

# Seeka Marketer of the Year Award 2024: Produced by IFPA and Produce Plus – Presented at the Hort Connections 2024 Gala Dinner

## Nomination Guidelines

- Nominees can come from any part of the fresh produce value chain. Any stakeholder from seed to shelf is eligible.
- International nominations are permitted, providing the campaign has been specifically targeted in Australia and/or New Zealand.
- Self-nominations and nominations by third parties are permitted.
- Award Nominations do not automatically constitute finalist inclusion.
- A maximum of 3 finalists will be selected.

## Judging

- Judging will be based on the merit of the nominations received and any subsequent information as requested, including but not limited to, follow up interviews, referee checks and/or business visits.
- Nominations are judged against the criteria by a panel consisting of representatives from the International Fresh Produce Association and Produce Plus, with the options to invite other non-aligned experts to help with the judging.
- The independent judging panel's decision will be final.