

CAMA LIFETIME ACHIEVEMENT AWARD

by Linda Biron, Farm Credit Canada and Daniel Lamoureux, La Terre de chez nous

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.

Gagnon 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, Gagnon 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. Gagnon 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, Gagnon 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), Gagnon 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. Gagnon has been working in print media, including the farm magazine *Le Bulletin des agriculteurs*, as a copywriter since 1994.

Gagnon 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 Québec.

In 2001, Gagnon 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.



Luc Gagnon

In August 2003 Québec's CAMA chapter was created and Gagnon was elected to serve on the board as an administrator. Over the years, Gagnon has played a key role in the association's development and served as vice-president and president for many years. Gagnon has been and still is the foundation of CAMA's Québec chapter.

In 2016, Gagnon 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. Gagnon 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, Gagnon has developed great contacts with other provincial associations such as **ACRA (Association des Communicateurs et Rédacteurs del'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, Gagnon 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 Gagnon is one of them. He's humble and sees "the BIG picture." Gagnon 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 Gagnon. 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**