



**Canada's Outstanding  
Young Farmers**

*For immediate release*

### **Kim McConnell honoured with 2013 W.R. Motherwell Award**

**Ancaster, ON [December 6, 2013]** – Kim McConnell, long-time supporter of Canada's Outstanding Young Farmers' (OYF) program, was awarded the W.R. Motherwell Award at the OYF national event recently held in Saskatchewan during the Canadian Western Agribition.

The 2013 recipient of the award, McConnell was recognized for his dedication to OYF and on-going efforts to strengthen and increase the profile of this farm recognition program. In 1991, at a time when the OYF program lost significant sponsors and threatened to fold, McConnell stepped forward helping to revitalize and strengthen the then-fledgling program. Through his leadership, he has attracted program sponsors to secure long-term funding, enhanced the profile of national winners through media coverage and mobilized OYF alumni to form the Society of Outstanding Farmers of Canada.

“Kim's belief in the Outstanding Young Farmers program, and his dedication, perseverance and counsel over the years has been instrumental in moulding the stable successful program we know today,” says nominator Jack Gilliland who worked closely with McConnell developing the OYF alumni program.

McConnell is a founder and former CEO of AdFarm, one of the largest agricultural marketing communications firms in North America. In 2007, after 23 years of leading the business McConnell stepped down as CEO though he remains associated as a strategic advisor and champion for enhancing Canadian agribusiness. He is a director on a number of corporate and community boards, and a mentor to a number of entrepreneurial ventures.

The W.R Motherwell award recognizes outstanding service to an individual or couple dedicated to Canada's OYF program. “Kim continues to be our go-to person for strategic advice and planning,” says nominator James Glenn. McConnell is proud to be associated with OYF and has noted the program as one of his most cherished contributions and highlights of his career involvement. After his initial involvement revitalizing the program in the early 1990s, McConnell continues to provide support to the OYF program.

Dr. Motherwell – the namesake of the W.R. Motherwell Award – was born near Perth, Ontario in 1860. His leadership in Canadian agriculture spanned more than 50 years and he is regarded by many as the “grand old man of Canadian agriculture.” His career highlights include minister of agriculture in Saskatchewan's first provincial government, and minister of agriculture for Canada in the 1920s. Having attending agricultural college in Guelph, Ontario, his move to

Saskatchewan resulted in his instrumental role in establishing the agriculture facility at the University of Saskatchewan. Dr. Motherwell died in 1943 at the age of 83.

Completing its 33<sup>rd</sup> year, Canada's Outstanding Young Farmers' program is an annual competition to recognize farmers that exemplify excellence in their profession and promote the tremendous contribution of agriculture. Open to participants 18 to 39 years of age, making the majority of income from on-farm sources, participants are selected from seven regions across Canada, with two national winners chosen each year. The program is sponsored nationally by CIBC, John Deere, Bayer CropScience and Agriculture and Agri-Food Canada, and supported nationally by AdFarm and Farm Management Canada.

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