

BEST OF  
**CAMA**  
2021

# CAMA LIFETIME ACHIEVEMENT AWARD

by Bob Willcox, President, Glacier FarmMedia

Throughout his 40-year agrimarketing career, **Rod Delahey** has been a builder. He's built strong teams to serve clients. He's built deep relationships – between farmers, agencies, colleagues and agribusinesses. He's mentored the next generation of agrimarketers and served CAMA faithfully and effectively.

Rod's many and diverse career achievements reflect his deep commitment to the farmer and to the Canadian agriculture industry. He is truly someone who wakes up in the morning and asks, how can I help the farmer today? Then, he goes out and does something about it.

Rod's career began in 1980 when he graduated from the **University of Saskatchewan** with a degree in Agriculture. After six years as a Saskatchewan-based Sales Representative with **Sandoz Agro Canada**, Rod moved to Calgary to lead **The Parker Group's** public relations practice.

Despite success in Calgary, Saskatchewan beckoned. In 1995, Rod moved back home to Saskatoon where he started his own agrimarketing agency, **Heyday Communications**. Rod and Heyday carved out a strong market position by providing agrimarketing services delivered with his own highly knowledgeable, deeply committed approach.

In 2008, Heyday merged with Saskatoon's **The Marketing Den**, which eventually became **LMNO**. Over the following decade, Rod not only served the agrimarketing needs of LMNO's ag clients. He consistently championed CAMA as a forum for professional development for LMNO staff and clients.

That's the period when I first worked with Rod. I can tell you about a summer afternoon I spent with him in 2014, driving through the Saskatchewan countryside. At the time, **Glacier FarmMedia** was

looking to add to our portfolio of agriculture events. As I drove around with Rod, I warmed up to an idea that he, along with **Canada's Outdoor Farm Show** founder **Ginty Jocius**, had been nurturing for a while.



Rod Delahey

Rod encouraged Glacier FarmMedia to start an outdoor farm show in Saskatchewan. Rod had the vision, and it came from the same place his ideas always do: his commitment to the farmer. Rod's vision led directly to the first **Ag in Motion** event near Langham, Sask. in 2015.

A few years later, Glacier FarmMedia was searching for a new Publisher for **The Western Producer**. Rod's farmer-first attitude, deep business background and leadership qualities made him a compelling choice. We were delighted when, in 2019, Rod came aboard as Executive Vice-President of Glacier FarmMedia and Publisher of **The Western Producer**.

As a leading agrimarketer and agriculturalist, he understands the cherished place held by **The Producer** as one of Canadian agriculture's most prestigious brands, stretching back a century.

Did you know: Rod is actually a second-generation Producer person? He's following in the footsteps of his mother, former **Western Producer** columnist and editor **Liz Delahey**. Within the Western Producer family today, he's a well-respected leader and a

champion of our high-quality, unbiased journalism.

Rod has built as impactful a career as a Canadian agrimarketer could hope to have. Throughout the years, he also devoted his time and knowledge to the **Canadian Agri-Marketing Association**.

Talking about Rod and CAMA prompts the question: where do you start? Over the years, he's been involved in CAMA in many ways: long-standing member, Saskatchewan Chapter President, Best of CAMA Co-Chair and CAMA Saskatchewan Honour Roll Recipient.

Rod was also instrumental in developing and sustaining CAMA's University of Saskatchewan Student Chapter over the years. Many of these students have gone on to have great careers in the service of the Canadian farmer.

While with Heyday and LMNO, Rod encouraged staff members to get involved in CAMA, in order to refine their skills and gain vital insight into the life and needs of the Canadian farmer.

Today, Rod Delahey's impact on the Canadian Agri-Marketing Association continues to be felt – and CAMA is a better, larger and stronger organization as a result.

As current and former colleagues have pointed out, Rod has approached relationships in the spirit of a 'servant-leader'. That is, one who leads by way of serving the needs and aspirations of others first. Rod has served the industry, his clients, his colleagues, CAMA – and above all, the Canadian farmer – with distinction.

Although Rod's the last person to seek recognition, it's entirely fitting that recognition tracked him down, cornered him and bestowed this most-deserved award. On behalf of everyone at Glacier FarmMedia, we congratulate our colleague and friend Rod Delahey for being recognized by the 2021 CAMA Lifetime Achievement Award. **AM**