AdFarm** as well as out in the community.

In a recent celebration of Ben's milestone achievement of 25 years at **AdFarm**, he was presented with a poster listing the top words his colleagues would use to describe him. Big-hearted, kind, courageous, creative – these adjectives and more decorated the poster and provided an apt description of the impact Ben has made on **AdFarmers** and the industry.

Ben's leadership is not

restricted to boardrooms and business meetings. Just as impactful is his leadership and governance of the **4-H Canada Foundation** (Board Chairman), **Ag for Life** (Board Vice-Chairman), and the **CCMAs** (Chairman, Canadian Country Music Awards, 2022) – all of whom have benefited greatly from his farm-first perspective. A "4-H lifer" (T-Bone was his first calf at age eight), Ben continues to advocate for rural youth, agriculture education and the farming way of life at every opportunity.

When Ben isn't on the farm or in the boardroom you can find him enjoying his second-favourite Canadian pastime – hockey. As a former captain of the **Olds Grizzlies**, Ben brings his passion and knowledge for the sport to inspire the next generation on the ice through various coaching commitments. A family man through and through, Ben takes every opportunity to spend time with his partner **Janisse**, children **Calder**, **Abby**, and **Audrey**, and dog, **Ruby**.

In presenting Ben with the **CAMA Lifetime Achievement Award**, we're honouring an era of agricultural marketing defined by authenticity, passion and unparalleled commitment. Under his leadership, **AdFarm** has experienced growth not just in offices and employees, but the calibre of accounts and work the agency has produced. His work at **AdFarm** is a testament to a career that's been instrumental in shaping narratives, building bridges and championing the very soul of Canadian agriculture.

Few agri-marketers have represented the Canadian farmer more fully, completely, or sincerely than Ben Graham. **AM**

**SON, HUSBAND,
DAD, COACH,
MARKETER,
LEADER, FARMER.**

**HE CUTS
A BIG SWATH.**



**Congratulations, Ben, on your well-earned
2023 CAMA Lifetime Achievement Award.
From your friends and family in the
sprawling AdFarm community—this is huge.**

WWW.ADFARM.COM

A
ADFARM

CAMA'S AGRI-MARKETER OF THE YEAR

by Andrew Douglas, Kahntact

Colin Steen's farming roots run deep. The lessons he learned as a child on the family farm in Weldon, SK continue to shape his leadership style today. Steen is insatiably curious, focussed on the needs of farmers, and full of integrity in everything he does.

As CEO of **Legacy Agripartners**, Steen speaks into issues facing farmers and the agriculture industry with an authoritative voice. Legacy Agripartners, formerly **Legacy Seed Companies**, is itself an innovative company. Steen and the rest of the leadership team believe forage crops and IP innovation are important keys to the future both for soil health, production in the field and barn, and with consumers concerned about the environment.

With Steen at the helm, Legacy Agripartners has expanded its market share and market footprint. The company and its brands have had a measurable impact on the dairy industry and export soybean industry.

Steen holds a B.S. in Agriculture from the **University of Saskatchewan** and an MBA from the **University of Guelph**. He spent over 25 years with **Syngenta** in a variety of commercial and venture capital leadership roles before joining Legacy in 2020. While at Syngenta, he wasn't afraid to innovate. He moved the **Golden Harvest** brand from one of many dealer brands to a professional seed advisor model. His success at Golden Harvest opened the door to him running the NK Seeds business for Syngenta before becoming the managing director and head of operations for **Syngenta Ventures**, the company's venture capital arm.

At Legacy Agripartners, Steen has optimized processes and

encouraged a collaborative culture across the enterprise, all while keeping a clear-eyed focus on farmers and their needs. The Legacy Agripartners companies include **Legacy Seeds**, **DF Seeds**, and most recently, **TriCal Superior Forage**. From a business perspective, Steen has overseen the smooth integration of a new leadership team and a change in the leadership of the brands.



Colin Steen

Understanding the importance of the dairy industry and the increasing recognition of the value of soil health, even among mainstream consumers, Steen oversaw the addition of **TriCal Superior Forage** to the Legacy Agripartners portfolio. Needing to reinvigorate the nostalgic **DF Seeds** brand, Steen brought on **Janna Fritz**, a leader with passion, drive, and firsthand farming experience in Michigan agriculture. Understanding that smooth business operations are vital to keeping a company in a position to truly serve farmers, he elevated the leadership team while investing in operations to support farmers.

Steen's leadership abilities extend beyond the Legacy Agripartners boardroom. He has a respected voice as vice president of

the **Independent Professional Seed Association**, board member of the **National Alfalfa and Forage Alliance (NAFA)**, and board chair of **EarthOptics**, a soil data measurement and mapping company. Through these leadership roles and in his involvement with the Unconventional Ag Summit, he's helped change the conversation from "go organic" to "regenerative for generations." This fundamental shift is changing the industry and consumer perception of "good" and "bad" agricultural practices.

Steen is kind and looks out for others. He's a connector, boosting others and encouraging them as they chart their own careers in agriculture. Working alongside Steen, one gets to experience his unique approach to leadership. His style is to walk side-by-side, listen to understand, and then collaborate on a solution to create a positive outcome for the farmer. He rolls up his sleeves, digs in, and uses his voice to bring positive awareness to the world of agriculture.

Steen is committed to seeing food and feed done better. He is leading the way to support farmers' cultural practices in regenerative ways, that create opportunity for them to thrive financially.

Steen often says, "If you want to have a voice, stick your hand up and get involved." You can see that kind of attitude being cultivated on the farm in Saskatchewan when he was helping with chores. This farm-kid mentality is alive and well. He continues to live out the Legacy Agripartners' values of dedication, accountability, and integrity. **AM**

COLIN STEEN, CAMA AGRI-MARKETER OF THE YEAR

A FARM-KID MENTALITY WITH A LEADER'S VISION.

Colin Steen has led some of the biggest seed brands in North America but he's never forgotten his farming roots in Saskatchewan. The farm-kid values of hard work, dedication, and integrity are what make him a worthy choice for agri-marketer of the year. Congratulations Colin.



 Kahntact


FLINT
GROUP



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Thank you to the following members who volunteer their time to participate on the provincial CAMA boards.

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Brenden Lawrence, YES! Winnipeg

Tenesha Lawson, Canadian Canola Growers Association

Eric Postma, Think Shift

Bev Staniland, AGI

Congratulations, CAMA Members!

Best of CAMA 2023: A Resounding Success

Thank you for being the heart and soul of CAMA. Here's to celebrating your success at Best of CAMA 2023 and looking forward to a future filled with even greater achievements.

Proudly Celebrating Your Success.

