

CAMA LIFETIME ACHIEVEMENT AWARD

by ???????

AgriMarketing is **Luc Gagnon's** middle name. Devoted to the people in the industry, this year's recipient of the CAMA Lifetime Achievement Award has made a difference for number of ag businesses in Québec as well as for the people who work in this industry.

Luc graduated from **HEC Montréal** in 1994 with a Bachelor of Business Administration degree, specializing in marketing and quantitative methods. He has also completed a certificate in Advertising at **Université de Montréal**.

In 1996, Luc founded **Cybercreation.net** that specializes in web site design for agriculture and agri-food businesses. His company has been very successful over the years and is now well implemented in Québec's ag sector. Luc has received numerous honors and awards throughout the years for his work and has established a solid credibility for himself and his business in the agriculture sector.

For over two decades, Luc has helped many ag companies to move forward by taking their first steps into the web world.

In 1996, while the Internet was in its early days (especially in the ag community), Luc played a key role in the creation and the launch of the online publication of the magazine *Le Bulletin des agriculteurs*, which turned out to be the very first agricultural website in Québec. Luc has been working in print media, including the farm magazine *Le Bulletin des agriculteurs*, as a copywriter since 1994.

Luc is all about building bridges in the ag community. His desire to help producers in finding their soulmates led him to build the first dating website dedicated to Ag producers in Quebec.

In 2001, Luc founded **Agri-Rencontre**, a dating website

dedicated to farmers, ag students, horse enthusiasts and people living in the country. As isolation is commonly experienced in the business of farming, Agri-Rencontre has become a successful tool in bringing the ag community together, as well as helping farmers in finding love.

In August 2003 Québec's CAMA chapter was created and Luc was elected to serve on the board as an administrator. Over the



Luc Gagnon

years, Luc has played a key role in the association's development and served as vice-president and president for many years. Luc has been and still is the foundation of CAMA's Quebec chapter.

In 2016, Luc became the Chapter's General manager and still holds that position to this day. He's the glue that keeps everything together for the association. His business sense and his drive are great assets to the chapter. Luc does an amazing job in managing the association as well as events. He also sits on the CAMA National board where he brings his experience and knowledge of Québec's ag industry to the table and act as a connector between the province and the rest of the country.

Over the course of his career, Luc has developed great contacts with other provincial associations such as ACRA (**Association des Communicateurs et Rédacteurs de**

l'Agroalimentaire) which is the equivalent of the **Eastern Canada Farm Writers' Association** (ECFWA) where he currently holds the Association's Coordinator position. He also serves as Chairman of the Promutuel Group's Young Directors Committee, the largest agricultural insurer in Québec.

On top of all his occupations and career, Luc owns and manage a crop farm of 35 acres in Rigaud, Québec. His operation grows corn and soybean. He and his wife **Daphnée** are the parents of three children.

The industry is filled with hard-working, committed, passionate people, and Luc is one of them. He's humble and sees "the BIG picture." Luc never hesitates to highlight the effort of others in order to help them grow and advance the industry.

Perseverance is another word could best describe him. Who would dare to try and grow kiwis in the Québec weather? That's Luc. Innovative, daring, authentic, he embraces challenges and finds a positive outlook and solutions. That is why he is so deserving of the CAMA Lifetime Achievement Award. **AM**