

October 22, 2010

The Canadian Agri-Marketing Association (CAMA) names Ferdie Schneidersmann the 2010 Agri-Marketer of the Year

Winnipeg, Canada – As part of the annual Best of CAMA celebrations, a national awards competition recognizing the best in agri-marketing from across Canada, CAMA announced Ferdie Schneidersmann as the recipient of the annual Agri-Marketer of the Year designation.

The designation, which honours outstanding accomplishments in the field of Canadian agricultural marketing, recognizes innovative leadership and exceptional performance in facing the challenges presented by marketing in today's constantly changing agricultural world. "Ferdie Schneidersmann, marketing director for Becker Underwood Canada Ltd., is a more than deserving recipient of the honour, personifying the leadership, innovation and marketing accomplishments of a great agri-marketer," states David Lazarenko, president of the Manitoba Chapter of CAMA.

Schneidersmann, a 38-year member of the agri-marketing industry, was selected from a group of nominees, all of whom possess exceptional marketing expertise and boasting numerous industry accomplishments. "Mr. Schneidersmann was up against some very stiff competition, but it was his overall dedication to excellence in agri-marketing and an outstanding list of career achievements that lead our panel of judges to select him as this year's winner," adds Barbara Chabih, co-chair for the 2010 Best of CAMA. Amongst these achievements were:

- › With Becker Underwood, launched the BioStacked® line of soybean inoculants and has subsequently taken the BioStacked® HiStick® N/T and HiCoat® N/T S225 brands to the number one position in the Canadian marketplace
- › At Syngenta Crop Protection, involved in the co-patenting of the Helix® canola seed treatment technology in Canada
- › Recognized by Canadian Association of Agricultural Retailers as one of 10 Most Influential People in Canadian Agri-Retail
- › Lifetime honorary member of the Alberta Seed Growers Association

"As a recognized leader in the Canadian agricultural industry, Ferdie Schneidersmann's career has been based on six fundamental traits: vision, leadership, relationships, integrity, commitment and charisma. All of which Ferdie possesses in spades," explains Len Kahn, account director at McCormick Company and co-nominator of Ferdie for the award.

Mr. Schneidersmann will officially receive his Agri-Marketer of the Year designation at the 2010 Best of CAMA Awards Show taking place November 4, 2010 in Winnipeg, Canada. "We look forward to presenting Ferdie with this great honour in front of nearly 200 of his agri-marketing peers and would like to again congratulate him on his tremendous achievements," shares Justin Funk, chair of the CAMA National Committee.

CAMA is a network of agribusiness marketing professionals from across Canada. With chapters located in Alberta, Saskatchewan, Manitoba, Ontario and Quebec, CAMA offers valuable opportunities to people in the agri-marketing industry to network, share and improve their marketing and communications efforts across the industry.

For more information, please contact Dallas Ballance at (204) 475-8585 or visit www.CAMA.org. To attend the 2010 Best of CAMA event, please contact info@BestofCAMA.com.

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