



NAMA'S Announces Its Agribusiness Leader, Ag Association Leader, and Marketer of the Year Honorees

Kent Harrison is named NAMA's Agribusiness Leader of the Year, Kasey Cronquist is named Ag Association Leader of the Year and Lisa Homer is named NAMA Marketer of the Year. The three awards are NAMA's highest honors and will be given out at the 2022 Agri-Marketing Conference, April 6-8, 2022, 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 at an agribusiness.

NAMA is proud to announce Kent Harrison, Vice President of Marketing and Premium Programs, Tyson Foods, Fresh Meats, as the 2022 Agribusiness Leader of the Year.

In 2008, Harrison joined the Tyson Fresh Meats Team as director of marketing. Today, as the vice president of marketing and premium programs, Harrison is involved in nearly all facets of the company's domestic and international business operations.

When consumer habits transformed in response to the pandemic, Harrison was prepared after instituting e-commerce upskilling throughout the organization in part, to establish a best-in-class digital shelf experience for retail partners. These efforts continue to drive demand and create opportunity and new consumer experiences.

Forever a champion of the producer, he has spent thousands of hours speaking with farmers and ranchers to help tell their story and educate audiences on the men and women who are the cornerstone of the industry.

Under Harrison’s leadership, Tyson Fresh Meats has built brands, confirmed its commitment to sustainability and wellness, ensured opportunity for producer partners and poised itself to grow markets.

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 trade association or commodity organization.

Kasey Cronquist, President, U.S. Highbush Blueberry Council (USHBC), is NAMA’s **2022 Ag Association Leader of the Year**.

Soon after taking the helm at USHBC in 2019, Cronquist’s ability for long-term strategic visioning became apparent and proved vital. The blueberry industry was riding a “blue wave” of popularity but was reaching an inflection point. A bold vision was needed to bring the industry into a new era of growth.

Through the “Grab a Boost of Blue” program, Cronquist has placed the blueberry health benefits at the center of every story told. Successfully marketing this tagline, he has encouraged the entire industry to “sing with one voice,” making a bigger impact on consumer and stakeholder share-of-mind.

His steady hand, innovative thinking and skillful diplomacy helped steer members through a global pandemic. All this, while expanding the blueberry category in both volume and value and gaining access to new markets, including the Philippines and China.

NAMA MARKETER OF THE YEAR



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

Lisa Homer, Senior Communications Manager, FMC, is the distinguished recipient of the **2022 NAMA Marketer of the Year Award**.

Throughout a marketing and advertising career spanning more than 20 years, Homer has spent time on the client side, agency side and as a consultant. This unique perspective, coupled with a 'can-do' attitude, has enabled Homer as a skilled builder and driver of brands.

The last few years have been transformative for FMC. Homer has been the linchpin for major communications and marketing initiatives responsible for this.

In-person interactions were integral to FMC's sales and technical services strategy. As the pandemic set in, Homer — always putting the grower's needs first — quickly pivoted to provide digital experiences, including virtual field days and video updates.

One of Homer's largest undertakings in the last 18 months was the launch of FMC's Xyway brand fungicides. Homer's efforts transcended traditional marketing tactics, and in their first year, the products were applied to more than one million corn acres in the U.S. Since the launch, FMC's market share has nearly doubled.

A decades-long NAMA member, Homer is committed to developing the talents of future ag leaders.

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