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**2022
BEST OF CAMA WINNERS**

**CONGRATULATIONS
TO THE 2022 BEST OF
CAMA
WINNERS!**

FROM THE TEAMS BEHIND



TOP CROP
MANAGER

POTATOES
IN CANADA

FRUIT
& VEGETABLE

MANURE
MANAGER

DRAINAGE
CONTRACTOR

CANADIAN
POULTRY

BEST OF CAMA 2022

MESSAGE FROM NATIONAL CHAIR

TO EVERYONE WHO PARTICIPATED IN BEST OF CAMA 2022, CONGRATULATIONS.

We did it!

As much as the team made the last couple of years fun and exciting, despite being virtual, being together for this year's Best of CAMA was a reminder of just how great our industry is. And how wonderful it is to all be together again in the same room to celebrate the best in Canada's agri-food marketing.

Regardless if you were a finalist, certificate of merit, winner, or a 'Best of Show,' you were able to partake and celebrate with your team, and in the company of your peers. I want to thank everyone who had a hand in making Best of CAMA 2022 a success.

In addition to all of the amazing work our members created this past year, after 56 years, we managed to successfully relaunch the CAMA brand. Work continues, but as Canada's only professional agri-food marketing organization, we're committed to continue offering our members and future members, the professional development, collaboration, and networking opportunities you want. Our expanded mandate of representing the entire value chain is providing better opportunities and more growth for members, and new marketing and communications work for all to be inspired.

Until next year, keep your passion strong for one of Canada's best industries.

Robert Mensies
CAMA National Chair
robert@cama.org



Robert Mensies

SUPPORTING OUR ALLIANCE



GLACIER farmmedia



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.



BEST OF CAMA 2022

NAME OF ENTRY	ADVERTISER/ORGANIZATION	AGENCY	
BEST OF SHOW — Public			<i>Sponsored by</i>
Sustainability Incentive Program	FCC	In-house	
BEST OF SHOW — Digital			<i>Sponsored by</i>
'How Do You Burger' Web Advertising	Alberta Beef Producers	WS	
BEST OF SHOW — Industry Relations			<i>Sponsored by</i>
MLA Story Boxes 2022	Manitoba Canola Growers	Tom Powell Design	
BEST OF SHOW — Marketing			<i>Sponsored by</i>
'How Do You Burger' Campaign	Alberta Beef Producers	WS	
NAME OF ENTRY	ADVERTISER/ORGANIZATION	AGENCY	CERTIFICATE OF MERIT
Specialty Marketing Campaign & Tactic(s)			
Keep Their Engine Purring Campaign	Royal Canin/Cat Healthy	WS	<i>Royal Canin/Cat Healthy/ WS (Cat Genius Game)</i>
Food Day Canada Event			
'How Do You Burger' Campaign	Alberta Beef Producers	WS	<i>Farm & Food Care Saskatchewan/In-house (Canadian Food Focus Food Day Canada Promotion)</i>
Company or Industry-Funded Marketing Campaign Directed at the General Public			
Cooking by Degrees – Torstar	Canadian Roundtable for Sustainable Beef/Canada Beef and the Public and Stakeholder Engagement Program/Canadian College and University Food Service Association	Kahntact/ Owen Roberts	<i>Alberta Wheat Commission/AdFarm (Life's Simple Ingredient: "Bake Up a Storm")</i>
Company or Industry-Funded Marketing Tactic Directed at the General Public			
Share More Meals Together	Manitoba Canola Growers	Tom Powell Design	<i>Canadian Cattle Association - Public and Stakeholder Engagement /In-house (Too Close To Home)</i>
Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public			
Sustainability Incentive Program	FCC	In-house	<i>Farm & Food Care Saskatchewan/In-house (Food Influencer Farm Tour)</i>
Website Directed at the General Public			
Canadian Food Focus Consumer Website	Farm & Food Care Saskatchewan	In-house	<i>Farm & Food Care Ontario & Ontario Fruit and Vegetable Growers Association/In-house (More Than a Migrant Worker)</i>
Social Media Campaign Directed at the General Public			
More Than a Migrant Worker	Farm & Food Care Ontario & Ontario Fruit and Vegetable Growers Association	In-house	<i>Food Day Canada/Loft32/Kahntact (Food Day Canada 2022)</i>

BEST OF CAMA 2022

NAME OF ENTRY	ADVERTISER/ORGANIZATION	AGENCY	CERTIFICATE OF MERIT
Web Advertising ‘How Do You Burger’	Alberta Beef Producers	WS	<i>Explore Edmonton/Farm Fair International/WS (Farm Fair International)</i>
Pay-Per-Click Campaign FCC National Awareness Campaign	FCC	In-house (Digital media support from McCann)	<i>Nutrien/AdFarm (eKonomics: “How-to eKonomics” App)</i>
Online Video Advertising Co-op Agro Digital Media Campaign	Federated Co-operatives Limited	Barbershop Films & LoKnow	<i>WinField United Canada/Balloonfish (MasterLock Product Launch)</i>
Website ESN: “Feed Your Fields” Web Refresh	Nutrien	AdFarm	<i>Decisive Farming by TELUS Agriculture/Urban Ink (Decisive Farming Website Evolution)</i>
Micro-Site or Landing Page CFV Media Landing Page	Bayer Crop Science	McCann Canada	<i>Nufarm/AdFarm (“Burndown Matchmaker”)</i>
Social Media Management Best in Canada Approach	Premier Equipment Ltd	In-house	<i>AdFarm/In-house (“Life on the Farm” Social Media Project)</i>
Social Specialty Farmer’s Day – Get it Done and Get Away	United Farmers of Alberta (UFA)	In-house	<i>FCC/In-house (Media support from AdFarm) (AgExpert Gear Up to Win Contest)</i>
Overall Industry Relations Program Brevant Toque Campaign	Corteva Agriscience	FleishmanHillard Highroad	<i>Pioneer Seeds Canada/FleishmanHillard Highroad (Pioneer – Power of Pioneer)</i>
Media Relations Ag in Motion 2022	Ag in Motion	In-house	<i>Federated Co-operatives Limited/In-house (Co-op Integrated Agriculture Complex)</i>
Crisis Communications, Issues Management, Government Relations			
2022 Fertilizer Response	Grain Farmers of Ontario	In-house	<i>Manitoba Pork/6P Marketing (Squeal on Pigs)</i>
MLA Story Boxes 2022	Manitoba Canola Growers	Tom Powell Design	
News or Feature Article Cooking by Degrees – Ukraine specialty one of the most popular homegrown meals	Canadian Roundtable for Sustainable Beef/Canada Beef and the Public and Stakeholder Engagement Program/Canadian College and University Food Service Association	In-house	<i>RealAgriculture/In-house (“Without water, we wouldn’t be here”)</i>
Persuasive Writing The 2022 Nourish Network Trend Report	The Nourish Network	Kahntact/Nourish Food Marketing	<i>Think Shift/In-house (The Evolution of Agrimarketing – Seven Trends for 2022 and Beyond)</i>
Press Release Co-op Integrated Agriculture Complex	Federated Co-operatives Limited	In-house	<i>Corteva Agriscience/FleishmanHillard Highroad (LumiGEN Launch)</i>

BEST OF CAMA 2022

NAME OF ENTRY	ADVERTISER/ORGANIZATION	AGENCY	CERTIFICATE OF MERIT
Blogs			
Cost and Revenue Tracking Blog Series	Decisive Farming by TELUS Agriculture	In-house	<i>Kahntact/In-house ("Making Kahntact")</i>
Events			
National Agriculture Conference 2022	BDO Canada	In-house	<i>Soy Canada/Synthesis (Soy Canada Trade Mission)</i>
Newsletters			
Monthly Grower-Direct e-Newsletter	Decisive Farming by TELUS Agriculture	In-house	<i>Bayer Crop Science/McCann Canada (Bayer Insider Newsletter – November 23, 2021)</i>
Magazines			
FCC AgriSuccess: Special Edition – Boost your Business (January 2022)	FCC	In-house	<i>Grain Farmers of Ontario/In-house (Ontario Grain Farmer)</i>
Specialty Publications			
2021 Annual Report – Change, Challenge, Opportunity.	Canola Council of Canada	Tom Powell Design	<i>Nutrien/AdFarm (eKonomics: Crop Guides - Canola)</i>
Specialty: Event, corporate, webinars, podcasts or recorded program			
FCC Knowledge Podcast (Season 2)	FCC	In-house	<i>Nutrien/AdFarm (eKonomics: "The Dirt: an eKonomics podKast")</i>
Product or Service Video			
MasterLock	WinField United Canada	Balloonfish	<i>Federated Co-operatives Limited/In-house (Co-op AgZone)</i>
Single Execution (Print or Digital)			
2020-2021 Annual Report	Manitoba Canola Growers	Tom Powell Design	<i>SeCan/Margrie Wallace (SeCan CDC Defy Durum)</i>
Series Execution (Print or Digital)			
Enogen – A New Breed of Feed	Syngenta	Sherpa.McKim	<i>Bayer Crop Science/McCann Canada (Corn Platform – Corvus, Laudis)</i>
Unique Execution			
Real Ag Podcast	FMC Canada	Kahntact	<i>FMC Canada/Kahntact (Pre-Seed Cover Wrap in Western Producer)</i>
Advertisorials (Print or Digital)			
Co-op AgZone	Federated Co-operatives Limited	In-house	<i>FMC Canada/Authority Brands/Kahntact (Authority Brands)</i>
Radio: Single			
FCC Lower Mainland Awareness Radio	FCC	In-house (Media support from AdFarm)	<i>AG Direct Hail Insurance Ltd./AdFarm ("Undo Hail Button – As Seen On TV")</i>
Direct Mail			
Ag-Adjacent Series	G3	6P Marketing	<i>Nufarm/AdFarm ("Weeds Suck" Soil Active Direct Mail)</i>
E-mail Marketing			
"Weeds Suck" Soil Active Email Series	Nufarm	AdFarm	<i>FCC/In-house (Media support from AdFarm) (FCC Online Services Renewal Campaign)</i>

BEST OF CAMA 2022

NAME OF ENTRY	ADVERTISER/ORGANIZATION	AGENCY	CERTIFICATE OF MERIT
Billboards or Other Out-Of-Home			
Portapotty Signs for Ag in Motion	FMC Canada	Kahntact	<i>Bayer Crop Science/McCann Canada (Cirray Floor Decal)</i> <i>Nutrien Ag Solutions – Dyna-Gro Seed/Think Shift (Dyna-Gro Seed Billboards)</i>
Company and/or Product Brochures			
The True Benefit of a Value-Add Pre-Seed Herbicide	Corteva Agriscience	FleishmanHillard Highroad	<i>SeCan/Margrie Wallace (SeCan Seed Guide West)</i>
Point-of-Purchase Material(s)			
Farmer's Day – Get it Done and Get Away	United Farmers of Alberta (UFA)	In-house	<i>Federated Co-operatives Limited/In-house (Co-op Gold Lager)</i>
Exhibits			
Smart Nutrition: "Your Most Powerful Machine" Sand Sculpture	Nutrien	AdFarm	<i>Nutrien Ag Solutions – Dyna-Gro Seed/Think Shift (Dyna-Gro Seed Commodity Classic Hotel Branding)</i>
Promotional Item			
Tailgate Bags	Federated Co-operatives Limited	In-house	<i>FMC Canada/Kahntact (Bug Socks Retail Program)</i>
Logo Design			
Agricultural Manufacturers of Canada	Agricultural Manufacturers of Canada	S3 Brandworx	<i>Cereals Canada/Tom Powell Design (What About Wheat?)</i>
Corporate Identity			
Verve Seeds Branding	Verve Seeds	6P Marketing	<i>Olds College of Agriculture & Technology/ Sherpa.McKim (Olds College of Agriculture & Technology)</i>
Multimedia Campaigns – Total Budget of up to \$650,000			
'How Do You Burger' Campaign	Alberta Beef Producers	WS	<i>Corteva Agriscience/FleishmanHillard Highroad (The Heat Advantage Campaign)</i>
Multimedia Campaigns – Total Budget of More Than \$650,000			
We are Co-op	Federated Co-operatives Limited	Barbershop Films	<i>Bayer Crop Science/McCann Canada (Corn Herbicide Platform)</i>
New Product Launch/Introduction			
Alta BLUE LINK Product Launch	Alta Genetics	In-house	<i>Federated Co-operatives Limited/In-house (Co-op Gold Lager)</i>

CAMA'S AGRI-MARKETER OF THE YEAR

by Jeanine Moyer, *Synthesis*

Rob Hannam learned early in his career that collaboration is the recipe for success. Throughout his more than 30 years in the agri-food marketing and communications industry, he's applied his collaborative approach to lead countless clients, organizations, companies and industry stakeholders to achieve success.

As founder and president of **Synthesis Agri-Food Network**, Hannam leads a diverse and talented team to provide marketing communications and consulting services to the agri-food sector. As a consultant he operates with the belief that effective stakeholder consultation is key to the future success of Canadian agriculture. He has worked with more than 50 different groups, sharing his talent for collaboration that has had an immense impact in the industry. He has led boards and management teams to become more effective, impacting the industry as a whole.

Hannam is also a partner and CEO of agtech start-up **Farm Health Guardian**, an animal health and biosecurity management software system that helps producers and food companies improve animal health and reduce disease risks.

Starting his career at **First Line Seeds**, Hannam helped the company achieve the number one soybean market share position in Canada. There, he developed fundamental marketing and communications skills that would serve him throughout his career – a deep respect for farmers and the curiosity to ask questions to understand what customers really need. During his time at First Line Seeds, Hannam also led the team to create new markets for Ontario soybean growers with the development of identity preserved (IP) food grade soybeans. He championed the

creation of the NutriLine food grade soybean export business, including the development of a 13,000-tonne capacity production facility.



Rob Hannam

In the next phase of his career, Hannam made a mark on both sides of the border for **Monsanto**. In the U.S., Rob effectively managed marketing for the company's soybean brands across the Midwest and northeastern U.S. Back in Canada, he adeptly managed sales and marketing for the company's seed and biotechnology products.

With sales experience under his belt, Hannam moved into a marketing and consulting role with a major ag-focused agency and never looked back. Over the years he has shared his marketing savvy to the benefit of countless clients and agriculture organizations.

Harnessing his entrepreneurial spirit, Hannam established **Synthesis Agri-Food Network** in 2009. Building this agri-marketing business is a career highlight for Hannam. He says he's most proud of the team he's developed at Synthesis and Farm Health Guardian. "I'm privileged to work with such a talented team of great people," says Hannam. "It's been an extremely rewarding journey to build a team from the ground up, watching people grow and advance their career. It's such a great feeling

to be a small part of their success."

Recently, Hannam tested his strategic planning abilities, applying them to his own business and the outcome has been a recalibrated approach for Synthesis with a transition from consulting to more of a marketing communications focus. This transition was inspired by his team, "thanks to years of consulting and the lineup of industry specialists Synthesis has curated, we've built a roster of employees and consultants to serve the agri-food industry." As an entrepreneur with first-hand experience in ag-tech start-ups, Hannam is also harnessing his own experiences to help clients discover and implement marketing solutions that work.

The Agri-Marketer of the Year award has provided Hannam with the occasion to reflect on his rewarding career. Looking ahead, he says he's keeping an eye on new opportunities that digital technology will offer the industry, specifically how new applications like precision robotics, machine learning and other digital tools can be used on today's busy farms. The main challenges, he predicts, will be the ability for ag-tech providers to find their product-market fit and how the people or cultural aspects of adopting new technology are handled so that these innovations can earn a spot in the day-to-day management of farm businesses.

Hannam has a proven track record of developing marketing solutions for the agricultural industry. Many of his achievements can be credited to his collaborative skills and reputation for bringing diverse people together to solve problems and achieve success. Congratulations Rob! **AM**

CAMA LIFETIME ACHIEVEMENT AWARD

by Andrew Douglas, Kahntact

Len Kahn has spent a career in agri-marketing doing ... and often saying ... what no one else will. His marketing savvy, brave business moves, and unbridled sense of humour has produced a loyal group of clients and ag communicators who proudly call themselves, "Friends of Len."

For almost 30 years, Len has thrived in the competitive agriculture advertising agency marketplace. Three times he built an agency from scratch into an enterprise valuable enough that he was able to merge or sell to a larger group. He worked tirelessly ... except for two hours on Friday afternoons. Nothing comes before Friday afternoon pickup hockey at the **University of Guelph**.

Len grew up on a cattle export/dairy operation near Oshawa, Ontario and graduated from the **University of Guelph** in 1985 with a BSc (Agr) with a major in agricultural economics. His professional career began in the United States working for **Chase Econometrics**. It was in Philadelphia that he met **Julie**, or as he often calls her, "my first wife." Len and Julie are still happily married 32 years later. Julie also played an integral part in the agency over the years, helping to ensure everything was running smoothly behind the scenes. Len ran the offense, Julie ran the defense and every Sunday they'd both cheer on their Eagles.

Upon returning to Canada in 1987, Len completed an MSc in agricultural economics. After a stint in the crop protection industry he grew restless and began his long, accomplished career in the agricultural marketing industry, first as an account manager at **Ginty Jocius & Associates** in Guelph, Ontario.

After a few years with Ginty, Len's entrepreneurialism sparked

the creation of his first agency. Over the next eight years, Len built **Kahntact Marketing** upon an impressive roster of top Canadian clients in the agriculture sector including **Cyanamid**, **Semex Alliance**, **Bayer Animal Health**, and **Pioneer Hi-Bred Limited**. By 2002, Len was eager to try something new and sold his business to **AdFarm**.



Len Kahn

After transitioning the business to AdFarm, Len launched **Marketing911** in 2007 with the goal of being a small, nimble service bureau for agencies and clients both inside and outside agriculture. However, his passion for agriculture didn't stay quiet long. With consolidation in the industry underway, Len partnered with **McCormick Communication** and won the **DuPont** crop protection account. Ironically, by 2012, Len had renamed the agency **Kahntact** and once again was a top player in the ag agency industry.

Consolidation continued in the industry, but Kahntact thrived again with **FMC Canada** selecting Kahntact as their agency of record.

Throughout his 30+ year career, Len has provided strategic marketing communications and brand strategies for leading agri-business enterprises across the spectrum of the industry. Clients that have chosen to work with Len read like a who's who of the Canadian agri-food landscape

including **Agricorp**, **Arysta Life Sciences**, **Bayer Animal Health**, **Canadian Centre for Food Integrity**, **Canadian Roundtable for Sustainable Beef**, **Cyanamid**, **DuPont**, **FMC Canada**, **Food Day Canada**, **George Morris Centre**, **Hockley Brewing Company**, **Land O'Lakes**, **Medi-Cal**, **Merial**, **Novartis**, **OMAFRA**, **Ontario Pork**, **Pioneer Hi-Bred**, **Semex Alliance** and the **University of Guelph**.

In 2018, Len sold Kahntact again, this time to **RR46** – a diverse ag communications firm that also owns **AdFarm** and **Flint Group**. He will be leaving Kahntact at the end of 2022, although he will continue to work on projects as a consultant.

Len has been an active CAMA member since 1992 and has helped shape the industry ever since. He brings great ideas and talented people together to move Canadian food and agriculture forward. He is generous with his praise and pushes those around him to produce impactful work.

Perhaps most importantly, Len is always Len. Whether there's a client in the room, an important guest, or it's just the team hanging out at a bar after work, he doesn't filter. Ever. He says what he thinks, which usually leaves everyone laughing. A lively sense of humour is a crucial tool in the stressful environment of a busy agency. He doesn't need the limelight ... although he doesn't mind having the last word.

The "Friends of Len" is a loyal group. Clients, staff, former colleagues ... they all know they can trust Len. He always knows what to do. "Never give up," Len often says. "There's always another move."

He's always been there to lead the team ... except for those two hours on Friday afternoons. **AM**

THANKS LEN, YOU MADE US BETTER.

Our agency-client relationship started 5 years ago. Every metric – from increased revenue to successful product launches to a sagging awards shelf – says our relationship with Kahntact has been a winner. But a great business relationship isn't just about numbers... it's also about heart. Thanks for adding magic to our marketing, wisdom to our strategy, and a dose of levity to our meetings. Congratulations for receiving this year's CAMA Lifetime Achievement Award. *You earned it.*



BEST OF CAMA 2022

CAMA BOARD OF DIRECTORS

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

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AM



CONVENTION DEMANDS THAT WE KEEP THIS AD PG.

(Not that this ever stopped you before.)

For 30 years you've led teams that created stellar work and pushed the boundaries in agriculture marketing. We can't think of a better person than you to receive this year's CAMA Lifetime Achievement Award. On behalf of the "Friends of Len"... cheers!

BEST OF CAMA 2022

CAMA NATIONAL HONOUR ROLL RECIPIENT

Ben Lanthier is well known for his dedication to the Canadian Agri-food Marketers Alliance (CAMA). Recognizing his contributions as a CAMA Ontario chapter member, Ben is the 2022 Canadian Agri-food Marketers Alliance (CAMA) National Honour Roll recipient. This award honours contributions made to CAMA and the agri-food marketing and communications industry.

A Sales Representative at **Sportswood Printing**, a Division of **The Aylmer Express Ltd.** in Aylmer ON, Ben has 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 was nominated by fellow CAMA Ontario board members. He has been a CAMA Ontario chapter Board member since 2016, has served as provincial Vice President and President and currently sits on the National Board. Around the CAMA Ontario board table, Ben is especially known for encouraging fellow members and recruiting students and young professionals to join the organization.



Ben Lanthier

A CAMA member for nine years, Ben has served in a variety of volunteer roles, including advisor to the **University of Guelph** CAMA student chapter team. As advisor, he supports students attending events and providing advice and plays a key role in the team's success at the NAMA competitions. With an eye on new member recruitment, Ben encourages graduating student chapter members to join CAMA. He has also helped several young professionals develop the confidence to volunteer with the Ontario chapter, setting the organization up for future success.

Serving as Ontario chapter President during the pandemic, Ben seamlessly transitioned the

Board to a virtual environment, successfully pivoting all board and member activities online. Fellow Board members credit Ben's listening abilities and commitment to keeping everyone engaged as the key to ensuring the Ontario chapter membership and board members maintained momentum during the pandemic. He is also known for encouraging others by acknowledging their successes and ensuring fellow Board members are recognized for their accomplishments.

Ben was instrumental in the development of the CAMA mentorship program. Launched in 2021, the program is an opportunity for members to connect one-on-one, learn from each other, become role models for future professionals, and grow their network.

A proven industry leader, Ben believes relationships are at the core of his career and extends this belief to his CAMA connections. Thank you for your commitment to our organization Ben, and congratulations on receiving the 2022 CAMA Honour Roll Award. **AM**

Pathways to Agri-Food Scholarships

CONGRATULATIONS!

The next generation of Canadian agricultural leaders is growing, and CABEF is proud to support them. Congratulations to these exceptional students who have won \$2,500 CABEF scholarships. Based on their applications, the future of the agriculture industry is in great hands.

CABEF awards seven \$2,500 scholarships annually to students entering or currently pursuing an agricultural related program at a Canadian college, university or trade school.

Apply at cabef.org by April 30th, 2023
Twitter: @CABEFoundation Instagram: @CABEF2022



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BEST OF CAMA 2022



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**BETWEEN
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**THE WESTERN
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**DISCOVERY
FARM**



**CONGRATULATIONS
TO THE BEST OF CAMA 2022
FINALISTS AND WINNERS!**

GLACIER **farmmedia**