MIDSOUTH BESTOFNAMA wards ceremony





2023 Best of NAMA

JANUARY 19, 2023



THANK YOU Best of NAMA Committee

- o Grace Fong
- o Alex Hanes
- o LuElla Sprout
- o Stephanie Stalans
- o Laura Svec



2023 Best of NAMA

JANUARY 19, 2023



Best Of NAMA 2023

- Judging in November
- St. Louis
- o 73 MidSouth Entries
- Awards listed are for MidSouth Chapter
- Regional winners are also noted
- Regional winners qualify for national competition



2023 Best of NAMA

JANUARY 19, 2023





AGRICULTURAL AUDIENCES

Advertising





Integrated Campaigns



MERIT AWARD INTEGRATED CAMPAIGNS - LOCAL

AMVAC Agency: Archer Malmo

SIMPAS - Applied Solutions/ Application System Integration Campaign







FIRST PLACE INTEGRATED CAMPAIGNS - LOCAL

Helena Agri-Enterprises Agency: Trilix

The 2022 Helena Grape Wise Campaign - Knowledge to Yield







FIRST PLACE INTEGRATED CAMPAIGNS - NATIONAL

Corteva Agriscience Agency: Bader Rutter

Enlist Weed Control System: Fence Sitters Campaign











Agricultural Advertorials





EIRST PLACE Advertorials

Corteva Agriscience Agency: Bader Rutter **UltiGraz Pasture Weed & Feed**



Give your pastures the 1-2 punch only new UltiGraz[®] Pasture Weed & Feed delivers

One Pass. Better Grass.¹⁴

get done - and done right*

The network of festilizer retailers and a

applicators offering UhiGraz must complete

extensive education and training to become

certified by Corteva This eite group is committed

pustomized to your positures and weekd spectrum If you have your own application equipment

too, as long as your equipment is exclusively used

convenience: a time-scorer, one-less trip, one-less

where UtiGraz Posture Weed & Feed is an option

tolk with your fortilizer retailer about UNGraz or visit UtiGraz.com to learn more. If liquid application

better suit your situation, your retailer likely can help

with that, too, Unite products that contain 2.4-D

DuraCor easily mixes with liquid UAN, even of near-hearing temperatures, making it ideal for

early sorna opplications.

to the highest standards of blending, application

and product stewardship for consistent results

ww."I sensue o herbicide recommendation

UtiGraz gives you the freedom to self-apply.

UtiGraz Pasture Weed & Feed offers great

Nor is fast stort.

including herbicide with fertilizer applications via

UtsGraz delivers the one-two punch postures need

"Other, you put fertilizer out early in the spring with

earted." Rehlander exploits. "But then the register

of the season hit, and unpredictable spring weather

cares for the new colf crop or foldwork get in the

way of timely porture spraying. UtiGrat Parture

Weed & Feed helps ensure both important steps

the full intention to come back later with weed

it's not often a new opportunity corres along with the potential to improve the income and evenence sate of the ledicer. But that's exactly what new UltiGraz[®] Pacture Weed & Feed from Conteva Agriscience con do for positure monogement.

UbGraz brings together fertilizer and weed control for increased lorage production and the potential to raise more pounds of beef per acre. Combining the two saves an application expense and can help you make the most of your lowest-cost feed source your grazing octes.

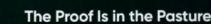
"Fertiger alone grows pounds of grass, but it also grows pounds of weeds," explains Margan Bohlander, Range & Pasture category leader at Corteva Agriscience. "Using herbicide with fertilizer gives you a big win-win." UtsGing Posture Weed & Feed makes it even easier to

bring these benefits to your growing and having acres. Next inde-impregnated dy fertilizer for pathwest has been one of the most successful technological advances for positive monopement in recent memory" Rohlander says, "UhiGear gives producers,

the peace of mind that comes with a certified applicator program and unmatched ploduct support." when subsets repertational from record, using contribute ikaar restalee scetos, herbicide onto dry festilae



puts the solution into the spil where woeds take up the herbicide.



TIM COOPER HARRISON, ARKANSAS

"It saves so much time. They can be done in a day or two, and it would take me weeks to get it all sprayed, I don't wany about wind or getting any (spray drift) on my neighbor. When I was spraying, I'd have to check the wind every day. With this therbicideimpregnated dry tertilizer), it doesn't make any difference.





MARCO KILCREASE, MAMAGEI CIRCLE X LAND AND CATTLE COMPANY, CAMP COOLEY DIVISION FRANKLIN, TEXAS

"The No.1 advantage for us is the labor savings. We're just doing one pass instead of two. And it outs out fuel costs and wear and tear on equipment."

"Last year was the first year i exclusively went with herbicide impregnated dry fertilizer. I did no spraying at all and probably won't anymore."

NOMAS STRUBBERG

NEW HAVEN, MISSOUR



CORTEVA







Television Single or Series

TRENT





MERIT AWARD

TELEVISION - SINGLE OR SERIES

SIMPAS - APPLIED SOLUTIONS Agency: Archer Malmo SIMPAS - Applied Solutions Profit Potential









TELEVISION – SINGLE OR SERIES

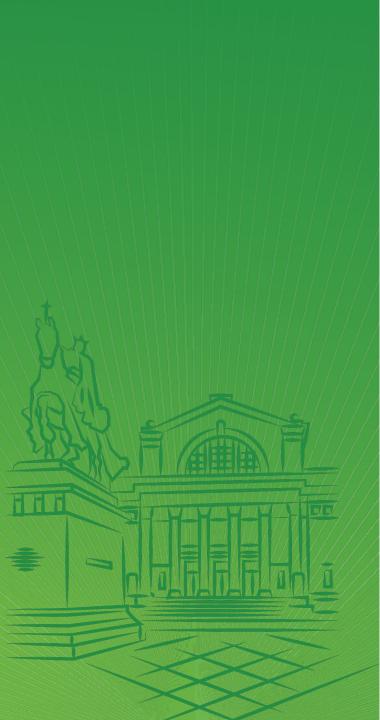
Sunshine Quality Solutions Agency: Hunt Marketing **Power to the People TV Spot**













Audiovisual Presentations for farmers, ranchers and growers





MERIT AWARD

Audiovisual Presentations Directed at Farmers, Ranchers & Growers

SIMPAS APPLIED SOLUTIONS Agency: Archer Malmo Simpas Applied Solutions on Rural America Live











Audiovisual Presentations Directed at Farmers, Ranchers & Growers

HELENA AGRI-ENTERPRISES In-house How to Increase Fertilizer Efficiency with Humics













Audiovisual Presentations for dealers, distributors, sales reps others serving agribusiness





MERIT AWARD

Audiovisual Presentations Directed at Dealers, Distributors, Sales Reps or Others Serving Agribusiness

CAPITAL FARM CREDIT Agency: Archer Malmo \$10B Milestone Congratulations Video



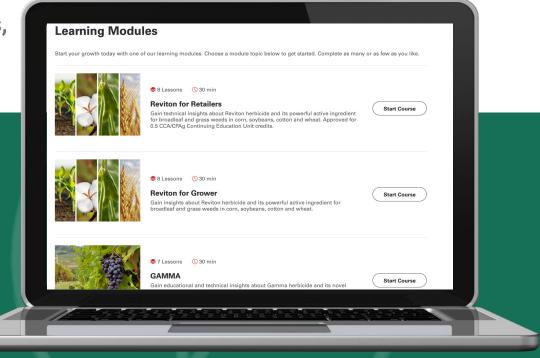






Audiovisual Presentations Directed at Dealers, Distributors, Sales Reps or Others Serving Agribusiness

HELM AGRO Agency: Filament *Learning Modules*









Direct Mail for farmers, ranchers, and growers

FRENE





MERIT AWARD

Direct Mail Directed at Farmers, Ranchers & Growers - flat

HELM AGRO Agency: Filament *Reviton Better Burndown Accordion Direct Mail*







Growers implementing a spring burndown plan for the 2022 growing seasof faced extra challenges this year due largely to supply issues and extreme costs for many burndown products. To build awareness for HELM's spring burndown product. Revitorin, and showcase HELM's leadership throughout a challenging season, the Build Better bundown pogram was developed. A direct mailer was delivered to row-crop growers throughout the U.S. to promote the program.

OVERVIEW





Direct Mail Directed at Farmers, Ranchers & Growers - flat

CORTEVA AGRISCIENCE In-house Landvisor Eye Opener



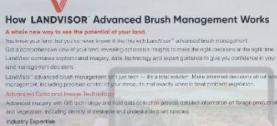




LandVisor® advanced brush management reveals insights that let you gain more from your land. Truce agroup change i diantknow the potential trianich had happend up my weshow for the potential trianic state.

Telected to do for trade this rando at table in a charact to know that is the Tournal L. KC Word When reactives see the of there is can taken in a cancel see in a constraining messa this that is a layer control. To acceler version if constant is the other on your rando.

CORTEVA



A Central Lear dress: Consultant partners with a Centrice LandVisor Applicator and Centers Renge & Parsine Selectalizto ensure traces the ray and benefit-shee freques de traces de to your land.

Actionable insights

Louise processly where and when the spectry your messaging to unlook to tage productly ly and plant diversity of your what measure only your relation on eventment

Request a Demo

interested in learning more about Landvices¹⁶ advanced brush manupament? Visit landvisor conteves us to request a fee demo with a Central Landvice Consultant

CORTEVA

*** Refer and Games Application and the distribution form mature robustable more GREET store. Designed the GREETING. visit landvisor.corteva.us





Billboards or other outdoor ads

FRENE





SUNEQUIP.COM

MERIT AWARD

Billboards or Other Outdoor Ads

SUNSHINE QUALITY SOLUTIONS Agency: Hunt Marketing Thank a Farmer Outdoor Board



SUNSHINE

JOHN DEERE







Billboards or Other Outdoor Ads

WADE, INC. Agency: Hunt Marketing Let Us Do the Heavy Lifting Outdoor Board









Customer Brochures or catalogs - farmer directed

TOTAT



MERIT AWARD

Customer Brochures, Catalogs - farmer directed, 1 or more elements

CORTEVA AGRISCIENCE

In-house

Corteva Western Rangeland Weed & Brush ID Guide





RANGE & PASTURE Western Rangeland Weed & Brush ID GUIDE



11 × 11

CORTEVA

Visit us at rangeandpasture.com





Customer Brochures, Catalogs - farmer directed, 1 or more elements

HELM AGRO Agency: Filament *Reviton Foundation for Burndown Brochure*







Reviton helps you say goodbye to those problem weeds that most traditional programs miss, including those with developed resistance.







Brochures, Catalogs, etc directed at dealers, distributors or sales reps others service agribusiness



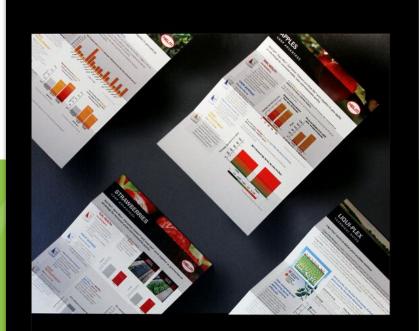


MERIT AWARD

Brochures, Catalogs Directed at Dealers, Distributors or Sales Reps, or Others Serving Agribusiness

HELM AGRO Agency: Filament *Reviton Foundation for Burndown Brochure*





HELM CROP ADVANTAGE CROP CARDS

The crip biologicals marketise is provided and confusing, a final sea and groups have handbook of product opticities, each with ispositie write propositions and models of sector. Or geal west to critericapit cutters and synthesize product information with their growners. Individual cards boards on a final corp. In criment down the product and agaromatic information with their growners. Individual cards boards on a final corp. In criment down the product and agaromatic information to what is most useful for a growner. Boah corp. Jean onlined cards fundes, and there is product and agaromatic information to what is most useful for a growner. Boah corp. Jean confined cards fundes, and benefits agalaction timing and expended notatis using the products to a growner could quickly understraid product use and the product all impact.







Brochure or Catalog

CAPITAL FARM CREDIT Agency: Archer Malmo **\$10B Milestone Infographic**



\$10B Infographic

In fall 2021, Capital Farm Credit announced its achievement of exceeding \$10 billion in net Ioan volume. With 68 offices across Texas, Capital Farm Credit supports more than 22,000 farmers, ranchers, agricultural producers, and rural homebuyers.

This graphic was created to celebrate this historic milestone with CFC employees and customers across the state. Done in an illustrative style, the graphic features key CFC facts and milestones that contributed to the \$10 billion achievement.

The graphic was shared at an internal celebration as well as company social media platforms.





CHAPTER - FIRST AND REGIONAL - FIRST



Point-of-Purchase Materials

FRENE





MERIT AWARD

Point-of-Purchase Materials

CORTEVA AGRISCIENCE

In-house

Corteva Introduces UltiGraz Pasture Weed & Feed



UltiGraz[™] Authorized Retailer Metal Signage







Point-of-Purchase Materials

TENNESSEE CORN PROMOTION BOARD Agency: Archer Malmo *Milan Field Days Tri-Fold Banner*









Exhibits - Live

FRENE





Exhibits - Live

BIOVANTE Agency: Archer Malmo Biovante Commodity Classic Booth





Bringing the Farm to the Trade Show

When Biovante asked us how they could stand out during their first appearance at the industry's most important trade show, Commodity Classic, we proposed a radical idea: populate your booth with live corn and soybean plants. Now we didn't propose using crops solely as an attention grabber or for decoration — although they did have a magnetic effect in drawing visitors. This was design with purpose. Biovante sells crop health enhancers that can be applied throughout a plant's life. We wanted to create a real-world experience: simulate various crop stages when treatments can be made and show plant responses from giving them this "Biovante boost."

We soon realized why you don't see live plants displayed at indoor trade shows. It's hard to do. There are a ton of logistics involved. You need the expertise, wherewithal and dedication to make it happen. In the end, our plants looked amazing: soybeans were loaded with pods, and the corn was a gorgeous green, healthy and over 6 feet tall.

Even as a newcomer to Commodity Classic, Biovante instantly became the talk of the show. Reactions ranged from disbelief to "Wow!" Many attendees had to touch the plants themselves to make sure they were real. But the impact Biovante made at the show was very real. They enjoyed a steady stream of traffic at their farm (er, booth), held meaningful conversations with several key prospects and conducted several media interviews.





Premiums/Specialties directed at farmers, growers, ranchers, or others serving agribusiness



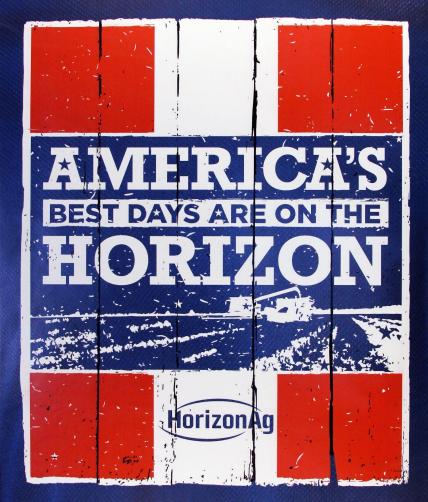


MERIT AWARD

Premiums/Specialities Directed at Farmers, Growers and Ranchers or Others Serving Agribusiness

HORIZON AG Agency: Brighton Agency

America's Best Days are on the Horizon: Promotional Items









Premiums/Specialities Directed at Farmers, Growers and Ranchers or Others Serving Agribusiness

FARM CREDIT COLLABORATION Agency: Archer Malmo

Farm Credit Commodity Classic Tote Bag Giveaway









Corporate Identity

FRENE





MERIT AWARD

Corporate Identity

FARM CREDIT ILLINOIS Agency: Archer Malmo

Farm Credit Illinois "Sow & Grow" Referral Program





Farm Credit Illinois Sow & Grow

In 2021, a big chunk of Farm Credit Illinois borrowers were referred by current customers. Farm Credit Illinois wanted to be sure the recommending customers were recognized and rewarded with a new referral program, one they looked to us to name and brand. Visually, we opted for a fun and inviting look that incorporated the iconic Farm Credit BioStar into the logo to represent an emerging seed.

With Sow & Grow, we wanted current customers to feel a sense of community and togethemess using a rhyming name that's easy to recall. As a cooperative, the organization's success is tied directly to the borrower's financial incentives in the form of dividends. The more they sow, the more they grow.





Corporate Identity

CAPITAL FARM CREDIT Agency: Archer Malmo

Capital Farm Credit Summer Breakaway Meeting Support









Advertising in Agribusiness

FRENE





MERIT AWARD

Advertising to Agribusiness

CAPITAL FARM CREDIT Agency: Archer Malmo

Capital Farm Credit Summer Breakaway Meeting Support





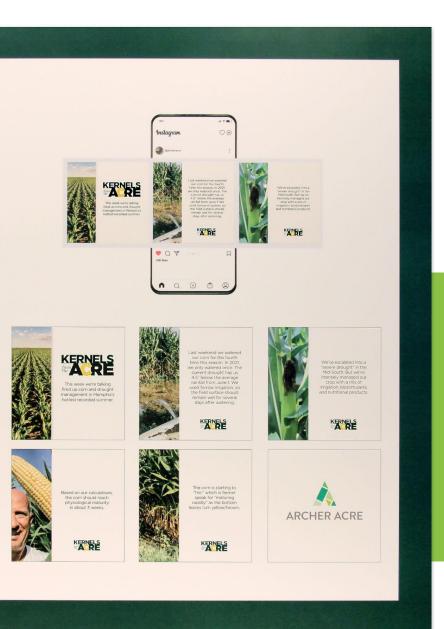


Advertising to Agribusiness

Archer Malmo

Kernels from the Acre Social Series











AGRICULTURAL AUDIENCES

Public Relations





Overall PR Program

B



MERIT AWARD

Overall PR Program directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness

Indigo Ag Agency: Rooster

Indigo Issuance Day PR







SIEO

FIRST PLACE

Overall PR Program directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness

Greenway Equipment Agency: SI EQ

Greenway Corporate Social Responsibility Campaign Grows In Key Market





Budget and Next Steps







Media Relations

FRENE





MERIT AWARD

Media Relations

SIMPAS - Applied Solutions Agency: Archer Malmo

SIMPAS-Applied Solutions Media Kit





What is prescriptive application, and why is it best practice? Prescriptive application of crop inputs at planting delivers data-driven solutions to accommodate varying conditions across a single field to combat yield barriers and, in turn, increase profit potential.

While crop input prescriptions are somewhat new, they are developed in much the some way as vanable-rate fertilizer opplications. A variety of agronomic analyses, such as soil sampling, topography and nutrient removal calculations, are used to create a shapefile, which guides a unque application system to apply corp inputs in-furrow precisely and variably.

What are SIMPAS-applied Solutions?

SIMPAS-applied Solutions" (SoS") are proven, reliable crop inputs made available in SmartCartridge' containers for prescriptive, in-furrow applications to address unmet or under-satisfied agronomic needs.

Who provides the prescription for SIMPAS-applied Solutions?

Prescriptions for SIMPAS-applied Solutions are developed by retailers, agronomists or crop consultants. The prescription is then easily uploaded into the ISO-based display that controls the SIMPAS' application system.

Pay Only for What You Use

SmartCartridge containers are equipped with potented RFD-enabled Smart Distechnology that monitors product levels in real time. When you're finshed planting, simply return the containers to your retailer and pay only for as-opplied acres. Thereis no need to wary about running container until they're empty.



Delivered With SmartCartridge

SIMPAS-applied Solutions are applied with

patented SmartCartridge' container technology

that creates a closed delivery system to minimize

approximately 2.5 gallons of ready-to-use liquid product with no additional carrier needed and car

exposure and maximize efficiency. Each container

holds approximately 20 pounds of aranular product or

easily be swapped out in the field during planned stop:

Container Technology

Prescribe & Apply Your retailer or trusted advisor develops issue-specific prescriptions using various, factors such as sampling, sensing, historical yield data, elevation, topography and imagery. These prescriptions are than uploaded to the SIMBAS application system for precise analication of SIMBAS-applied Solutions.

to each problem area



Media Relations

Helena Agri-Enterprises, LLC In-House

Commodity Classic Media Relations Campaign









News, Feature Article or Persuasive Writing -Trade Media





News, Feature Article or Persuasive Writing - Trade Media

Corteva Agriscience Agency: Bader Rutter

"It All Starts With Grass: How High-Quality Grazing Supports A Healthy, Productive Herd"



IT ALL STARTS WITH GRASS: HOW HIGH-QUALITY GRAZING SUPPORTS A HEALTHY, PRODUCTIVE HERD









Events - Customer

FRENE





MERIT AWARD

Events - Customer

HELM Agro Agency: Filament

No-Till Conference













Events - Customer

Helena Agri-Enterprises, LLC Agency: Trilix

Helena's 2022 Commodity Classic Let the Good Times Roll Event









Events - Media

FRENE





Events - Media

Helena Agri-Enterprises, LLC In-house

2022 Evolve Field Day Media Event









Events - Internal

FRENE







Events - Media

Helena Agri-Enterprises, LLC In-house

The 2022 Evolve Field Day







Company and Association Newsletters - External print or electronic - farmers, ranchers, or dealer and distributors

HORNE





Company and Association Newsletters

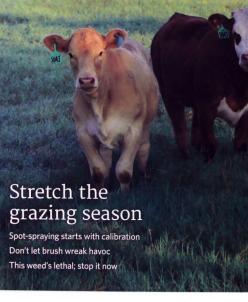
Corteva Agriscience Agency: Bader Rutter

Range & Pasture Steward





mprove Pasture, Restore Rangeland, Enhance Habitat



Good pastures pay off in the long run

Since the 1980s, Dwight Kibby, along with his wife Majjana, has been running a commercial cow-raid operation on primarily fescue pastures in the hilly. Ozark landscape of Missouri. Dwight Kibby jokes that the county his pastures are in should have been named 'Rock County': rocky solis make the gound well suited for pasturelands versus crops. Because the land is best fit for grazing, maximizing pasture productivity has always been important to Kibby's operation.

"It costs money to feed and put up hay," Kibby says. "If your cattle will bale it for you, you're much better off."

In an industry with tight margins and volatile markets, cattle performance is crucial for many producers, and the Kibbys are no different. Providing a solid forage base throughout the year pays off for them in the long run.

"If you've got good pastures, cattle will gain and keep a body condition that's good," Dwight Kibby says. "For that matter, it's a lot less trouble and expense to have good pastures than to have hay. Any time I can keep from getting my baler out of the barn, that's a plus."

WEEDING OUT TROUBLESOME SPECIES

Like any good producer, Kibby knows the impact of weed pressure in pastures. He works hard to provide a solid foundation that keeps his cattle grazing nearly year-tound. Weeds threaten that. In an average year, Kibby deals with chicory, musk thistle, knapweed, ironweed, ragweed and multifloar soes. Recently, hay imported into the area has caused poison hemolock to encroach on Kibby's pastures.

"In the case of chicory and ironweed, it robs the grass around it [of nutrients]," Kibby says. "And then with musk thistle, cows will back off and won't even eat close to it."

off and work even eat close to it." The Kibbys have utilized a variety of Corteva Agriscience" products throughout the years – from 2,4–D to DuraCot" herbicide – to battle troublesome species in their pastures. They also use Remedy" Ultra herbicide to spot-treat brush, namely multifloar tose.



"When we took this place Cheer, it points to head from har through "When we took this place Cheer, it points to head from to Jee over in the 'Bos, you could not find a field that was not loaded with musk thiste," Dwight Kibby says. "We've fought them ever since, and we've just about got them under control."



around it Kibby say wusk this off and w to it." The Kil utilized a Corteva A

> Charge is a personial that flowers from June the October: It specially grows to heady them I to added with musik thistle." Dwight Kibby added with musik thistle." Dwight Kibby the special specia



Audio/Video Broadcast News

FRENE





Audio/Video Broadcast News

Corteva Agriscience Agency: NCBA's Cattlemen to Cattlemen

Value of Pasture and Forage Management









Audio/Video Feature or Testimonial

TRENT





Audio/Video Feature or Testimonial

Corteva Agriscience Agency: Bader Rutter

Producer - Education Segment for UltiGraz Pasture Weed & Feed









AGRICULTURAL AUDIENCES

Digital





Advertising on the Web





MERIT AWARD

Advertising on the Web

The Cotton Board Agency: Archer Malmo

The Cotton Board "Let's Talk" Video Series









Advertising on the Web

21st Century Equipment Agency: Hunt Marketing

21st Century Equipment Culture Highlight









Internet Website

directed at farmers, ranchers or growers, and all others serving agribusiness





Internet Website

Corteva Agriscience In-house

Introducing UltiGraz SM Pasture Weed & Feed







Digital Content

journals or blogs directed at farmers, ranchers or growers, and all others serving agribusiness





MERIT AWARD

Digital Content - journals or blogs

Sunshine Quality Solutions Agency: Hunt Marketing

Sunshine + Mardi Gras World: How John **Deere Products Help Power One of the World's Largest Carnivals**



Sunshine + Mardi Gras World: How John Deere Products Help Power One of the World's Largest Carnivals

When you think of Sunshine Quality Solutions and John Deere, you probably think of a farmer working the

While it's true we love helping growers and residential customers alike, every now and then our John Deere

workshop that has created incredible floats for Mardi Gras and other parades across the globe since 1947.

These fanciful creations are works of art unto themselves, but in order for the masses to enjoy them, they

have to make the trip from the 300.000-square-foot workshop space onto the streets of New Orleans

Mardi Gras World is a Louisiana icon. Inside Mardi Gras World, you'll find Kern Studios, an operating

posted on Wednesday, February 23, 2022 in <u>Dealer News</u>

land, or even a homeowner performing lawn maintenance.

Dealer News Deere & Company News

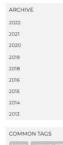
CATEGORIES

RECENT ARTICLES

Sunshine Building a New Location in Lake Charles, Louisiana

Sunshine is Building a New Location in Baton Rouge

Sunshine Raises over \$34,000 for the Louislana FFA Foundation



tractors get to flex their muscles with something a little more festive: Mardi Gras!



So, what does Barry Kern, President & CEO of Kern Studios & Mardi Gras World, and his team look for when choosing the right tractors to make Mardi Gras happen?

Power

Big floats need big tractors. The floats created at Mardi Gras World are larger than life. Throughout Mardi Gras season, tractors will work to pull roughly 1,000 floats from the workshop floor onto parade routes

Royalty floats are the smallest units built at Kern Studios and can hold 10-12 people. The biggest floats created by the company can carry 60-70 people on a single unit. Sometimes as many as 10 of these units are hooked together, pulled one behind another. Because of this, several hundred people may be pulled at опсе.





Digital Content

Sunshine Quality Solutions Agency: Hunt Marketing

What do John Deere and Crawfish Season Have in Common?





What do John Deere and crawfish season have in common?

posted on Tuesday, May 3, 2022 in Dealer News

Milk and cookies. Peanut butter and jelly. Louisiana crawfish and...John Deere?

Admittedly, these two make for an unlikely pairing to most. But as Gregg Ritz and the fine folks over at Ritz Crawfish Company can vouch, these two are a match made in heaven.

Gregg was gracious enough to tell us a little about his story and the many ways that John Deere <u>equipment</u> from Sunshine Quality Solutions helps make crawfish season happen for him and his team.

As we took turns around a rice field with Gregg in his <u>John Deere 9420R</u>, we began to notice a few things this unexpected crop and John Deere products have in common.

1. Details Matter

iny News

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Charles,

lding a New on Rouge s over \$34.000 for

FA Foundation

IES

The best crawfish crops begin with a nutrient-dense rice crop. Ensuring the rice fields from which crawfish feed are properly prepared is vitally important to the health and size of a crawfish once harvested. The better the vegetation and soil conditions, the better the crawfish will be.

Ask any John Deere equipment owner out there: Attention to detail is the name of the game in this business too. From the quality materials used to build each machine to the integration of advancements, like <u>John Deere Precision Ag</u> technology, no stone goes unturned when developing an excellent end product.

2. Efficiency Is Key

Because crawfish eat the rice stubble that remains after rice is harvested, this crop creates a sustainable polyculture in which it can thrive. Beyond this, a typical crawfish mother will have 400 babies, meaning the crop itself can grow at an incredibly efficient rate.

Efficiency is something we can certainly respect at Sunshine. John Deere products must work as hard as the farmers Sunshine serves. That means a little wear and tear is inevitable. The Sunshine Quality Solutions <u>service</u> department works hard to keep our farmers going and increase their uptime.

Iniqueness Stands Out



Webinars & Podcasts

FRENE





Webinars & Podcasts

Helena Agri-Enterprises, LLC Agency: Trilix

The FieldLink Podcast









Email Marketing

TREAT





MERIT AWARD

Email Marketing

Corteva Agriscience In-house

In the Weeds - Local, Custom Communications for Corteva Agriscience Range and Pasture Sales







Email Marketing





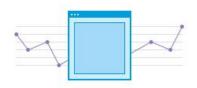
Helena Agri-Enterprises, LLC In-house

Are You Grape Wise?

Give vineyards their best chance of success.

Introducing Grape Wise from Helena, a season-long plan to maximize grape yields. Starting the season with water and soil samples is the first step to a successful season. Check out this video to learn more.





Learn More About Sampling

Sampling is the key to success in your vineyards.

Developing a sampling schedule with your Grape Wise consultant can provide you with valuable data all season long. Learn more about our sampling services in this FieldLink article.







Social Community Building and Engagement - Social Campaign





...

FIRST PLACE

Social Community Building and Engagement

Helena Agri-Enterprises, LLC Agency: Trilix

The 2022 Helena Grape Wise Social Media Campaign - Knowledge to Yield



Helena Agri-Enterprises, LLC 26.1K followers 4mo • (\$)

Commonly misapplied, potassium (K) is vital to vine production with demand spiking just before fruit set. Helena agronomist Paul Crout says a two-pronged approach efficiently delivers critical potassium to the vines in a time ...see more

Wise

Knowledge to Yield

Soil- and Foliar-Applied K Provides Essential Nutrition

PAUL CROUT HELENA SENIOR PRODUCT MANAGER & AGRONOMIST



Soil- and Foliar-Applied K Provides Essential Nutrition





Social Tactic - A Specific Activity

FRENE





MERIT AWARD

Social Tactic - A Specific Activity

Corteva Agriscience Agency: Bader Rutter

R&P Brand Influencer





brandibuzzard • Follow Paid partnership with cortevapastures welcometothewoodsblog • Original

...



audio

brandibuzzard Is there anything better than the smell of fresh grass? When spring rolls around we anxiously watch our pastures to see if the moisture and few warm days are doing their jobs, because once we have a good stand of grass, we're happy to move cows to the first spring pasture in their rotation! We know better pastures support optimal herd performance and in tight times, we want our cows set up for success. That's why we rotational graze, keep weeds at bay using herbicides (like those from @cortevapastures) and implement a







Social Tactic - A Specific Activity

Bayer Crop Science Agency: Osborn Barr Paramore

DEKALB Asgrow Deltapine Agronomy Week Daily Segment - Numbers of a Good Season



WIN A FIELD OF DREAMS GETAWAY

If you win it, you will go: Register for your chance to win a getaway to the real farmhouse at the Field of Dreams Movie Site in Dyersville, Iowa. <u>See full contest rules</u>.

ENTER TO WIN









Smartphone Apps

FRENE

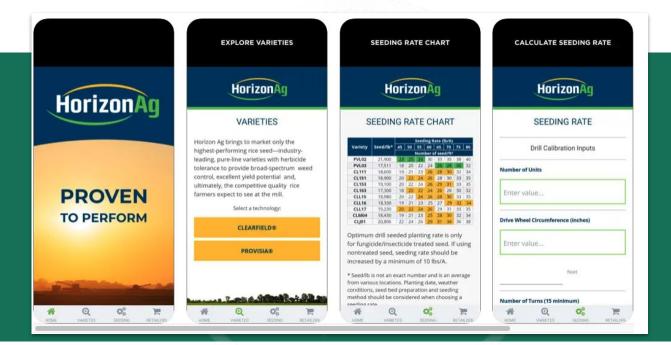




Smartphone Apps

Horizon Ag Agency: Brighton Agency

Proven to Perform Horizon Ag Seed Decision App









Other Digital Tools

FRENE





MERIT AWARD

Other Digital Tools

Corteva Agriscience In-house

HighNoon Herbicide Interactive Collateral









Other Digital Tools

Farm Credit Mid-America Agency: Archer Malmo

Farm Credit Mid-America Dream Space



You can't see into the future, but you can visualize what it has in store. Farm Credit's Dream Space Experience was designed to help you start seeing the road ahead. Users answered a series of questions and Dream Space produced a customized artistic rendering of their rural future based on the answers.

The Farm Credit Dream Space experience debuted at the 2022 National Farm Machinery Show, intentionally targeting all attendees to span a wide range of demographics. Common demographics like age, income, and gender weren't a major consideration in this instance. Rather, we invited anyone with an imagination and desire to dream.

Do users see themselves on a farm? On a ranch? On a rural playground? Regardless of how each sees their future, Dream Space brought it to life with a sense of whimsy and folksiness.







CONSUMER AUDIENCES





Company or Producer -Funded Advertising campaign directed to consumers





MERIT AWARD

Company or Producer-Funded Advertising campaign directed consumers

Tennessee Corn Promotion Board Agency: Archer Malmo

Tennessee Corn Promotion Board E15 Campaign





Go Blue Campaign

The Tennessee Com Promotion Board collects and administers the state's com checkoff funds. This special fund makes market development, promotion, education, and research possible, bonefiting the Tennessee com industry, agriculture, and economy.

The "Go Blue" campaign capitalizes on growing consumer demands for green energy, GHG reductions, energy independence and lower fuel prices by educating the public on othanol and promoting E15.



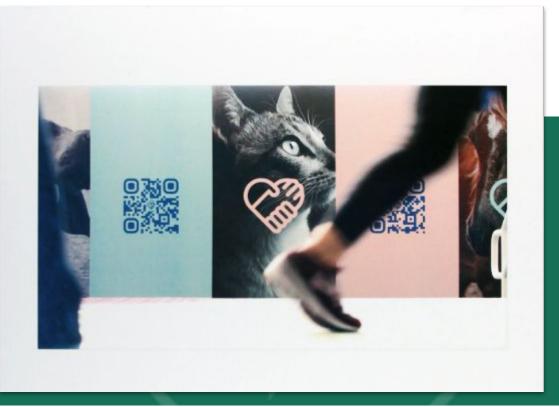




Company or Producer-Funded Advertising campaign directed to consumers

Veterinary Hope Foundation Agency: Bader Rutter

Hope is Everywhere









MERIT AWARD

Company or Producer-Funded PR Campaign Element directed to consumers

Tennessee Corn Promotion Board Agency: Archer Malmo

Tennessee Corn Promotion Board E15 Campaign - Banner Ads

Digital Ad Campaign

The Tennessee Corn Promotion Board collects and administers the corn checkoff funds. This special fund makes market development, promotion, education, and research possible, benefiting the Tennessee corn industry, agriculture, and economy. This campaign capitalizes on growing consumer demands for green energy, GHG reductions, energy independence, and lower fuel prices.









FIRST & MERIT

Company or Producer

Tennessee Corn Promotion Board Agency: Archer Malmo

Tennessee Corn Promotion Board E15 Campaign - Campaign Videos









Social Media Campaign directed to consumers

TOTAT





Social Media Campaign directed to consumers

Veterinary Hope Foundation Agency: Bader Rutter

Veterinary Hope Foundation PSA Video









SPECIALTY AUDIENCES





Speciality Campaign Elements - single or series





Specialty Campaign Elements

Manulife Investment Management, Timberland & Agriculture Agency: Archer Malmo Manulife Investment Management, Timberland & Agriculture





CONGRATULATIONS TO ALL OUR WINNERS TONIGHT!



2023 Best of NAMA

JANUARY 19, 2023



GOOD LUCK IN THE NATIONAL COMPETITION



Mark your calendar for #NAMA23

NAMA Agri-Marketing Conference – April 26 - 28, St. Louis





2023 Best of NAMA

JANUARY 19, 2023

