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For Immediate Release

## **AgriBiz presents Extra Mile Award to Alanna Koch at Women in Ag conference**

(SASKATOON, SK) Saskatoon-based marketing and management firm AgriBiz Communications Corp. presented the first-ever Extra Mile Award to Alanna Koch during Women in Agriculture's CONNECT: Heart of the Farm conference last night in Saskatoon.

The award recognizes women in the agriculture industry who have made noteworthy contributions to their communities and have fostered the promotion of Saskatchewan agriculture and food. Each year, the Extra Mile Award will highlight different aspects of women who go the extra mile to make a difference in the agriculture industry. The focus for 2018 was mentorship and leadership.

"Alanna Koch has mentored women from farmers to agribusiness professionals and youth from post-secondary to early career stages. Her leadership has helped make public trust in agriculture a national priority. She is a trailblazer and has paved the way for women in agriculture in our province and our country," said Adele Buettner, President of AgriBiz, in presenting this year's award.

"I want to say how surprised and honoured I am to receive this award," Koch responded. "There are so many women deserving of recognition for their significant contributions to agriculture. To have been selected as the inaugural recipient is an incredibly humbling experience. I am excited to see how this award will nurture future inspiration and celebrations of agricultural achievements and advocates."

As part of the Extra Mile Award, AgriBiz donates \$1,000 to a charity or community initiative of the winner's choosing. Alanna Koch chose to direct the donation to the Edenwold First Responders in her home community. Part of the donation will go towards the expense of the radios used for communication and upgrading the lighting system on the emergency response vehicle.

"This year is very special to us as we are celebrating 25 years of serving the food and farming industries," Buettner said. "We wanted to do something special to mark this anniversary, so we created the Extra Mile Award opportunity to give back and foster and support these women in their roles as agricultural advocates." Buettner went on to note that next year's award will honour leadership in community events and initiatives and encouraged conference attendees to think about other great women who also deserve recognition.

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## **BACKGROUNDER**

**AgriBiz Communications Corp.** is a boutique marketing and management firm that has provided trusted management, marketing and communications solutions in the agriculture and food industry for 25 years. Their services to meet the individual management and communication needs of each client and include association services, media relations & training, communications & marketing, event planning, food expertise and strategic planning & networking. [agribiz.ca](http://agribiz.ca)

**Women in Ag** is a non-profit organization that empowers, supports and connects women in agriculture, with a view to strengthening the industry as a whole. Women in Ag now organizes the CONNECT – Heart of the Farm Conference, November 1 & 2, 2018 at TCU Place in Saskatoon. [www.womeninag.ca](http://www.womeninag.ca)