



# CAMA'S AGRI-MARKETER OF THE YEAR

by Jennifer Allford, Allford Creative Corp.

**Terry Andryo** has always instinctively understood the value of relationships. And growing up on a farm in Manitoba — feeding livestock, helping with harvests and pitching in whenever a neighbour needed help — he's always understood the value of the rural way of life. Agriculture is on his boots and in his DNA.

With this deep appreciation of the rural contributions to urban life, Andryo is able to develop wildly successful marketing programs that bridge the gap between country and city folk, producers and

consumers. Prior to his recent promotion to Director, Community Initiatives, he had a six-year run as Senior Agriculture Marketing Manager at ATB; a period during which, not coincidentally, the financial institution experienced annual growth in market share.

Andryo has created a long list of evergreen initiatives, part of a bigger strategy to be visible in the community and speak out about and advocate for the agriculture industry in the province. By bringing people together over food and drink produced in the province, he has sparked countless conversations about the value of agriculture and the values of Albertans — refreshing and strengthening ATB's brand along the way.

He created A Seat at our Table, a dinner that uses the agriculture community as a conduit to get people from diverse backgrounds talking about food, the people who produce it and what's important to Albertans. The dinner serves outstanding meals prepared by Alberta chefs and grown and raised by Alberta producers. It takes place three times a year in three different locations across Alberta — from sprawling ranches to downtown agencies that feed the homeless. Rather than inviting the same 100 people who get invited to all the dinners all the time, Andryo and ATB's partners in the event reach deeper and invite people that don't make the society pages but do have bucket loads of innovative spirit, entrepreneurial mindsets and a giant love of Alberta.

Some of Andryo's other initiatives include Science of the Six Pack, a regular event that gathers Alberta craft brewers and barley producers along with people who



Terry Andryo

enjoy the end product. He also produced the video "Long Love This Land" that pays tribute to the spirit and dedication of the thousands of growers, ranchers and agribusiness professionals in Alberta. It's had more than 50,000 unique YouTube views (and counting) and has been used by the Alberta government on trade missions. Another event, a dinner called Meet in the Middle, was created to celebrate Canada's Agriculture Day. It brings together 150 consumers, producers and industry leaders for a five-course meal at a farm. The guests, including plenty of "never-set-foot-on-a-farm's," enjoy courses prepared by local chefs with food grown in Alberta and paired with a local craft beer or spirit.

ATB, and more often than not Andryo himself, are everywhere that's anywhere when it comes to Alberta's food and craft beverage sectors. That presence is having a real and profound impact on the ATB brand. Andryo has worked in marketing his entire 30-plus year career. As part of ATB's Agriculture Centre of Expertise he led Agriculture marketing for years, planning and delivering on strategy and developing and mentoring award-winning marketing teams. He epitomizes the ATB Story, which reads in part:

"We carry the outrageous belief that banking can change people's lives for the better, make their time richer, their aspirations closer, their happiness deeper. How will we do this? By doing things other banks wouldn't do. By being ever loyal to our customers, relentlessly inventive and steadfastly genuine in our pursuit of Albertan's greater good."

"Terry is a crack marketer," says **Wellington Holbrook**, ATB's Chief Transformation Officer. As well as having the creative chops, Andryo brings entrepreneurial thinking and a laser-focus on execution to the table, turning his big ideas into reality in such a way that "everybody gives him a hug at the end of it."

Prior to joining ATB, Andryo spent years in the agency world including time at AdFarm, building relationships with **Bayer CropScience** and **UFA**, collaborating with product managers on product life cycles campaigns, product name, packaging, launch, sustainability and strategies for products in very congested categories. Before joining the **AdFarm** family, Andryo managed marketing for several agricultural-focused companies including the **Canadian Wheat Board** and **Richardson's**.

Congratulations Terry Andryo from your friends and colleagues at ATB! **AM**