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**NAMA Announces Top Industry Award Winners: Honoring Excellence in Agribusiness and Marketing**

**Leawood, KS**– The National Agri-Marketing Association (NAMA) proudly announces the recipients of its top three industry awards, recognizing outstanding leadership, innovation, and dedication to the agribusiness sector. This year’s honorees include **Mark Orr**, CEO of GROWMARK, Inc., as **Agribusiness Leader of the Year**; **Michele Egan**, Marketing Manager at Novonesis, formerly Chr. Hansen, as **NAMA Marketer of the Year**; and **Bob Petersen**, retired Executive Director of the Agricultural Business Council of Kansas City, as **Ag Association Leader of the Year**.



**Agribusiness Leader of the Year – Mark Orr, GROWMARK, Inc.**

Mark Orr, CEO of GROWMARK, Inc., has demonstrated an exceptional commitment to leadership and innovation within the agricultural industry. With a career spanning decades, Orr has propelled GROWMARK’s growth by fostering strategic partnerships, advancing supply chain solutions, and championing sustainable agronomic practices. Under his leadership, the company has expanded its reach and strengthened the cooperative model, benefiting member-owners. His visionary approach ensures the long-term success of the agribusiness community while addressing pressing industry challenges such as workforce development and supply chain resilience.



**NAMA Marketer of the Year – Michele Egan, Novonesis, formerly Chr. Hansen**

Michele Egan, North America Marketing Manager at Chr. Hansen, is recognized for her transformative marketing strategies in the animal nutrition sector. Her leadership in launching BOVAMINE DEFEND® Plus, including the highly successful **“BEEF UP”** campaign, drove \$4 million in sales growth and significantly increased customer engagement. Egan’s innovative approach to agribusiness marketing, combined with her deep understanding of market trends and customer needs, has positioned Chr. Hansen as a leader in probiotic solutions for cattle. Her commitment to

the industry extends beyond her company, with longstanding leadership roles in NAMA at both the local and national levels.



**Ag Association Leader of the Year – Bob Petersen, Agricultural Business Council of Kansas City (Retired)**

Bob Petersen has spent his career fostering collaboration, advocacy, and education within the agricultural sector. As one of the founding members and longtime Executive Director of the Agricultural Business Council of Kansas City, he expanded the organization’s influence, growing its membership to over 700 stakeholders. His leadership in launching the Ag Outlook Forum and securing the relocation of key USDA agencies to Kansas City highlights his lasting impact on national agribusiness policy and workforce development. Petersen’s legacy of service continues to inspire industry professionals and future agricultural leaders.

**“These three individuals embody the passion, expertise, and dedication that drive agribusiness forward,”** said Jennifer Pickett, CEO, NAMA. **“Their leadership and contributions are shaping the future of agriculture, and we are honored to recognize their achievements.”**

The awards will be presented at the upcoming [2025 Agri-Marketing Conference](#), where industry leaders will gather to celebrate innovation and excellence in agribusiness marketing.

For more information, visit [nama.org](http://nama.org) or contact Jennifer Pickett, [jennyp@nama.org](mailto:jennyp@nama.org)

**About NAMA**

The National Agri-Marketing Association (NAMA) is the premier organization for professionals in agribusiness marketing and communications. Through networking, professional development, and industry recognition, NAMA fosters excellence and innovation across the agricultural marketing community.

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