

Category Name	Company	Agency	Entry Title	Award	Regional 1st	Regional Merit
Multimedia Campaigns-Local	Bayer - Deltapine	Brighton Agency	Deltapine® West Texas Tough Multimedia Campaign	Chapter First	TRUE	FALSE
Multimedia Campaigns-Regional	Valent USA	Archer Malmo	Fierce® MTZ Herbicide Campaign	Chapter First	TRUE	FALSE
New Product Introduction	Bayer - Deltapine	Brighton Agency	Deltapine® DryTough New Products Launch	Chapter First	TRUE	FALSE
New Product Introduction	FMC	FLM Harvest	See Disease Control in a Totally New Light - Lucento® Fungicide	Chapter Merit	FALSE	FALSE
Single-page Ads, single	Corteva Agriscience	In House	Introducing Corteva Agriscience Range & Pasture to Cattle Industry	Chapter First	FALSE	TRUE
Single-page Ads, single	Valent USA	Archer Malmo	Fierce® MTZ Herbicide Ad	Chapter Merit	FALSE	FALSE
Single-page Ads, single entry series	The Cotton Board	Archer Malmo	Forever Cotton	Chapter First	TRUE	FALSE
Single-page Ads, single entry series	The Cotton Board	Archer Malmo	Forever Cotton	Chapter Merit	FALSE	TRUE
Less-than-page Ads, single or series	Bayer - Deltapine	Brighton Agency	Deltapine® Strong Cotton Performance Ads	Chapter First	TRUE	FALSE
Advertorials	Bayer - Deltapine	Brighton Agency	Deltapine® "Strong Cotton" Advertorial Series	Chapter First	TRUE	FALSE
Advertorials	Helena Agri-Enterprises, LLC	In House	Impact of Potassium	Chapter Merit	FALSE	FALSE
Radio - Single	Bayer - Tri-Brand	Brighton Agency	The Seed that Makes the South Grow	Chapter First	TRUE	FALSE
Radio - Series	Valent U.S.A.	Archer Malmo	Fierce MTZ Herbicide Local Radio	Chapter First	TRUE	FALSE
Direct Mail-directed to farmers, growers and ranchers - flat	Bayer - Deltapine	Brighton Agency	Deltapine® All New Bags Direct Mail	Chapter First	TRUE	FALSE
Direct Mail-directed to farmers, growers and ranchers - flat	Horizon Ag	Brighton Agency	Sometimes Nothing Means Something Mailer	Chapter Merit	FALSE	TRUE
Direct Mail-directed to farmers, growers and ranchers - three dimensional	Bayer - Deltapine	Brighton Agency	Deltapine® NPE Summit Invitation	Chapter Merit	FALSE	TRUE

Direct Mail-directed to farmers, growers and ranchers - three dimensional	Helena Agri-Enterprises, LLC	In House	Almond Bloom Campaign	Chapter First	TRUE	FALSE
Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Corteva Agriscience	In House	Dormant Stem Treatments for Vegetation Managers Saves Big Time	Chapter First	TRUE	FALSE
Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Helena Agri-Enterprises, LLC	Trilix	Seed First	Chapter First	FALSE	TRUE
Billboards or other outdoor ads	Valent U.S.A.	Archer Malmo	Fierce MTZ Herbicide Outdoor	Chapter First	TRUE	FALSE
Customer Brochures, Catalogs-farmer directed-1 or more elements	Bayer Hubner Seed	Brighton Agency	Hubner Seed 2020 Seed Guide	Chapter Merit	FALSE	FALSE
Customer Brochures, Catalogs-farmer directed-1 or more elements	Corteva Agriscience	In House	Introducing Corteva Agriscience Range & Pasture Portfolio	Chapter First	TRUE	FALSE
Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Corteva Agriscience	In House	Introducing Corteva Agriscience Vegetation Management Portfolio	Chapter First	TRUE	FALSE
Exhibits	AMVAC Chemical Corporation	Archer Malmo	SIMPAS 2019 Commodity Classic Exhibit	Chapter Merit	FALSE	TRUE
Exhibits	Corteva Agriscience	In House	Introducing Corteva Agriscience Range & Pasture to Cattle Industry	Chapter First	TRUE	FALSE
Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Bayer - Deltapine	Brighton Agency	Deltapine® 100 Percent Deltapine® Cotton T-shirts	Chapter First	TRUE	FALSE
Corporate Identity	Agricenter International	Archer Malmo	Agricenter International Brand Update	Chapter First	TRUE	FALSE
Corporate Identity	Bayer - Deltapine	Brighton Agency	Deltapine® DryTough Logo and Brand Development	Chapter Merit	FALSE	FALSE
Advertising to agribusiness	Archer Malmo	Archer Malmo	Our Backyard - A Coffee-table Book	Chapter Merit	FALSE	TRUE
Advertising to agribusiness	Archer Malmo	Archer Malmo	Archer Acre: Harvest Party 2019	Chapter First	TRUE	FALSE

Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Bayer Crop Science	Rhea + Kaiser	Farm for Good Campaign	Chapter First	FALSE	TRUE
News or Feature Article-Trade Media	Horizon Ag	Brighton Agency	Provisia Rice Technology Proves Its Value	Chapter First	TRUE	FALSE
Events - Customer	Helena Agri-Enterprises, LLC	Trilix	Commodity Classic 2019 Grower Event	Chapter First	FALSE	TRUE
Audio/Video Broadcast News	Corteva Agriscience	NCBA	Corteva Agriscience and NCBA's Cattlemen to Cattlemen	Chapter First	TRUE	FALSE
Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	The Cotton Board	Archer Malmo	Forever Cotton Campaign	Chapter First	TRUE	FALSE
Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Yara North America	Archer Malmo	Yaravita Procote Western Canada Fall 2019 Campaign	Chapter Merit	FALSE	FALSE
Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Team SI	In House	Element by Team SI	Chapter First	TRUE	FALSE
Community Building and Engagement - Social Campaign	Helena Agri-Enterprises, LLC	Trilix	Bean Wise Social Media Campaign	Chapter First	FALSE	FALSE
Specialty campaign elements - single or series	Helena Agri-Enterprises, LLC	Trilix	Resurge Professional Product Launch Video	Chapter First	TRUE	FALSE