

Reflections on the Level Up Conference & Best of CAMA Awards Ceremony

By Michelle Chunyua and Craig Lester

We had the unique opportunity to attend the *Level Up Conference* and the *Best of CAMA Awards Ceremony*, hosted by the Canadian Agri-food Marketers Alliance (CAMA). These gatherings offered insights into the evolving landscape of marketing, with a particular focus on the role of agriculture and rural industries in the marketing world.

The *Level Up Conference* provided a platform for thought leadership and professional development. With a focus on innovation, digital transformation, and leadership, the conference speakers offered fresh perspectives on how marketing can adapt to the rapidly changing environment. While many of the topics were universally applicable, there was a special emphasis on the challenges and opportunities in marketing within the agriculture sector. The conference also provided ample opportunities to network and exchange ideas with like-minded professionals passionate about bridging the gap between marketing and agriculture.

The *Best of CAMA Awards Ceremony* was another standout moment. This event celebrates the achievements of marketing professionals across Canada, with a special spotlight on creativity and excellence in campaigns that have made an impact. It was both inspiring and motivating to witness the diverse range of work being recognized. [View the entries and winners here.](#)

Attending these events was a fantastic opportunity to learn, engage, and explore how marketing strategies are evolving to meet the needs of both traditional and emerging industries. As AFWA members, it was especially valuable to connect with professionals who are pushing the boundaries of marketing.



(From L-R) AFWA Board President Michelle Chunyua, AFWA members Jenn Norrie, Erin Stadnicki, and AFWA Board Member Craig Lester.