

	Category	Company/Client Name	Entry	Agency Name
	Best of Show - Advertising	Farmers Edge	Smart Solutions Brochures	Farmers Edge
	Sponsor: Western Producer			
	Best of Show - Consumer	ATB : Meet In The Middle	Meet In The Middle (Campaign)	Quarter Section Creative
	Sponsor: McCann Canada			
	Best of Show - Specialty	Manitoba Canola Growers	Eat Well With More Veggies - Recipe Book (Campaign Elen	Tom Powell Design
	Sponsor: AgriMarketing			
	Best of Show - Public Relations	FCC - Agriculture More Than Ever	Canada's Agriculture Day 2017 (Event)	Farm Credit Canada
	Sponsor: AdFarm			
	Best of Show - Digital	Ag More Than Ever	Canada's Agriculture Day 2017 (Social Tactic)	Farm Credit Canada
	Sponsor: Bayer			
	Best of Show - French Language Marketing	L'Union des producteurs agricoles	L'Union des producteurs agricoles (Print Ad)	Tam-Tam /TBWA
	Sponsor: La Terre de chez nous			
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FINALIST, Certificate of Merit	Company or Producer-Funded Advertising Campaign - Consumers	Richardson International	Richardson Is...	6P Marketing
FINALIST, WINNER	Company or Producer-Funded Advertising Campaign - Consumers	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST, Certificate of Merit	Company or Producer-Funded Advertising Campaign Element - Consumers	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST, WINNER	Company or Producer-Funded Advertising Campaign Element - Consumers	Saskatchewan Pulse Growers/Lentils.org	Lentils for Every Season - Recipe Magazine	William Joseph Communications
FINALIST, Certificate of Merit	Company or Producer-Funded Public Relations Campaign - Consumers	Canadian Centre for Food Integrity / Canadian Canola Growers Association	New Farm / Best Food Facts	Kahntact
FINALIST, WINNER	Company or Producer-Funded Public Relations Campaign - Consumers	Grain Farmers of Ontario	52 Weeks of #YourFarmers	Grain Farmers of Ontario
FINALIST, Certificate of Merit	Company or Producer-Funded PR Campaign Element - Consumers	Mealshare	Tonight for tomorrow	WS
FINALIST, WINNER	Company or Producer-Funded PR Campaign Element - Consumers	Saskatchewan Pulse Growers/Lentils.org	Lentils & Utensils Campaign Pop-up Dinner Series - Vancouver	Bob Deutscher Media
FINALIST, Certificate of Merit	Website Directed to Consumers	ATB : Meet In The Middle	Meet In The Middle	ATB
FINALIST, WINNER	Website Directed to Consumers	Burnbrae Farms	Burnbrae Farms	John St.
FINALIST, Certificate of Merit	Social Media Campaign Directed at Consumers	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST, WINNER	Social Media Campaign Directed at Consumers	Burnbrae Farms	Burnbrae Farms	Affinity Productions
FINALIST, Certificate of Merit	Specialty Advertising & PR Campaign	Elanco	"What's your dog?" / "Who is your cat?" In Clinic/Social Campaign	WS
FINALIST, WINNER	Specialty Advertising & PR Campaign	Cat Healthy	That's Cat For	WS
FINALIST, Certificate of Merit	Specialty Campaign Elements	Heartland Farm Mutual	iHeartCommunity Fund	Heartland Farm Mutual
FINALIST, WINNER	Specialty Campaign Elements	Manitoba Canola Growers	Eat Well With More Veggies - Recipe Book	Tom Powell Design
FINALIST, Certificate of Merit	Print Ads, French	Ag More Than Ever	Be Somebody	Farm Credit Canada
FINALIST, WINNER	Print Ads, French	L'Union des producteurs agricoles	L'Union des producteurs agricoles	Tam-Tam/TBWA

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FINALIST, Certificate of Merit	Online Media, French	Ag More Than Ever	Be Somebody	Farm Credit Canada
FINALIST, Certificate of Merit	Online Media, French	Synagri	Campagne 15e anniversaire	Synagri
FINALIST, WINNER	Online Media, French	Groupe Centre Agricole et Les Équipements A. Phaneuf	Advantage Rouge	iQ7/24
FINALIST, Certificate of Merit	Specialty Promotion, Sales Support Materials, Literature, Corporate Literature, French	Ag More Than Ever	Canada's Agriculture Day	Farm Credit Canada
FINALIST, Certificate of Merit	Specialty Promotion, Sales Support Materials, Literature, Corporate Literature, French	Elanco	"What's your dog?" / "Who is your cat?" in clinic/social campaign	WS
FINALIST, WINNER	Specialty Promotion, Sales Support Materials, Literature, Corporate Literature, French	Farm Credit Canada	AgriSuccès Numéro Spécial de 2017	Farm Credit Canada
FINALIST, WINNER	Specialty Promotion, Sales Support Materials, Literature, Corporate Literature, French	L'Union des producteurs agricoles	L'Union des producteurs agricoles	Tam-Tam/TBWA
FINALIST, Certificate of Merit	Advertising on the Web	Bayer	Infinity FX	McCann
FINALIST, WINNER	Advertising on the Web	Bayer	Luxxur	McCann
FINALIST, Certificate of Merit	Website Directed at Producers and All Others Serving Agribusiness	Canola Council of Canada	50th Anniversary	Think Shift
FINALIST, WINNER	Website Directed at Producers and All Others Serving Agribusiness	Redekop Manufacturing	Redekop	LMNO
FINALIST, Certificate of Merit	Social Community Building and Engagement	Egg Farmers of Ontario	Facebook, Twitter and Instagram	Egg Farmers of Ontario
FINALIST, Certificate of Merit	Social Community Building and Engagement	Richardson International	#MyRichardson's Employee Instagram Takeover	Richardson International
FINALIST, WINNER	Social Community Building and Engagement	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST, Certificate of Merit	Social Tactic	Bayer	#FarmDogOfTheYear (Twitter Takeover)	McCann
FINALIST, WINNER	Social Tactic	Ag More Than Ever	Canada's Agriculture Day 2017	Farm Credit Canada
FINALIST, Certificate of Merit	Overall Public Relations Program	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST, WINNER	Overall Public Relations Program	Farm Credit Canada	FCC Drive Away Hunger	Farm Credit Canada
FINALIST, Certificate of Merit	Media Relations	Farm Credit Canada	Farmland Values	Farm Credit Canada
FINALIST, WINNER	Media Relations	Saskatchewan Ministry of Agriculture	Sask Ag Our Food Has a Story Media Relations	AdFarm
FINALIST, Certificate of Merit	Public Affairs / Issues Management Program	Maizex Seeds	Be Rooted Be Involved	Maizex Seeds
FINALIST, WINNER	Public Affairs / Issues Management Program	Western Grains Research Foundation	Field Heroes Campaign	Synthesis Agri-Food Network
FINALIST, Certificate of Merit	News or Feature Article	The Toronto Star-Metro News / Canadian Canola Growers Association	Toronto Star/Metro News - Urban Cowboy series	Owen Roberts / Kahntact
FINALIST, WINNER	News or Feature Article	GrainsWest	Prairie Gold: 150 years of wealth through wheat	GrainsWest
FINALIST, Certificate of Merit	Persuasive Writing	Think Shift Inc.	Ag Digital Whitepaper	Think Shift
FINALIST, WINNER	Persuasive Writing	Ag More Than Ever	Be Somebody Manifesto	Farm Credit Canada
FINALIST, Certificate of Merit	Press Release	Dow AgroSciences	Enlist Launch	AdFarm
FINALIST, WINNER	Press Release	DuPont Crop Protection	Sortan IS	Kahntact
FINALIST, Certificate of Merit	Blogs	Think Shift Inc.	Emotion in Ag Marketing	Think Shift
FINALIST, WINNER	Blogs	Farm Credit Canada	Ag Economics Blog	Farm Credit Canada
FINALIST, Certificate of Merit	Events - Customer or Internal	Dot Technology Corp.	DOT	LMNO
FINALIST, WINNER	Events - Customer or Internal	FCC - Agriculture More Than Ever	Canada's Agriculture Day 2017	Farm Credit Canada
FINALIST, Certificate of Merit	Company and Association Newsletters	Dow AgroSciences	AgWise	AdFarm
FINALIST, WINNER	Company and Association Newsletters	Federated Co-operatives Ltd.	Co-op Agro Advisor	Federated Co-operatives Ltd.
FINALIST, Certificate of Merit	Company and Association Magazines	Canola Council of Canada	Canola Digest	Suckerpunch
FINALIST, WINNER	Company and Association Magazines	Arysta LifeScience	Newground	WS
FINALIST, Certificate of Merit	Company Publications - Annual Reports or Other Specialty Publications	Alberta Canola	Annual Report	Alberta Canola
FINALIST, Certificate of Merit	Company Publications - Annual Reports or Other Specialty Publications	Farm Credit Canada	CSR Report	Farm Credit Canada

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FINALIST, WINNER	Company Publications - Annual Reports or Other Specialty Publications	Canola Council of Canada	2016 Annual Report	Tom Powell Design
FINALIST, Certificate of Merit	Audio/Video: Broadcast News, Webinars, Podcasts or Taped Program	#VoteNotMax	Green Eggs and Max	Farm Boy Productions
FINALIST, WINNER	Audio/Video: Broadcast News, Webinars, Podcasts or Taped Program	RealAgriculture	RealAg Radio on Rural Radio 147	RealAgriculture
FINALIST, Certificate of Merit	Video: Directed at Producers and All Others Serving Agriculture	DuPont Pioneer Eastern Canada	Here's To Farmers	Milestone Integrated
FINALIST, WINNER	Video: Directed at Producers and All Others Serving Agriculture	Ag More Than Ever	Be Somebody	Farm Credit Canada
FINALIST, Certificate of Merit	Single Execution (Print or Digital, Any Size)	SeedMaster	SeedMaster	LMNO
FINALIST, WINNER	Single Execution (Print or Digital, Any Size)	Farm Credit Canada	Here's to the Farmer	Farm Credit Canada
FINALIST, WINNER	Single Execution (Print or Digital, Any Size)	Nufarm Agriculture Inc.	Valtera	AdFarm
FINALIST, Certificate of Merit	Series Execution (Print or Digital, Any Size)	DuPont Pioneer Eastern Canada	Here's To Farmers	Milestone Integrated
FINALIST, WINNER	Series Execution (Print or Digital, Any Size)	Bayer	InVigor - #SellTheSwather	McCann
FINALIST, Certificate of Merit	Unique Execution	Farm Credit Canada	FCC Harvest Kits	Farm Credit Canada
FINALIST, WINNER	Unique Execution	Ag More Than Ever	Be Somebody 2017 (WP False Cover)	Farm Credit Canada
FINALIST, Certificate of Merit	Advertorials	BrettYoung Seeds	BrettYoung 6074 RR	LMNO
FINALIST, WINNER	Advertorials	DEKALB	Grower Stories (2)	Sherpa Marketing
FINALIST, Certificate of Merit	Radio Commercial - Single	Bayer	Luxxur	McCann
FINALIST, WINNER	Radio Commercial - Single	Farm Credit Canada	Here's to the Farmer	Farm Credit Canada
FINALIST, Certificate of Merit	Radio Commercial - Series	Alberta Barley	Safe Seeding PSAs	Newcap Radio
FINALIST, WINNER	Radio Commercial - Series	Morris Industries	Market Watch	WS
FINALIST, Certificate of Merit	Television Commercial - Single or Series	DuPont Pioneer	Protector Traits	Kahntact
FINALIST, Certificate of Merit	Television Commercial - Single or Series	Farm Credit Canada	Here's to the Farmer	Farm Credit Canada
FINALIST, WINNER	Television Commercial - Single or Series	DuPont Pioneer	A great corn crop starts with DuPont Pioneer	Kahntact
FINALIST, Certificate of Merit	Online Video Advertising	Bayer	Luxxur	McCann
FINALIST, WINNER	Online Video Advertising	Farmers Edge	Next-Gen FarmCommand	Farmers Edge
FINALIST, Certificate of Merit	Audiovisual Presentations Directed at Producers	Farm Credit Canada	Public Trust in Agriculture and Food presentation	Farm Credit Canada
FINALIST, WINNER	Audiovisual Presentations Directed at Producers	Dow AgroSciences	CASA Farm Safety	AdFarm
FINALIST, Certificate of Merit	Direct Mail - Print	Dow AgroSciences	Rexade	AdFarm
FINALIST, Certificate of Merit	Direct Mail - Print	Dow AgroSciences	Grower Experience DM Series	AdFarm
FINALIST, WINNER	Direct Mail - Print	Arysta LifeScience	Rancona Pinnacle	WS
FINALIST, Certificate of Merit	Direct Email (Email Marketing)	Bayer	Luxxur	McCann
FINALIST, WINNER	Direct Email (Email Marketing)	Groupe Centre Agricole and Les Équipements A. Phaneuf	Red Advantage Rewards Program	iQ7/24

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FINALIST, Certificate of Merit	Billboards or Other Outdoor Ads	Richardson International	Richardson Is...	6P Marketing
FINALIST, WINNER	Billboards or Other Outdoor Ads	Bayer	Luxxur	McCann
FINALIST, WINNER	Billboards or Other Outdoor Ads	DuPont Pioneer	Inflatable Seed Bags	Kahntact
FINALIST, Certificate of Merit	Customer Brochures and Catalogs	ADAMA Canada	Product Guide	Think Shift
FINALIST, WINNER	Customer Brochures and Catalogs	Farmers Edge	Smart Solutions Brochures	Farmers Edge
FINALIST, Certificate of Merit	Point-of-Purchase Materials	DuPont Crop Protection	Coragen insecticide - Western Bean Cutworm Info-Kit	Kahntact
FINALIST, WINNER	Point-of-Purchase Materials	Farm Credit Canada	FCC Alliance Videos	Farm Credit Canada
FINALIST, Certificate of Merit	Exhibits	ADAMA Canada	Black and Green Room	Think Shift
FINALIST, WINNER	Exhibits	Farm Credit Canada	FCC Tradeshow Booth	Farm Credit Canada/Captive Audience
FINALIST, Certificate of Merit	Premiums / Specialties	Bayer	Disease Summit Field Note Books	McCann
FINALIST, WINNER	Premiums / Specialties	DuPont Pioneer	Sunglasses in a Seed Bag	Kahntact
FINALIST, Certificate of Merit	Corporate Identity	Cargill Ltd	Growing Series	Think Shift
FINALIST, WINNER	Corporate Identity	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST, Certificate of Merit	Multimedia Campaigns - Total Budget less than \$200,000	Seed Hawk Inc.	Seed Hawk User Reviews Campaign	AdFarm
FINALIST, WINNER	Multimedia Campaigns - Total Budget less than \$200,000	DuPont Pioneer Eastern Canada	Here's To Farmers	Milestone Integrated
FINALIST, Certificate of Merit	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Bayer	Luxxur	McCann
FINALIST, WINNER	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Ag More Than Ever	Be Somebody	Farm Credit Canada
FINALIST, Certificate of Merit	New-Product Introduction Campaign	Dot Technology Corp.	DOT	LMNO
FINALIST, WINNER	New-Product Introduction Campaign	Farmers Edge	Next-Gen FarmCommand	Farmers Edge