



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

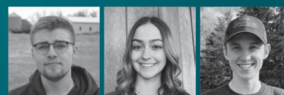
These exceptional students are the winners of the 2023 CABEF Scholarships. We are proud to support each of them with \$2,500 for their ag-related post-secondary education.

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

[cabef.org](https://www.cabef.org)
@CABEFscholarship

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.