

Seeka Marketer of the Year Award 2025: Produced by IFPA and Produce Plus – Presented at the Hort Connections 2025 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.
- International marketing campaigns conducted by Australia and New Zealand-based entities are permitted.

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