

Tags	Entry ID	Cat #	Category	Advertiser/ Company	Entry	Agency
FINALIST	1005	1	Multimedia Campaigns - Total Budget less than \$200,000	ADAMA Canada	ADAMA - Thank-A-Retailer	Think Shift
FINALIST	764	1	Multimedia Campaigns - Total Budget less than \$200,000	DuPont Pioneer Eastern Canada	Here's To Farmers	Milestone Integrated
FINALIST	914	1	Multimedia Campaigns - Total Budget less than \$200,000	Farm Credit Canada	Business Breakthrough - FCC Events	Farm Credit Canada
FINALIST	863	1	Multimedia Campaigns - Total Budget less than \$200,000	Seed Hawk Inc.	Seed Hawk User Reviews	AdFarm
FINALIST	662	2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Ag More Than Ever	Be Somebody	In-house
FINALIST	998	2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Bayer	Luxxur	McCann
FINALIST	763	2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	DuPont Pioneer Eastern Canada	Seed for a Season	Milestone Integrated
FINALIST	927	2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Farm Credit Canada	Here's to the Farmer	Farm Credit Canada
FINALIST	705	2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Morris Industries	Morris Industries	WS
FINALIST	817	4	New-Product Introduction	Dot Technology Corp.	DOT	LMNO Consulting
FINALIST	948	4	New-Product Introduction	Dow AgroSciences	Dow AgroSciences Rexade	AdFarm
FINALIST	851	4	New-Product Introduction	Farmers Edge	Next-Gen FarmCommand - Stronger Faster Smarter	In-house
FINALIST	945	5	Single Execution, (print or digital, any size)	ADAMA Canada	Quali-Pro - Intaglio	Think Shift
FINALIST	979	5	Single Execution, (print or digital, any size)	CleanFARMS	Lie Detector	Think Shift
FINALIST	1010	5	Single Execution, (print or digital, any size)	Farm Credit Canada	Here's to the Farmer	Farm Credit Canada
FINALIST	892	5	Single Execution, (print or digital, any size)	Nufarm Agriculture Inc.	Valtera	AdFarm
FINALIST	824	5	Single Execution, (print or digital, any size)	SeedMaster	SeedMaster	LMNO Consulting
FINALIST	697	6	Series Execution, (print or digital, any size (min.2, max. 5).	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	742	6	Series Execution, (print or digital, any size (min.2, max. 5).	Bayer	InVigor - #SellTheSwather	McCann
FINALIST	766	6	Series Execution, (print or digital, any size (min.2, max. 5).	DuPont Pioneer Eastern Canada	Seed for a Season	Milestone Integrated
FINALIST	768	6	Series Execution, (print or digital, any size (min.2, max. 5).	DuPont Pioneer Eastern Canada	Here's To Farmers	Milestone Integrated
FINALIST	659	8	Unique Execution (includes all print or digital executions)	Ag More Than Ever	Be Somebody - WP False Cover	In-house
FINALIST	744	8	Unique Execution (includes all print or digital executions)	Bayer	BayerValue Insert - R.I.P. Weeds	McCann
FINALIST	884	8	Unique Execution (includes all print or digital executions)	Farm Credit Canada	FCC Harvest Kits	Farm Credit Canada
FINALIST	904	8	Unique Execution (includes all print or digital executions)	Seed Hawk Inc.	Fenix III Meter Hot Spot Digital Display Ads	AdFarm
FINALIST	806	9	Advertorials (print or digital, single or series)	BASF	Straight Cutting Experience	Kenna / RealAgriculture
FINALIST	814	9	Advertorials (print or digital, single or series)	Brett Young Seeds	BrettYoung 6074 RR	LMNO Consulting
FINALIST	778	9	Advertorials (print or digital, single or series)	Crop Production Services	CPS Advertorial Series	AdFarm
FINALIST	964	9	Advertorials (print or digital, single or series)	DEKALB	DEKALB - Grower Stories (2)	Sherpa Marketing
FINALIST	739	10	Radio: Single commercial (any length)	Bayer	Infinity FX	McCann
FINALIST	738	10	Radio: Single commercial (any length)	Bayer	Luxxur	McCann
FINALIST	932	10	Radio: Single commercial (any length)	Farm Credit Canada	Here's to the Farmer	Farm Credit Canada
FINALIST	953	10	Radio: Single commercial (any length)	RealAgriculture	The Experts at RealAgriculture	Adfarm
FINALIST	598	11	Radio: Series (min. 2, max. 5, any length).	Alberta Barley/Trevor Bacque	Alberta Barley's Safe Seeding	Newcap Radio
FINALIST	737	11	Radio: Series (min. 2, max. 5, any length).	Bayer	InVigor #SellTheSwather	McCann
FINALIST	706	11	Radio: Series (min. 2, max. 5, any length).	Morris Industries	Market Watch	WS
FINALIST	1015	12	Television: Single or series commercial (any length)	DuPont Pioneer	Protector traits	Kahntact
FINALIST	839	12	Television: Single or series commercial (any length)	DuPont Pioneer	A great corn crop starts with DuPont Pioneer	Kahntact
FINALIST	933	12	Television: Single or series commercial (any length)	Farm Credit Canada	Here's to the Farmer	Farm Credit Canada

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FINALIST	690	13	Online Video Advertising	ATB : Meet In The Middle	Meet In The Middle	Ramble Productions & Quarter Section Creative
FINALIST	736	13	Online Video Advertising	Bayer	Luxxur	McCann
FINALIST	993	13	Online Video Advertising	Cargill LTD	Growing Series	Think Shift
FINALIST	902	13	Online Video Advertising	Farmers Edge	Next-Gen FarmCommand	In-house
FINALIST	915	14	Audiovisual presentations directed at farmers, producers and growers	Dow AgroSciences	CASA Farm Safety	AdFarm
FINALIST	905	14	Audiovisual presentations directed at farmers, producers and growers	Farm Credit Canada	Public Trust in Agriculture and Food	Farm Credit Canada
FINALIST	974	14	Audiovisual presentations directed at farmers, producers and growers	G3	Farmer Equity Plan	Sherpa Marketing
FINALIST	671	16	Direct Mail - Print	Arysta LifeScience	Rancona Pinnacle	WS
FINALIST	991	16	Direct Mail - Print	Dow AgroSciences	Dow Seeds Grower Experience	AdFarm
FINALIST	894	16	Direct Mail - Print	Dow AgroSciences	Rexade VR Video Grower DM	AdFarm
FINALIST	967	16	Direct Mail - Print	G3	Farmer Equity Plan Mailer	Sherpa Marketing
FINALIST	731	17	Direct Email (Email marketing) - Interactive marketing tools	Bayer	Luxxur	McCann
FINALIST	919	17	Direct Email (Email marketing) - Interactive marketing tools	Farm Credit Canada	FCC Express	Farm Credit Canada
FINALIST	797	17	Direct Email (Email marketing) - Interactive marketing tools	Groupe Centre Agricole and Les Équipements A. Phaneuf	Groupe Centre Agricole and Les Équipements A. Phaneuf	iQ7/24
FINALIST	733	18	Billboards or other outdoor ads	Bayer	Luxxur	McCann
FINALIST	800	18	Billboards or other outdoor ads	DuPont Pioneer	Inflatable Seed Bags	Kahntact
FINALIST	628	18	Billboards or other outdoor ads	Richardson International	Richardson Is...	6P Marketing
FINALIST	808	18	Billboards or other outdoor ads	Rocky Mountain Equipment	AOS Support Outdoor Boards	AdFarm
FINALIST	651	19	Customer brochures and catalogs	ADAMA Canada	Product Guide	Think Shift
FINALIST	878	19	Customer brochures and catalogs	Farm Credit Canada	Working with your FCC Team	Farm Credit Canada
FINALIST	1008	19	Customer brochures and catalogs	Farmers Edge	Smart Solutions Brochures	In-house
FINALIST	849	19	Customer brochures and catalogs	Grain Farmers of Ontario	Problem Weed Guide for Ontario Crops	AdFarm
FINALIST	713	20	Point of Purchase Materials	DuPont Crop Protection	Travallas Power Washer Contest	Kahntact
FINALIST	710	20	Point of Purchase Materials	DuPont Crop Protection	Coragen - Western Bean Cutworm Info-Kit	Kahntact
FINALIST	916	20	Point of Purchase Materials	Farm Credit Canada	FCC Alliance Videos	Farm Credit Canada
FINALIST	954	21	Exhibits	ADAMA Canada	Black and Green Room	Think Shift
FINALIST	918	21	Exhibits	Farm Credit Canada	Tradeshow booth	Farm Credit Canada
FINALIST	869	21	Exhibits	Seed Hawk Inc.	VÄDERSTAD Canada's Farm Progress Show Display	AdFarm
FINALIST	726	22	Premiums/Specialties	Bayer	Barley AGM Playing Cards	McCann
FINALIST	725	22	Premiums/Specialties	Bayer	Disease Summit Field Note Books	McCann
FINALIST	804	22	Premiums/Specialties	DuPont Pioneer	Sunglasses in a seed bag	Kahntact
FINALIST	691	23	Corporate Identity	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	999	23	Corporate Identity	Cargill LTD	MarketSense	Think Shift
FINALIST	994	23	Corporate Identity	Cargill LTD	Growing Series	Think Shift
FINALIST	1001	23	Corporate Identity	CSSO - Cargill Specialty Seeds & Oils	VICTORY	Think Shift
FINALIST	699	24	Overall PR program supporting product, service or corporate image	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	983	24	Overall PR program supporting product, service or corporate image	Canola Council of Canada	50th Anniversary Web & Video	Think Shift
FINALIST	870	24	Overall PR program supporting product, service or corporate image	Farm Credit Canada	FCC Drive Away Hunger	Farm Credit Canada
FINALIST	629	24	Overall PR program supporting product, service or corporate image	Richardson International	Richardson Is...	6P Marketing

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FINALIST	820	25	Media Relations	Dot Technology Corp.	DOT	LMNO Consulting
FINALIST	913	25	Media Relations	Farm Credit Canada	Farmland Values	Farm Credit Canada
FINALIST	777	25	Media Relations	Saskatchewan Ministry of Agriculture	Sask Ag Our Food Has a Story Media Relations	AdFarm
FINALIST	672	26	Public affairs/issues management program	Maizex Seeds	Be Rooted Be Involved	In-house
FINALIST	630	26	Public affairs/issues management program	Manitoba Pork	Manitoba Pork	6P Marketing
FINALIST	844	26	Public affairs/issues management program	Western Grains Research Foundation	Field Heroes Campaign	Synthesis Agri-Food Network
FINALIST	641	27	News or feature article (trade media)	Beefbooster	The Rise of Science in Beef Production	WS
FINALIST	617	27	News or feature article (trade media)	Grain Farmers of Ontario	Tech Park	In-house
FINALIST	592	27	News or feature article (trade media)	GrainsWest/Trevor Bacque	Prairie Gold: 150 years of wealth through wheat	In-house
FINALIST	841	27	News or feature article (trade media)	The Toronto Star-Metro News / Canadian Canola Growers Association	Toronto Star/Metro News - Urban Cowboy series	Owen Roberts / Kahntact
FINALIST	664	28	Persuasive Writing	Ag More Than Ever	Be Somebody - Manifesto	In-house
FINALIST	866	28	Persuasive Writing	Ontario Federation of Agriculture	OFA Bill 148 threatens Ontario jobs and businesses	AdFarm
FINALIST	990	28	Persuasive Writing	Think Shift Inc.	Ag Digital Whitepaper	Think Shift
FINALIST	881	29	Press Release (ag media)	Alberta Wheat Commission	Cash Ticket Deferral	In-house
FINALIST	938	29	Press Release (ag media)	Dow AgroSciences	Enlist Launch	AdFarm
FINALIST	1013	29	Press Release (ag media)	DuPont Crop Protection	Sortan IS	Kahntact
FINALIST	1014	29	Press Release (ag media)	DuPont Pioneer	4-H Ontario Receives Grants	Kahntact
FINALIST	917	30	Blogs	Farm Credit Canada	Ag Economics Blog	Farm Credit Canada
FINALIST	860	30	Blogs	Nufarm Agriculture Inc.	What's your resistance probability?	AdFarm
FINALIST	992	30	Blogs	Think Shift Inc.	Emotion in Ag Marketing	Think Shift
FINALIST	696	31	Events - Customer or Internal	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	819	31	Events - Customer or Internal	Dot Technology Corp.	DOT	LMNO Consulting
FINALIST	588	31	Events - Customer or Internal	FCC - Agriculture More Than Ever	Canada's Agriculture Day	In-house
FINALIST	801	31	Events - Customer or Internal	United Farmers of Alberta Ltd.	Farmers Day	In-house
FINALIST	724	32	Company and Association Newsletters (External, print or electronic)	Bayer	Fungicide DST	McCann
FINALIST	920	32	Company and Association Newsletters (External, print or electronic)	Dow AgroSciences	Dow AgroSciences AgWise	AdFarm
FINALIST	811	32	Company and Association Newsletters (External, print or electronic)	Federated Co-operatives Ltd.	Co-op Agro Advisor	In-house
FINALIST	654	33	Company and Association Magazines (External, print or electronic)	Arysta LifeScience	Newground	In-house
FINALIST	626	33	Company and Association Magazines (External, print or electronic)	Canola Council of Canada	Canola Digest	Suckerpunch Creative Inc.
FINALIST	836	33	Company and Association Magazines (External, print or electronic)	Federated Co-operatives Ltd.	Co-op Equip Harvest Resource	In-house
FINALIST	613	33	Company and Association Magazines (External, print or electronic)	Grain Farmers of Ontario	Ontario Grain Farmer	In-house
FINALIST	587	34	Annual Reports or Other Specialty Publications (Print or Electronic)	Alberta Canola	Alberta Canola Annual Report	In-house
FINALIST	723	34	Annual Reports or Other Specialty Publications (Print or Electronic)	Bayer	Crop Production Guide	McCann
FINALIST	653	34	Annual Reports or Other Specialty Publications (Print or Electronic)	Canola Council of Canada	An Industry Inspired: The Canola Council of Canada's 2016 Annual Report	Tom Powell Design
FINALIST	907	34	Annual Reports or Other Specialty Publications (Print or Electronic)	Farm Credit Canada	CSR Report	Farm Credit Canada
FINALIST	611	34	Annual Reports or Other Specialty Publications (Print or Electronic)	Grain Farmers of Ontario	Grain Farmers of Ontario Annual Report	In-house
FINALIST	686	35	Audio/Video: Broadcast news, webinars, podcasts or taped program	#VoteNotMax	Green Eggs and Max	Farm Boy Productions
FINALIST	830	35	Audio/Video: Broadcast news, webinars, podcasts or taped program	RealAgriculture	Wheat Petes Word	In-house
FINALIST	827	35	Audio/Video: Broadcast news, webinars, podcasts or taped program	RealAgriculture	RealAg Radio on Rural Radio 147	In-house
FINALIST	667	36	Video: Directed at farmers, producers or growers, and all others serving agriculture	Ag More Than Ever	Be Somebody	In-house
FINALIST	689	36	Video: Directed at farmers, producers or growers, and all others serving agriculture	ATB : Meet In The Middle	Meet In The Middle	Ramble Productions & Quarter Section Creative
FINALIST	889	36	Video: Directed at farmers, producers or growers, and all others serving agriculture	Dow AgroSciences	Rexade Virtual Reality Video	AdFarm
FINALIST	769	36	Video: Directed at farmers, producers or growers, and all others serving agriculture	DuPont Pioneer Eastern Canada	Here's To Farmers	Milestone Integrated

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FINALIST	722	37	Advertising on the Web (banners and others)	Bayer	Infinity FX	McCann
FINALIST	721	37	Advertising on the Web (banners and others)	Bayer	Luxxur	McCann
FINALIST	818	37	Advertising on the Web (banners and others)	Dot Technology Corp.	DOT	LMNO Consulting
FINALIST	717	37	Advertising on the Web (banners and others)	WorkHorse	WorkHorse Awareness Campaign	AdFarm
FINALIST	720	38	Website directed at farmers, producers or growers and all others serving agribusiness	Bayer	Raxil	McCann
FINALIST	988	38	Website directed at farmers, producers or growers and all others serving agribusiness	Canola Council of Canada	50th Anniversary Website	Think Shift
FINALIST	823	38	Website directed at farmers, producers or growers and all others serving agribusiness	Redekop Manufacturing	Redekop	LMNO Consulting
FINALIST	774	38	Website directed at farmers, producers or growers and all others serving agribusiness	WorkHorse	WorkHorseHub.ca	AdFarm
FINALIST	688	39	Social community building and engagement (social campaign)	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	845	39	Social community building and engagement (social campaign)	Egg Farmers of Ontario	Facebook, Twitter and Instagram	In-house
FINALIST	625	39	Social community building and engagement (social campaign)	Richardson International	#Richardson's Employee Spotlight Campaign	In-house
FINALIST	623	39	Social community building and engagement (social campaign)	Richardson International	#MyRichardson's Employee Instagram Takeover	In-house
FINALIST	618	40	Social Tactic	Ag More Than Ever	Canada's Agriculture Day	In-house
FINALIST	719	40	Social Tactic	Bayer	#FarmDogOfTheYear	McCann
FINALIST	682	40	Social Tactic	SeCan	Grow a Leader Selfie Program	Margrie Wallace
FINALIST	692	43	Company or Producer-Funded Advertising campaign directed to consumers.	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	636	43	Company or Producer-Funded Advertising campaign directed to consumers.	L'Union des producteurs agricoles	L'Union des producteurs agricoles	TAM-TAM/TBWA
FINALIST	631	43	Company or Producer-Funded Advertising campaign directed to consumers.	Richardson International	Richardson Is...	6P Marketing
FINALIST	716	44	Company or Producer-Funded Advertising campaign element (i.e., tactic) to consumers.	4-H Canada	To Do List	cleansheet communications / bestlight media
FINALIST	693	44	Company or Producer-Funded Advertising campaign element (i.e., tactic) to consumers.	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	880	44	Company or Producer-Funded Advertising campaign element (i.e., tactic) to consumers.	Saskatchewan Pulse Growers/Lentils.org	Lentils.org Monthly e-blast	In-house
FINALIST	862	44	Company or Producer-Funded Advertising campaign element (i.e., tactic) to consumers.	Saskatchewan Pulse Growers/Lentils.org	Lentils for Every Season - Recipe Magazine	In-house
FINALIST	937	45	Company or Producer-Funded Public Relations campaign directed to consumers	Canadian Centre for Food Integrity / Canadian Canola Growers Association	New Farm / Best Food Facts	Kahntact
FINALIST	609	45	Company or Producer-Funded Public Relations campaign directed to consumers	Grain Farmers of Ontario	52 Weeks of #YourFarmers	In-house
FINALIST	865	45	Company or Producer-Funded Public Relations campaign directed to consumers	Saskatchewan Pulse Growers/Lentils.org	Lentils & Utensils Campaign	In-house
FINALIST	843	46	Company or Producer Funded PR campaign element (i.e., tactic) directed to consumers	Egg Farmers of Ontario	Consumer Choice Engagement Strategy Videos	In-house
FINALIST	610	46	Company or Producer Funded PR campaign element (i.e., tactic) directed to consumers	Grain Farmers of Ontario	The Roots of Our Province	In-house
FINALIST	655	46	Company or Producer Funded PR campaign element (i.e., tactic) directed to consumers	Mealshare	Tonight for tomorrow	WS
FINALIST	864	46	Company or Producer Funded PR campaign element (i.e., tactic) directed to consumers	Saskatchewan Pulse Growers/Lentils.org	Lentils & Utensils Campaign Pop-up Dinner Series - Vancouver	In-house
FINALIST	695	47	Website directed to consumers	ATB : Meet In The Middle	Meet In The Middle	ATB - In house
FINALIST	640	47	Website directed to consumers	Burnbrae Farms	Burnbrae Farms	John St.
FINALIST	846	47	Website directed to consumers	Egg Farmers of Ontario	Recipe Platform	In-house
FINALIST	930	48	Social Media campaign directed at consumers	Alberta Wheat	Life's Simple Ingredient Social Campaign	AdFarm
FINALIST	694	48	Social Media campaign directed at consumers	ATB : Meet In The Middle	Meet In The Middle	Quarter Section Creative
FINALIST	570	48	Social Media campaign directed at consumers	Burnbrae Farms	Burnbrae Farms	Affinity Productions
FINALIST	644	49	Specialty Advertising & PR Campaign	Cat Healthy	That's Cat For	WS
FINALIST	928	49	Specialty Advertising & PR Campaign	Dow AgroSciences	IVM Public Perceptions Training	AdFarm
FINALIST	643	49	Specialty Advertising & PR Campaign	Elanco	"What's your dog?" / "Who is your cat?"	WS
FINALIST	607	51	Specialty campaign elements	DKB Digital Designs	BugFinder	DKB Digital Designs
FINALIST	591	51	Specialty campaign elements	Heartland Farm Mutual	iHeartCommunity Fund	In-house
FINALIST	678	51	Specialty campaign elements	Manitoba Canola Growers	Eat Well With More Veggies - Recipe Book	Tom Powell Design
FINALIST	668	52	Print Ads, French	Ag More Than Ever	Be Somebody	
FINALIST	637	52	Print Ads, French	L'Union des producteurs agricoles	L'Union des producteurs agricoles	TamTam TBWA

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FINALIST	790	52	Print Ads, French	RBC Royal Bank	Succession Planning / Série de publiereportages sur la planification de la relève	ZGM Collaborative Marketing
FINALIST	665	53	Online Media, French	Ag More Than Ever	FR Be Somebody	In-house
FINALIST	785	53	Online Media, French	Groupe Centre Agricole et Les Équipements A. Phaneuf	Envoi de courriels pour le Groupe Centre Agricole et Les Équipements A. Phaneuf	iQ7/24
FINALIST	887	53	Online Media, French	Synagri	Campagne 15e anniversaire	In-house
FINALIST	661	54	Specialty promotion, sales support materials, literature, corporate literature, French	Ag More Than Ever	Canada's Agriculture Day	
FINALIST	645	54	Specialty promotion, sales support materials, literature, corporate literature, French	Elanco	'What's Your Dog?' / "Who is your cat?"	WS
FINALIST	910	54	Specialty promotion, sales support materials, literature, corporate literature, French	Farm Credit Canada	AgriSuccès Numéro Spécial de 2017	Farm Credit Canada
FINALIST	635	54	Specialty promotion, sales support materials, literature, corporate literature, French	L'Union des producteurs agricoles	L'Union des producteurs agricoles	Tam-Tam/TBWA