



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**