



For more information:

Jennifer Pickett

NAMA

913-491-6500

jennyp@nama.org

April 9, 2024

Leawood, KS

NAMA Announces Its Agribusiness Leader, NAMA Marketer, and Ag Association Leader Honorees

Todd Frazier is named NAMA's Agribusiness Leader of the Year, Brian Torrey is named NAMA Marketer of the Year and Richard Guebert is named Ag Association Leader of the Year. The three awards are NAMA's highest honors and will be given at the 2024 Agri-Marketing Conference, April 24-26, 2024, in Kansas City.



AGRIBUSINESS LEADER OF THE YEAR

The Agribusiness Leader of the Year award recognizes outstanding leadership in private, public, or academic service and is conferred each year to a senior executive in agribusiness.

NAMA is proud to announce Todd Frazier, Corteva Agriscience Vice President, U.S. Marketing, as its 2024 Agribusiness Leader of the Year.

Frazier draws on his deep Nebraska agricultural roots and diverse career experiences to seamlessly lead crop protection, seed, specialties, and decision sciences offerings at Corteva. Those roots anchor his commitment to approach his work with a farmer's mindset — one where relationships, trust, efficiency and a drive for continual growth and improvement are guiding principles.

Upon the formation of Corteva in 2018, Frazier was an integral leader in developing and rolling out the U.S. commercial structure, including designing the field sales organization and defining various roles and functions. He has long been an advocate for marketing excellence training, professional and personal learning opportunities, and career development planning for his team.

"This is one of our organization's highest honors," said Jenny Pickett, NAMA Executive Vice President and CEO. "It recognizes outstanding leadership is conferred each year to a senior executive in agribusiness. We are pleased to honor Todd for an outstanding career and his devotion to agriculture."



NAMA MARKETER OF THE YEAR

Awarded to an active member of NAMA and recognizes outstanding accomplishments in the field of agri-marketing.

Brian Torrey, Ag and Turf Media Manager, John Deere has been named as the recipient of the **2024 NAMA Marketer of the Year Award**.

Torrey has held three key roles at John Deere in the past few years, overseeing both creative and media activities. During his tenure in these roles, he's demonstrated a passion for customers that is consistently been reflected in the creative work produced, the relationships he's built with industry professionals, as well as social media influencers, all while keeping John Deere's customers and our marketing goals top of mind.

He has worked to modernize and integrate John Deere's paid media and influencer strategies. He threw himself into relationships with both media and influencers and has created a layered, integrated media strategy that covers digital, print, social, radio and TV.

Collaborating with the Brand group and with Anheuser-Busch and Farm Rescue, Torrey created the "For the Farmers" campaign. With the John Deere team and agency, Signal Theory, he spearheaded and created an umbrella campaign for all precision and production ag products.

Torrey is actively involved in NAMA. He's on the NAMA Executive Committee and will serve as Secretary/Treasurer for the coming leadership year.



AG ASSOCIATION LEADER OF THE YEAR

This award recognizes outstanding achievement and excellence among senior executives who have made significant contributions to the agriculture industry in their roles with a trade association or commodity organization.

Richard Guebert, former President of Illinois Farm Bureau is NAMA's **2024 Ag Association Leader of the Year**.

In December 2023, Richard Guebert Jr. took a step back from a 40-plus-year career serving agriculture when he wrapped up the end of his decade-long term as Illinois Farm Bureau President. Guebert spent the last 20 years at the highest level of IFB, serving maximum terms of 10 years as Vice President and 10 more as President. He also served as president of COUNTRY Financial, Illinois Agricultural Service Company and the IAA Foundation.

At the start of his term as IFB President in 2013, one of Guebert's stated goals was to build consumer trust. Now at the end of his decade run as IFB President, recent American Farm Bureau Federation surveys indicate 87% of Americans trust farmers and ranchers. Guebert's and Illinois Farm Bureau's contribution to that statistic can be measured across multiple marketing and educational campaigns that clearly communicated Illinois farmers' commitment to food access, food quality and conservation practices.

In addition to a decade of serving nearly 400,000 members of Illinois Farm Bureau, Guebert served multiple terms on the Board of Directors at the American Farm Bureau Federation Board

of Directors, which holds 5.9 million members nationwide. In both roles, Guebert sacrificed time away from his farm and his family to advocate on behalf of fellow farmers and develop policy that could guide both organizations' positions on certain issues.

About NAMA

The National Agri-Marketing Association (NAMA) is the nation's largest professional association for professionals in marketing and agribusiness. NAMA members take advantage of ag-centric networking, education, and professional development opportunities through NAMA's network of chapters, and at conferences throughout the year. For more information, please visit nama.org or [contact Jennifer Pickett at \(913\) 491-6500 \(jennyp@nama.org\)](mailto:jennyp@nama.org).

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