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To: Regional Ag Media

From: North Dakota State University, Sigma Alpha Chapter

Contact: Ella Feenstra, **Ag Woman of the Year Chair**

Sigma Alpha, Upsilon Chapter - **North Dakota State University**

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Sigma Alpha Upsilon is proud to recognize our recipient for our Ag Woman of the Year Award, Bridgette Readel, an honor selected by the members of our professional sorority here at North Dakota State University.

Bridgette's dedication and commitment to agriculture and promoting women in this wonderful field has created an incredible effect, trailblazing the way for others to gain confidence and join her in her quest of improving and informing the community for the betterment of agriculture in our region.

Bridgette grew up on her family farm in Wishek, North Dakota. From milking cows, feeding baby calves to shoveling out grain bins, she's done it all. She attributes this and her high school FFA experience for sparking her interest in agriculture, leading to her 25 year career with Corteva Agriscience, and in semi retirement, continuing to teach about production agriculture. Bridgette truly enjoys sharing the bright and positive message of agriculture in North Dakota.

She has contributed to her community by coaching students to be productive, professional and agricultural ambassadors; having trained over 80 high school and college students, and she shines a positive light on agriculture, motivating more women to get involved and get excited about agriculture. She currently owns Lilac Lane Media, which offers sales training for retailers, distributors, and agribusinesses. Bridgette is also a partner in the AgMafia and the Ag Director for WDAY Radio/Flag Family Media, spreading her knowledge and wisdom to all corners of the state and region, to ag and non-ag folks alike.

Bridgette Readel is a role model for all women in agriculture, trailblazing the way for others to get the confidence and find their place in the industry. She wants the future generations to recognize the fact that there are women in ag, and we care, do our jobs, and make ag better by working together.

We are excited and honored to celebrate an incredible woman to represent our sorority and receive our Ag Woman of the Year Award for 2026. She will be recognized for this wondrous achievement at Sigma Alpha Upsilon's Founder's Day event.

