



Agri-Marketer of the Year Award

The Agri-Marketer of the Year award honours outstanding accomplishments in the field of Canadian agricultural marketing. The award recognizes innovative leadership and exceptional performance in facing the challenges presented by marketing in today's constantly changing agricultural world. The award is given to the individual the judges decide has best achieved the award criteria.

JUDGING CRITERIA

1. Accomplishments (45 points)
2. Innovative Ability (30 points)
3. Leadership (15 points)
4. Marketing Emphasis (10 points)

NOMINATION FORMAT

- Part A **Contact Information (Cover page)**
List the name/address/telephone/fax/email of the nominee on the cover page. Also list the name/addresses/telephone/fax/emails of the two CAMA nominators.
- Part B **The Candidate**
Outline the candidate's occupation and career, including marketing responsibilities.
- Part C **Accomplishments (maximum 650 words)**
Discuss distinct accomplishments focusing on the past one to two years.
- Part D **Innovative Ability (maximum 650 words)**
How did the nominee's initiative lead to significant developments within the agri-marketing industry? Were there any obstacles or problems to overcome? Was the nominee's approach to the problem innovative or creative? Why was the nominee's contribution unique?
- Part E **Leadership (maximum 650 words)**
Discuss qualities and accomplishments that demonstrate the nominee is recognized as a leader with the agriculture industry.
- Part F **Marketing Emphasis (maximum 650 words)**
Discuss the nominee's role in marketing, their major accomplishments and the impact of these achievements on the organization and the industry.

NOTES:

1. There is no fee for the Agri-Marketer of the Year nomination. Deadline for entries is **September 24, 2021**. Nominations will be kept confidential. Only the winner will be announced during the awards presentation.
2. If the nominee is not selected as the winner, the nomination will be carried forward to the next year for consideration.
3. Two CAMA members must nominate the candidate.
4. Nominations are to be submitted online: <https://bestofcama.awardsplatform.com/>
5. For questions, please contact:

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