Region 1 Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Integrated Campaign - Local	First	Alberta Beef Producers	Think Shift	Alberta Beef - All Ways Alberta Beef Campaign
1	Integrated Campaign - Local	Merit	Nutrien Ag Solutions	Think Shift	Retail - One Partner. All In.
4	New Product Introduction	First	ADAMA US	Think Shift	Brevis Product Launch
4	New Product Introduction	Merit	ADAMA US	Think Shift	Temper More Product Launch
5	Unique Sponsorship Campaign - Advertising	First	Alberta Beef Producers	Think Shift	Alberta Beef - Stampede Giveaway
6	Spreads, Single or Series	First	Huma Inc.	In House	Go to the Source
7	Single-page Ads, single	First	ADAMA US	Think Shift	Temper More Launch Campaign
7	Single-page Ads, single	Merit	Corteva Canada	Think Shift	Insecticides
8	Single-page Ads, series	First	Manitoba Habitat Conservancy	Think Shift	MHC Grasslands Campaign
8	Single-page Ads, series	Merit	Corteva Canada	Think Shift	Crop Protection - Insecticides
9	Trade Ads, Single or Series	First	Idaho Potato Commission	Evans Hardy + Young	Hidden In The Data
9	Trade Ads, Single or Series	Merit	Idaho Potato Commission	Evans Hardy + Young	It All Starts with Idaho Potatoes
10	Unique Print Advertising	First	Nutrien Ag Solutions	Think Shift	Dyna-Gro Seed - For Real. Cover Wrap
11	Advertorials	First	Nutrien Ag Solutions	Think Shift	Proven Seed
11	Advertorials	Merit	Nutrien Ag Solutions	Think Shift	Dyna-Gro Seed
12	Radio - Single	First	Nutrien Ag Solutions	Think Shift	Dyna-Gro Seed - For Real.
12	Radio - Single	Merit	Nutrien Ag Solutions	Think Shift	Proven Seed
14	Television - Single or Series	First	Nutrien Ag Solutions	Think Shift	Retail - One Partner. All In.
14	Television - Single or Series	Merit	Bayer de Mexico	Tramando	Agricultura & Tradicion Seminis
15	Audiovisual Presentations directed at farmers, ranchers and growers	First	Huma Inc.	In House	Breathe New Life Into Your Soil
15	Audiovisual Presentations directed at farmers, ranchers and growers	Merit	Pacific Biocontrol	In House	Peace of Mind Matters
19	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	Cargill Animal Nutrition	Turnpike	The Original Launch Kits
20	Billboards or other outdoor ads	First	Corteva Canada	Think Shift	Brevant
21	Customer Brochures, Catalogs-farmer directed	First	Virtus Nutrition	Swanson Family of Companies	Strata - The Pregnancy Nutrient
22	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	Corteva Canada	Think Shift	Pioneer 100 Series
22	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	Huma Inc.	In House	Huma's Catalog
23	Point-of-purchase materials	First	DiSilva Fruit / Bright Bounty	Ten Acre Marketing	Bright Bounty Packaging
24	Exhibits -Live	First	Nutrien Ag Solutions	Think Shift	Proven Seed AIM Activation
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	First	Alberta Beef Producers	Think Shift	Alberta Beef - Stampede Bandanas + Stickers
26	Corporate Identity	First	Fresh Produce Association of the Americas	Ten Acre Marketing	SWIPE Brand
26	Corporate Identity	Merit	DiSilva Fruit / Bright Bounty	Ten Acre Marketing	Bright Bounty Corporate Identity

Agricultural Audiences - Public Relations

	Category Name	Place	Company	Agency	Entry Title
28	Overall PR Program directed at farmers, ranchers, growers, stakeholders or employees	First	Sun World International LLC	Curious Plot	Fruit. Fame. Future. The Sun World PR Program that Delivered it All and Left an Industry Hungry for "What's Next"
28	Overall PR Program directed at farmers, ranchers, growers, stakeholders or employees	Merit	Renewable Energy Farmers of America	AdFarm	Renewable Energy Farmers of America (REFA) - Launch Public Relations
29	Media Relations	First	John Deere	Bader Rutter	Precision Upgrades
31	Unique Sponsorship Campaign - Public Relations	First	Boehringer Ingelheim	broadhead	Helath Ranch Campaign
32	News, Feature Article or Persuasive writing - trade media	First	Renewable Energy Farmers of America	AdFarm	From Skeptic to Advocate Why a Kansas Rancher Believes in Wind Energy and REFA
32	News, Feature Article or Persuasive writing - trade media	Merit	VAS	broadhead	VAS - Progressive Dairy - Milking Parlor Optimization
33	News Release - Ag Media	First	Alberta Beef Producers	Think Shift	Alberta Beef - Stampede Press Release
33	News Release - Ag Media	Merit	Renewable Energy Farmers of America	AdFarm	REFA Launch Press Release
34	Events - Customer	First	Alberta Beef Producers	Think Shift	Alberta Beef - Stampede
34	Events - Customer	Merit	Think Shift	In House	TS - Evo of Ag Roads How
37	Company and Association Newsletters - External	First	Huma Inc.	In House	Huma Ag Newsletters
39	Company Publications - Internal	First	American AgCredit	Meyocks	American AgCredit 2024 Annual Report
39	Company Publications - Internal	Merit	Think Shift	Sask Wheat Annual Report	Saskatchewan Wheat Development Commission
40	Audio/Video Broadcast News	First	Tidal Grow AgriScience	Element	No-Till Farmer [Podcast] How New Formulator Alliance Could Evolve Input Technologies
40	Audio/Video Broadcast News	Merit	Huma Inc.	In House	RFD-TV Interview With Cory Ritter
41	Audio/Video Feature or Testimonial	First	Valent U.S.A. LLC	In-House	Valent Views: In-The-Field Expertise and Testimonial Storytelling
41	Audio/Video Feature or Testimonial	Merit	Nutrien Ag Solutions	Think Shift	Retail - One Partner. All In.

Agricultural Audiences - Digital

	Category Name	Place	Company	Agency	Entry Title
42	Advertising on the web directed at farmers, ranchers or growers, and all others serving agriculture	First	Tidal Grow AgriScience	Element	Tidal Grow AgriScience Digital Programmatic Remarketing Display Ads
42	Advertising on the web directed at farmers, ranchers or growers, and all others serving agriculture	Merit	Alberta Beef Producers	Think Shift	Alberta Beef - All Ways Alberta Beef Campaign
43	Internet Website - directed at farmers, ranchers or growers and all others serving agribusiness	First	Tidal Grow AgriScience	Element	Tidal Grow AgriScience Website
43	Internet Website - directed at farmers, ranchers or growers and all others serving agribusiness	Merit	Manitoba Habitat Conservancy	Think Shift	MHC - 2024 Website Rebuild
44	Digital Content	First	Corteva Agriscience	Bader Rutter	The More You Grow
44	Digital Content	Merit	Huma Inc.	In House	This Week in Ag (TWIA)
45	Webinars & Podcasts	First	JCS Marketing	JCS Marketing	My Aglife Daily News Podcast
46	Email Marketing	First	JCS Marketing	JCS Marketing	Crop Consultant Conference - Email Marketing Series
46	Email Marketing	Merit	Alberta Beef Producers	Think Shift	Alberta Beef - Stampede 2025 Eblast

	Category Name	Place	Company	Agency	Entry Title
47	Social Community Building and Engagement	First	Bayer de Mexico	Tramando	Agricultura & Tradicion Seminis
47	Social Community Building and Engagement	Merit	ADAMA Global	Think Shift	ADAMA Global - 2024/25 Social Media
49	Influencer Activation Digital	First	Wilbur Ellis	broadhead	Wilbur Ellis Influencer Activation: Elevating Soil Health & Agronomy Expertise
50	Other Digital Tools	First	McLanahan	broadhead	Blueprint To Dairy Manure Systems and Freestall Management
50	Other Digital Tools	Merit	Corteva Agriscience	Bader Rutter	Hulk®CA Herbicide: Product 101 Native Articles

Consumer Audiences

51	Company or Producer-Funded Advertising campaign directed to consumers	First	Dairy West	Think Shift	Dairy the Good Stuff
51	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Mushroom Council	Curious Plot	Crave-Worthy Content, Category Growth: The Mushroom Council x Allrecipes Partnership
52	Company or Producer-Funded Advertising Campaign Element directed to consumers	First	California Avocado Commission	Curious Plot	Seasonal, Shareable, Scroll-Stopping: California Avocados Digital Media
52	Company or Producer-Funded Advertising Campaign Element directed to consumers	Merit	Canadian Centre for Food Integrity	Think Shift / AdFarm	Canada's Food System Digital Advertising
54	Company or Producer-Funded PR Campaign Element directed to consumers	First	Idaho Potato Commission	Evans Hardy + Young	Kiss of French
54	Company or Producer-Funded PR Campaign Element directed to consumers	Merit	California Avocado Commission	Curious Plot	Move Over Eras Tour - Meet the Grove Tour the Industry Can't Stop Talking About
55	Website directed to consumers	First	American AgCredit	Meyocks	American AgCredit Out of the Shadows: Bringing Mental Health Awareness to Rural America
56	Social Media campaign directed to consumers	First	Hass Avocado Board	Meyocks	Hass Avocado Board Add Avocados to the Conversation
56	Social Media campaign directed to consumers	Merit	Canadian Centre for Food Integrity	Think Shift / AdFarm	CCFI Canada's Food System Social

Specialty Audiences

60	Specialty campaign elements	First	Boehringer Ingelheim	broadhead	Horse Owner Website

Note: All first and merit winners are eligible to advance equally to national judging. You will receive an email from the NAMA office by February 1 with instructions.