



# 2018 GOLDEN ARC AWARDS CONTEST



AG RELATIONS COUNCIL  
2018 ANNUAL MEETING



JUNE 20-21 • LOUISVILLE, KENTUCKY

WE INVITE YOU TO STEP INTO  
THE WINNERS' CIRCLE OF  
AGRICULTURAL PR

THANK YOU TO ALLTECH FOR MEETING LOGO

STEP INTO THE  
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OF AGRICULTURAL PUBLIC RELATIONS



AG RELATIONS COUNCIL  
2018 ANNUAL MEETING



JUNE 20-21 • LOUISVILLE, KENTUCKY

# ABOUT THE GOLDEN ARC AWARDS

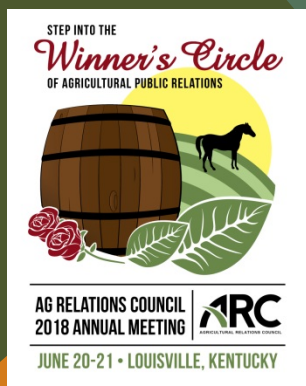
- Began in 1990, came to be recognized as the most esteemed award in the agricultural public relations industry
- Reflects many hats worn by today's PR practitioner, with categories recognizing everything from full campaigns to tactics
- Honors stellar work created by professionals in the ag industry
- Format and requirements are similar to other leading PR awards programs, based on best practices for PR and public affairs campaigns and tactics



# TWO DIVISIONS

2018 Golden ARC Awards Contest

1. Tactics
2. Campaigns



# THE RACE IS ON ...

## Tactics Division: Special Events



# MERIT AWARDED TO:

Tactics Division:  
Special Events

“Illinois Soybean Association  
Chicago Open House”

Illinois Soybean Association, MorganMyers



# MERIT AWARDED TO:

Tactics Division:  
Special Events

“President Donald Trump Addresses  
Farmers and Ranchers at the American Farm Bureau's  
99th Annual Convention”

Mace Thornton, Will Rodger, Ray Atkinson, Cyndie Shearing,  
Erin Anthony, Kari Barbic, Shiloh Perry, Anna Burkholder



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

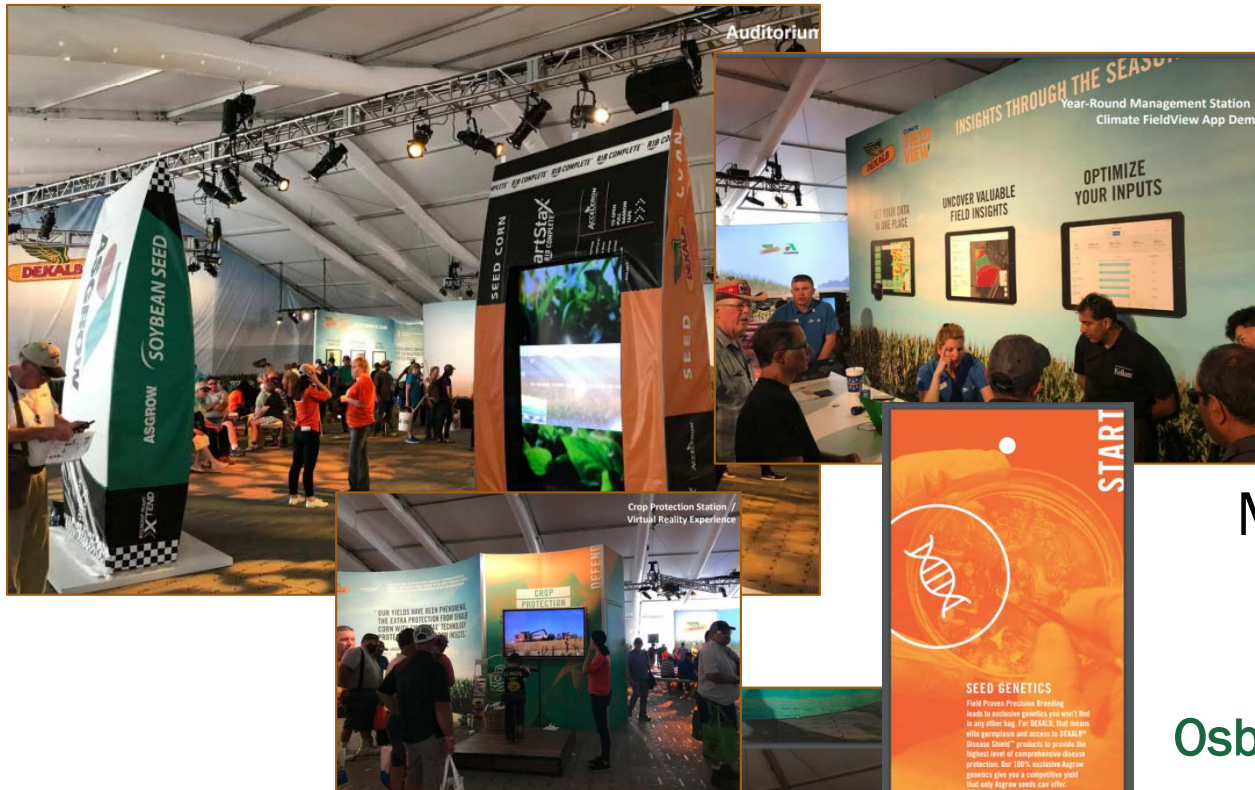
Special Events

“Farm Progress Show 2017  
My Seed, My Way Experience”

Osborn Barr, Monsanto



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:  
Special Events

“Farm Progress  
Show 2017  
My Seed, My Way  
Experience”

Osborn Barr, Monsanto

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# THE RACE IS ON ...

## Tactics Division:

### Print Media Relations – Agricultural Audiences



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Print Media Relations: Agricultural Audiences

“CoBank: Surging Demand for Organic Produce Widens U.S. Supply Gap”

Charleston | Orwig, CoBank



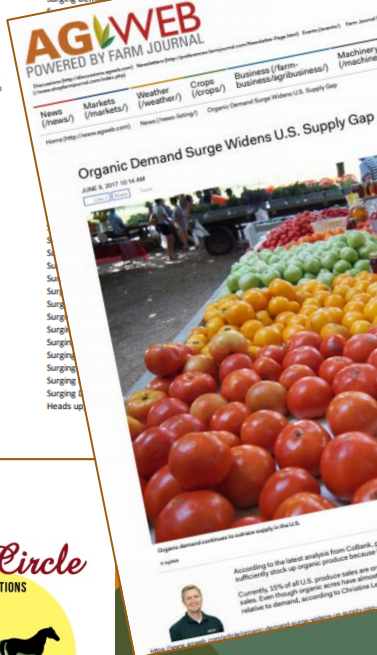
# STEP INTO THE WINNERS' CIRCLE ...

## CoBank 2017 Media Tracking

Date	Media Type	Source	Title
6/8/2017	Online	SeedWorld	Demand for Organic Food and Seed Outstrips Supply
6/8/2017	Online	Go Organic Canada	Surging demand for organic produce widens U.S. supply gap – Feedstuffs
6/8/2017	Online	Grainnet	CoBank Data Shows Surging Demand For Organic Produce Widening U.S. Supply Gap
6/9/2017	Online	Ag Web	Organic Demand Surge Widens U.S. Supply Gap
6/9/2017	Online	Feedstuffs	Surging demand for organic produce widens U.S. supply gap
6/9/2017	Online	Wisconsin State Farmer	Surging demand for organic produce widens U.S. supply gap
6/9/2017	Online	Agri Marketing	COBANK: SURGING DEMAND FOR ORGANIC PRODUCE WIDENS U.S. SUPPLY GAP
6/9/2017	Online	US Ag Net	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	New York Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	South Dakota Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Nebraska Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Michigan Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Kentucky Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Iowa Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Missouri Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Wisconsin Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Minnesota Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Pennsylvania Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	North Dakota Ag Connection	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Conscious Evolution	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Pro Ag	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Fresh Plaza	Surging Demand for Organic Produce Widens Supply Gap
6/9/2017	Online	Ag News Feed	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Mississippi	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Georgia	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Tennessee	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Alabama	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Wisconsin	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Indiana	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Iowa	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Virginia	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing New Hampshire	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Delaware	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Florida	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Nebraska	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Texas	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing North Carolina	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing South Carolina	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Louisiana	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Ohio	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Illinois	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing South Dakota	Surging Demand for Organic Produce Widens Supply Gap
6/12/2017	Online	Growing Alaska	Surging Demand for Organic Produce Widens Supply Gap
6/13/2017	Online	American Agriculturist	Surging Demand for Organic Produce Widens Supply Gap



Link
<a href="http://seedworld.com/demand-organic-food-seed-outstrips-supply/">http://seedworld.com/demand-organic-food-seed-outstrips-supply/</a>
<a href="http://www.goorganiccanada.com/surging-demand-for-organic-produce-widens-us-supply-gap-feedstuffs/">http://www.goorganiccanada.com/surging-demand-for-organic-produce-widens-us-supply-gap-feedstuffs/</a>
<a href="http://grainnet.com/articles/CoBank_Data_Shows_Surging_Demand_For_Organic_Produce_Widening_U.S._Supply_Gap/">http://grainnet.com/articles/CoBank_Data_Shows_Surging_Demand_For_Organic_Produce_Widening_U.S._Supply_Gap/</a>
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<a href="http://www.feedstuffs.com/news/surging-demand-organic-produce-widens-us-supply-gap/">http://www.feedstuffs.com/news/surging-demand-organic-produce-widens-us-supply-gap/</a>
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### FOR IMMEDIATE RELEASE

**Surging Demand for Organic Produce Widens U.S. Supply Gap**  
Organic acres on the rise but slow production side response to rising demand leaves processors and retailers struggling to secure available supplies

**DENVER, Colo. (June 8, 2017)**—Produce processors and retailers are finding it increasingly difficult to secure sufficient supplies of organic produce, as domestic demand continues to rise at a pace that exceeds production, according to a new report from CoBank.

The dollar value of U.S. organic produce sales doubled from 2011 to 2015 and annual sales now amount to \$5.5 billion. Currently, 15 percent of all U.S. produce sales are organic. While organic acres have nearly doubled over the last decade, that pace of supply-side growth has been sluggish relative to demand.

"Sales of organic fruit, vegetables and nuts have increased dramatically in recent years and this growth trend will continue," said Christine Lensing, CoBank senior economist, specialty crops. "More than half of U.S. households are now purchasing some organic produce. But for a variety of reasons, production has not been keeping pace with demand and the supply gap is widening."

More domestic growers would need to transition to organic to bridge the supply gap. But Lensing concludes that given current consumption trends and the length of the required transition period, organic produce supplies will likely remain under pressure over the next three to five years.

Food companies and large retailers have increased imports to meet demand and secure supplies throughout the year. The volume of U.S. imports of selected organic specialty crop items soared by almost 800 percent from 2011–2013 before leveling off.

"It's quite clear the market for organic produce will continue to grow, which creates opportunities for growers," adds Lensing. "However, transitioning to organic comes at a cost and is not without risk. Steady domestic supply growth will be dependent on consistent, wide premiums that reward growers for accepting the elevated risks associated with organic production."

Despite premiums of 30 to 50 percent, the perceived risks associated with transitioning to organic are often a significant deterrent for conventional growers. Key among those

Tactics Division:

Print Media Relations: Agricultural Audiences

“CoBank: Surging Demand for Organic Produce Widens U.S. Supply Gap”

Charleston | Orwig, CoBank

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Print Media Relations: Agricultural Audiences

## “Improve Profitability with Dormancy Weed Control Program”

Bader Rutter



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Tactics Division:

Print Media Relations:  
Agricultural Audiences

“Improve  
Profitability  
with Dormancy  
Weed Control  
Program”

Bader Rutter

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Tactics Division:

Print Media Relations: Agricultural Audiences

## “Valent U.S.A. Announces Liquid Formulation Valor EZ Herbicide”

Cary New, Archer Malmo



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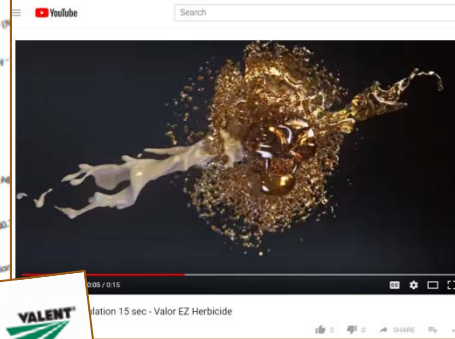
Valent U.S.A. Talks About Valor EZ Herbicide at Farm Progress  
38 views



Cary New  
Published on Oct 11, 2017

Eric Miller sat down with RFD-TV to explain why growers n

SHOW MORE



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Cary New, Archer Malmo

Tactics Division:  
Print Media Relations:  
Agricultural Audiences

“Valent U.S.A.  
Announces  
Liquid  
Formulation Valor  
EZ Herbicide”



# THE RACE IS ON ...

## Tactics Division:

## Media Relations: Media Events and News Conferences



# MERIT AWARDED TO:

Tactics Division:  
Media Relations: Media Events and News Conferences

“Syngenta Salinas, Puerto Rico,  
Grand Re-Opening Event”

Pam Molitor, Brad Bremer



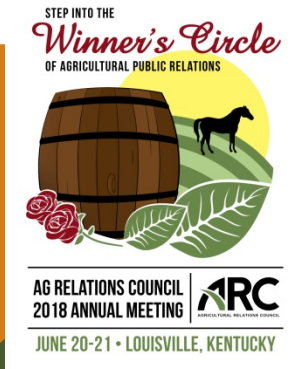
# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Media Relations: Media Events and News Conferences

“Compeer Financial Launch Media Event”

Charleston | Orwig, Compeer Financial



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:

Media Relations: Media Events and News Conferences

“Compeer Financial Launch Media Event”

Charleston | Orwig, Compeer Financial

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# THE RACE IS ON ...

Tactics Division:

Editorial / Op-Ed Columns



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:  
Editorial / Op-Ed Columns

“Increased access to E15 will help to drive  
U.S. energy independence”

Brad Bremer, Pam Molitor



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Editorial / Op-Ed Columns

“Increased access to E15 will help to drive U.S. energy independence”

Brad Bremer, Pam Molitor



**Opinion: Increased access to E15 will help to drive U.S. energy independence**  
by Ron Wulfschle  
Head of Enogen, Syngenta  
Published July 9, 2017



July 10th is U.S. Energy Independence Day, a time to celebrate Earth-friendly American ethanol. Last year alone, the ethanol industry created and supported 340,000 jobs and contributed roughly \$42 billion to the U.S. Gross Domestic Product (GDP) – a number exceeding the total GDP of many countries. And, the production of more than 15 billion gallons of ethanol meant that the U.S. needed to import approximately 540 million fewer barrels of crude oil to meet the country's demand for gasoline.

One key to the future success of the U.S. ethanol industry, however, will be increased access to higher ethanol blends, such as E15. To date, American drivers have surpassed 1 billion miles on E15 and E15 is currently sold at more than 800 retail outlets across 29 states, with expansion expected to double. Greater access to E15 though, including during the high-volume, gasoline consumption summer months, is essential.

Looking ahead, retail partnerships will be key to continuing to expand the availability for higher ethanol blends. Earlier this year, Syngenta announced a \$340,000 donation to the Prime the Pump Fund, which will demonstrate the performance, cost savings and profit opportunity of marketing higher ethanol blends, such as E15.

According to [Growth Energy](#), the vehicles that E15 is approved for account for more than 87 percent of all those on the road today. And, nearly 20 million vehicles are approved for any blend of ethanol up to 85 percent ethanol. Clearly, we have the vehicles capable of using blends higher than E10, but consumers need greater access to stations capable of providing it. Efforts like Prime the Pump will help make that access a reality. The widespread availability of flex-fuel vehicles – as well as those eligible to use E15 – demonstrates that there is a market ready for a less expensive, higher octane, more environmentally friendly alternative fuel.

Consumers across the USA clearly benefit from the reduced cost of ethanol and lower emissions. However, rural America, specifically small towns and communities, benefit greatly as well. Syngenta's [Enogen corn enzyme technology](#) is one example of a technology advancement that allows ethanol plants to pay premiums to corn growers. These premiums are substantial with likely payouts of \$34 million from ethanol plants to corn growers in rural communities this year alone. These dollars are then circulated in these communities, helping generate tax dollars for schools and roads and keeping rural America vitalized.

New technologies are also helping to make ethanol even more sustainable. For example, approximately 10 percent of the corn kernel dry weight is fiber, and converting corn kernel fiber feedstock to cellulosic ethanol has been possible for some time. However, recent advances in technologies can enable commercial deployment today. In fact, the approximately

to succinctly connect the dots between economy.

## Planning

- Objectives:
  - Communicate Syngenta's commitment to the Fuel Standard.
  - Increase awareness for the role of ethanol in the development of cellulosic ethanol.
- Audiences:
  - Ag policymakers
  - Industry stakeholders
  - Syngenta employees

## Execution

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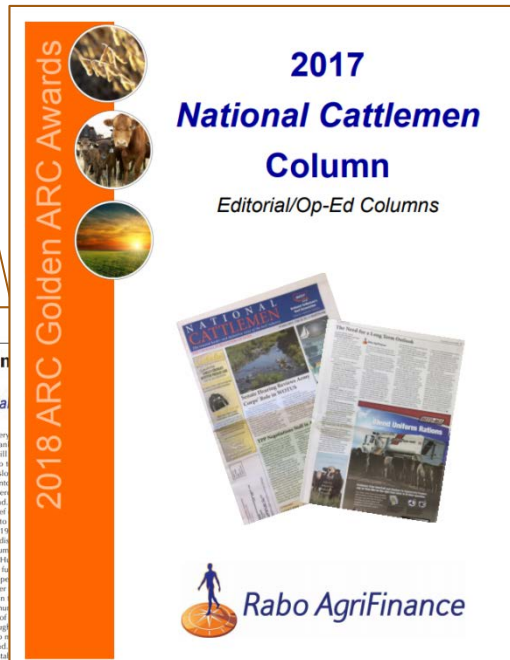
Tactics Division:  
Editorial / Op-Ed Columns

## “2017 Rabo AgriFinance National Cattlemen Columns”

Sarah Kolell



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Tactics Division:  
Editorial / Op-Ed Columns

“2017 Rabo  
AgriFinance  
National  
Cattlemen  
Columns”

Sarah Kolell

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# THE RACE IS ON ...

## Tactics Division:

## Print Publications: Magazines and Newspapers



# MERIT AWARDED TO:

Tactics Division:  
Print Publications: Magazines and Newspapers

“Crop Insurance Today”

Laurie Langstraat



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Tactics Division:

Print Publications: Magazines and Newspapers

“Montana Farm Bureau Spokesman”

Rebecca Colnar, Bobbi Burow



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:

Print Publications:  
Magazines and  
Newspapers

“Montana Farm  
Bureau  
Spokesman”

Rebecca Colnar,  
Bobbi Burow

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Tactics Division:

Print Publications: Magazines and Newspapers

“National Cattlemen”

National Cattlemen's Beef Association



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## NATIONAL CATTLEMEN

The trusted leader and definitive voice of the beef industry

May 2018 • Vol. 34, No. 5 • NCBA.org



### We Talked a Lot at Legislative Conference. That's a Good Thing.

All talk, no action. It is a common criticism lobbed at government institutions in Washington, D.C. Yet despite the frustration often caused by the Congress and regulatory agencies, NCBA's annual Legislative Conference proved as a reminder of just how powerful "talk" can be. This year, hundreds of producers joined NCBA and state affiliates for the three-day session, playing an integral role in discussion on public policy issues that will shape the future of the cattle industry.

First and foremost, the priority of Legislative Conference is to connect producers directly with the people who make and enforce the federal laws impacting their operations. In

### Cattlemen's Webinar Series Provides Valuable Genetics and Traceability Content

The Cattlemen's Webinar Series has been full since about 2015, kicking the year off with a series on cattle genetics. The series was a collaborative effort between NCBA and the allied beef, or April to provide a webinar overview of the Cattle Traceability Roundtable Study. The study, which was released during the annual Cattle Industry Convention in Phoenix, Ariz., included producer and stakeholder surveys, economic analysis of obstacles and opportunities, and a look at other beef exporting countries' traceability efforts.

Next up in the Cattlemen's Webinar Series is a sustainability update webinar scheduled for May 23. This webinar will be led by cattle producers who have been involved in developing a sustainability framework as part of the U.S. Roundtable for Sustainable Beef. The recently released framework includes real-world trade-specific to farms, cowboys, and feedyards. Webinar participants will have the opportunity to comment on how the framework could be improved and, as always, there will be Q & A with presenters at the end of the webinar.

"The webinars are recorded and available for viewing," said White. "Simply visit the NCBA website at your convenience to catch up on webinars you might have missed, or sign up for upcoming presentations." The webinars can be found under the Producer Education tab at www.NCBA.org.

**IN THIS ISSUE**

Legislative Conference	3
Governance	10
Federation News	9
Market Matters	16

**MARKET SNAPSHOT WEEK ENDING 4/20/2018 (\$/cwt vs. prior day)**

	SOUTH-CENTRAL CATTLE	LIVE FEED STEERS	CHOICE BEEF STEERS	CHAMPA CASH
4/20/18	\$167.54	\$117.47	\$215.34	\$3.71
4/19/18	\$168.21	\$118.01	\$215.94	\$3.59

Tactics Division:  
Print Publications:  
Magazines and  
Newspapers

“National  
Cattlemen”

National Cattlemen's  
Beef Association

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# THE RACE IS ON ...

## Tactics Division:

### Print Publications: Single-Issue Publications



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Tactics Division:

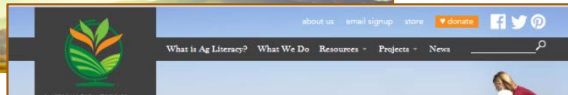
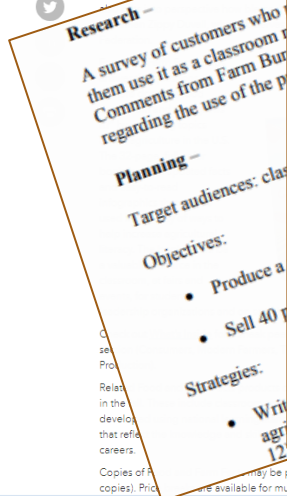
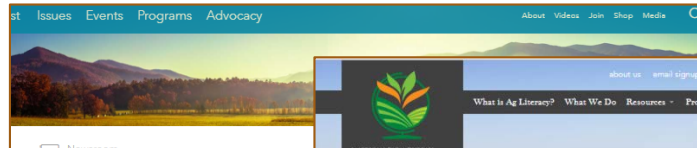
Print Publications: Single-Issue Publications

“Food and Farm Facts”

Cyndie Shearing, Julia Recko,  
Veronica Nigh, Philip Gerlach



# STEP INTO THE WINNERS' CIRCLE ...



Food and Farm Facts features facts about food in America. The booklet contains color photographs and illustrations. [Get the Book here!](#) or [See What's Inside!](#)

This page lists some ways you can use Food and Farm Facts. Download the complete ["How to Use Food and Farm Facts"](#) booklet.

Remember! These images are copyrighted and cannot be reproduced, or edited. If you enjoy these infographic

[One US Farm Feeds 165 people annually.](#)  
[Americans Pay the Least for Food Infographic](#)  
[Americans Love Pizza Infographic](#)  
[What Can Grow on an Acre Infographic](#)  
[American Farms are Family-Owned Infographic](#)

**Educators**  
 In the Classroom  
 Educator's guides for grades 4-6 and 7-12

Copies of Food and Farm Facts may be purchased for \$4.25 each (up to 49 copies). Prices are available for multi-copy purchases starting at \$0.50-\$9.99.

<b>what's INSIDE</b>	
<b>CONSUMERS</b>	
America's Farmers & Ranchers are Diverse	4
Americans Pay the Least for Food	5
How do Farmers & Ranchers Care for Farm Animals?	6
Social Media Connects Farmers & Consumers.	8
Food Safety at Home & School	9
Choose MyPlate	9
<b>MODERN FARMERS</b>	
One U.S. Farm Feeds 165 People	10
See What Farmers & Ranchers Grow	11
Exploring Farm Demographics	12
Family Farmers & Ranchers Feed America.	13
<b>TRADE &amp; ECONOMICS</b>	
Farm Exports Help the Economy	14
Agriculture Has a Positive Trade Balance	15
Ag Programs Equal 16% of the USDA Budget	16
What Does 10-Year Federal Spending Look Like?	17
Where Does Your Food Dollar Go?	18
Farmers' Expenses Continue to Rise	19
<b>ENVIRONMENT</b>	
Farmers Take Conservation Seriously	20
Farmers Protect Natural Resources	21
<b>PRODUCTION</b>	
Biotechnology Benefits Consumers.	22
Aquaculture & Silviculture are Important	23
Beautiful Agriculture—Nursery & Greenhouse Production	24
Producing More Milk with Less Feed	25
Agriculture is More Than Food	26
Pizza Comes from America's Farms & Ranches	27
Precision Agriculture on Modern Farms	28
Alternative Energy Helps Fuel America.	29
An Acre of Land	30
Top States for Production of Farm Products	31
<b>TIMELINE</b>	
Agricultural History	32

Tactics Division:

Print Publications: Single-Issue Publications

“Food and Farm Facts”

Cyndie Shearing, Julia Recko,

Veronica Nigh, Philip Gerlach

STEP INTO THE  
**Winner's Circle**  
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# THE RACE IS ON ...

## Tactics Division:

### Print Publications: Newsletters, Print or Digital



# MERIT AWARDED TO:

Tactics Division:

Print Publications: Newsletters, Print or Digital

“California Almonds Outlook Newsletter”

Padilla, Almond Board of California



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Print Publications: Newsletters, Print or Digital

“FBNews e-newsletter”

Erin Anthony



## Print Publications: Newsletters, Print or Digital

# “FBNews e-newsletter”

# Erin Anthony



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# THE RACE IS ON ...

## Tactics Division:

### Annual Reports: Non-Financial Annual Reports



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Annual Reports: Non-Financial Annual Reports

“2017 AFBF Impact Report”

Cyndie Shearing, Mary Burns,  
Sarah Brown Dirkes, Glen Fuenmayor



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:

Annual Reports: Non-Financial  
Annual Reports

“2017 AFBF  
Impact Report”

Cyndie Shearing, Mary  
Burns,  
Sarah Brown Dirkes,  
Glen Fuenmayor

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Tactics Division:

Annual Reports: Non-Financial Annual Reports

“2017 Illinois Farmland Values Report”

Jean Merry, Carroll Merry



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:  
Annual Reports: Non-Financial  
Annual Reports

## “2017 Illinois Farmland Values Report”

Jean Merry, Carroll Merry

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# THE RACE IS ON ...

Tactics Division:

Graphic Elements



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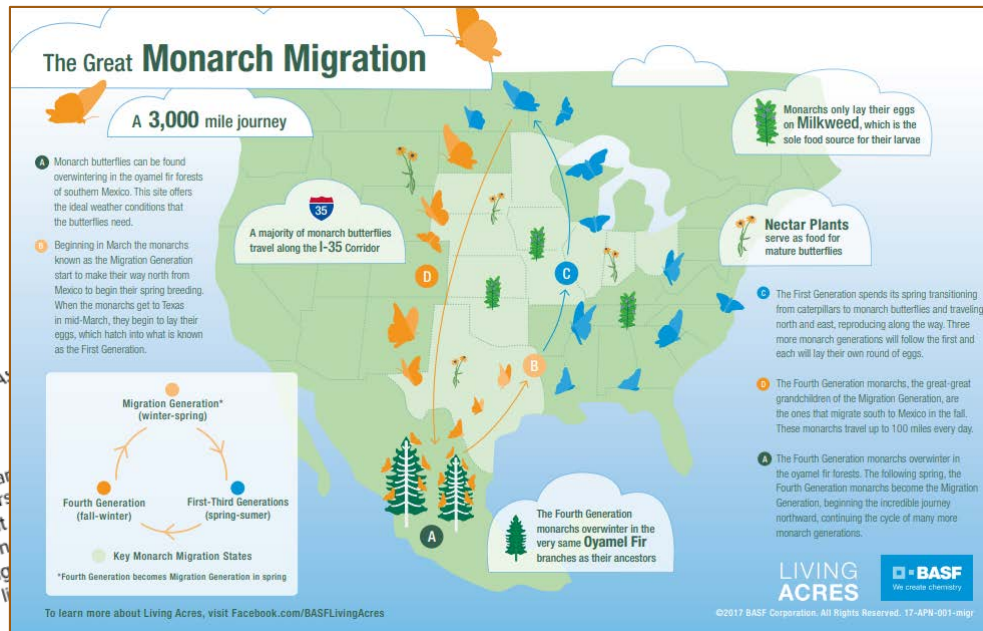
Tactics Division:  
Graphic Elements

“Living Acres: Migration Infographic”

Nate Gilbraith, Amy Jensen, Jolleen Vasile



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:  
Graphic Elements

“Living Acres:  
Migration  
Infographic”

Nate Gilbraith, Amy  
Jensen, Jolleen Vasile

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# THE RACE IS ON ...

## Tactics Division:

## Digital and Social Media: Video



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Digital and Social Media: Video

## “Performance Profiles Video Series”

Osborn Barr, Monsanto

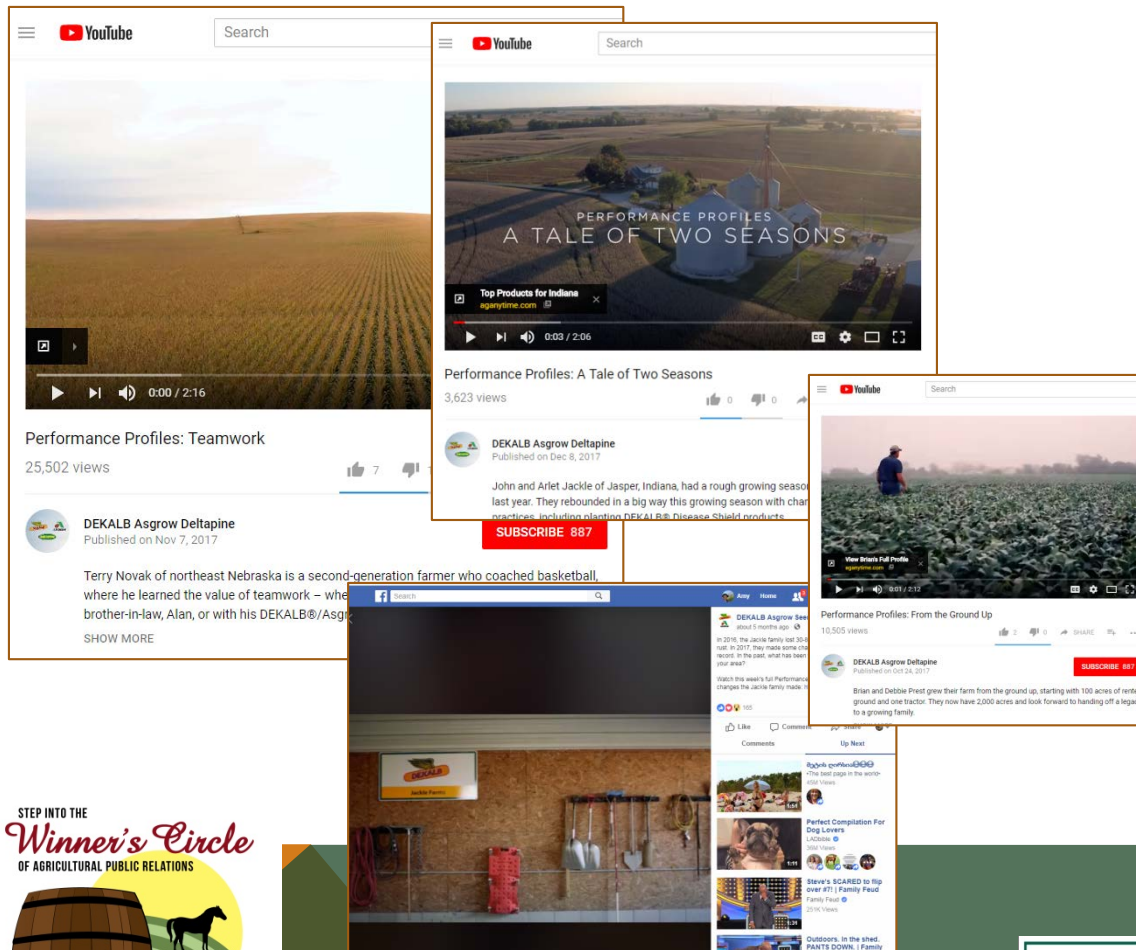


# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:  
Digital and Social Media: Video

## “Performance Profiles Video Series”

Osborn Barr,  
Monsanto



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# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Digital and Social Media: Video

“Farmers Squashed by Labor Shortage”

Will Rodger, Kari Barbic



# STEP INTO THE WINNERS' CIRCLE ...

**Research –**

**Primary:**

- AFBF Farm Labor-reform/eco
- Interview with headquarters
- Interview with

**Secondary:**

- Information
- Hill meeting
- News me

**Planning –**

**Target Audience:**

- House
- Other
- White
- Farm
- Other
- Im
- N

**Objectives:** Achieve 10/24/17) -

- Reach: 56,000
- Views: 19,000
- 10-second Vie

**Evaluation**

The Mosby Farms video quickly became AFBF's highest-performing so far. The video was created by a member of AFBF's communications team, who provided background information on their story, and created a video that would fit their schedule and flew to their farm just south of Seattle. She hired a local videographer to shoot the footage and manage post-production editing.

**Facebook Post:**

**Farmers Losing Crops due to Worker Shortage**

American Farm Bureau Federation  
about 8 months ago

Without access to an adequate and stable workforce, many farmers like Burr and Rosella Mosby are being forced to leave fresh produce to rot in the fields. Mosby Farms estimates its workforce shortage this year will cost \$100,000 in lost profits and productivity.

Farmers and ranchers across the country are calling for long-overdue reform to the current guest worker visa program.  
<http://bit.ly/2bixXGKdU>

315 Likes 342 Shares 63K Views

Like Comment Share Up Next

**OMG**  
Most Amazing Videos  
7.2M Views

**For real?**  
Amazing  
3.9M Views

**भारत सहित पूरे देश की कानूनी शक्ति  
मजदूरों के हितों के लिए**  
Bhagwant MP  
630K Views

**WHEN THE VR IS TOO REAL**  
Viral TRND  
9.9M Views

Tactics Division:  
Digital and Social Media: Video

“Farmers  
Squashed by  
Labor Shortage”

Will Rodger, Kari Barbic

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# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:  
Digital and Social Media: Video

“Binging with Eggs”

American Egg Board, Ketchum



# STEP INTO THE WINNERS' CIRCLE ...

times of the day and for

**Planning**  
In anticipation of the Things, we created excited. We knew allowed us to spend

**Execution**  
The first concept by using traditional sold by street cracked/m dragon's caption accom season

The the no

While both videos followers of The Incredible

**Evaluation**  
Both videos received views: 705 shares

**Binging with Eggs**  
Tactics – Digital and Social Media, 11B: Video

**Dragon Eggs video performance:**

Like Page	769,094	People Reached
3,367	769,094	People Reached

**Performance for Your Post**

Like Page	769,094	People Reached
3,367	769,094	People Reached

**Stranger Eggs video performance:**

Like Page	769,094	People Reached
3,367	769,094	People Reached

**Performance for Your Post**

Like Page	769,094	People Reached
3,367	769,094	People Reached

Tactics Division:  
Digital and Social Media:  
Video

“Binging with Eggs”

American Egg  
Board, Ketchum



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# THE RACE IS ON ...

## Tactics Division:

### Digital and Social Media: Webinar / Web Conferencing



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Digital and Social Media: Webinar / Web Conferencing

“ILSoyAdvisor Webinar Series”

Illinois Soybean Association, Charleston | Orwig



# STEP INTO THE WINNERS' CIRCLE ...


free webinar series, soybean the latest tools, technology

**Execution:**  
The ILSoyAdvisor webinar recorded and posted to register for CEU credit

**Evaluation:**  
The results from the help soybean farmer

- The 9 webinars approximated engaging
- The support
- Benefit

Webinar Title	Date of Webinar	CEU Category	Number of CEUs Submitted	Percent of Attendees - CCA	Live Attendees	Number Who Viewed Recording Later
Optimizing Crop	May 2, 2017	Nutrient	46	53 %	86	603



EXPLORE TOPICS   CCA SOY ENVOY   YIELD CHALLENGE   WEBINARS   EVENTS   🔍

Funded by the Illinois Soybean Association checkoff program.

## ILSOYADVISOR WEBINARS

### About ILSoyAdvisor Webinars

ILSoyAdvisor hosts webinars throughout the year, on topics ranging from soil health and specific weed management to improving profitability and ROI. Each webinar is worth one or more continuing education units (CEUs) for Certified Crop



Tactics Division:

Digital and Social Media:  
Webinar / Web  
Conferencing

“ILSoyAdvisor  
Webinar Series”

Illinois Soybean  
Association,  
Charleston | Orwig



# THE RACE IS ON ...

## Tactics Division:

### Digital and Social Media: Social Media



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Digital and Social Media: Social Media

“#ProtectCropInsurance Social Media Toolkit”

Kerry Lynch, Sarah Hubbart



the right is a list of the “highest impact” accounts – users who generated the most impact, calculated by the number of tweets they sent with the hashtag and the reach of their followers.

Link to CIRB Twitter Handle (@CIRBdc): <https://twitter.com/CIRBdc>

Link to CIRB Twitter Handle (@CIRBdc): <https://twitter.com/CIRBdc>

Highlights of the #ProtectCropInsurance Toolkit Year Review Evaluation Summary:

- 55 communications professionals from CIRB member companies and been added to CIRB's distribution list to receive the toolkits, in addition to CIRB staff.
- CIRB staff tracked the open rates and click-through rates of each toolkit. The one outlier was sent the week before the more than 30% open rate. (The one outlier was sent the week before show that recipients are saving the toolkits and re-accessing them as needed.)
- The most "clicked on" toolkit was the President's Budget special edition.

@CIRBDC Twitter from January 2017- December 2017





- The most "clicked on" toolkit was the President's 30-day

Chart shows growth of the @CIRBdc Twitter from January 2017- December 2017

	# of	# of visitors to @CIRBdc	# of impressions by @CIRBdc tweets	# of tweets	# of protected tweets
Jan 2017	1	1	1	1	1
Feb 2017	2	2	2	2	2
Mar 2017	3	3	3	3	3
Apr 2017	4	4	4	4	4
May 2017	5	5	5	5	5
Jun 2017	6	6	6	6	6
Jul 2017	7	7	7	7	7
Aug 2017	8	8	8	8	8
Sep 2017	9	9	9	9	9
Oct 2017	10	10	10	10	10
Nov 2017	11	11	11	11	11
Dec 2017	12	12	12	12	12

	# of CIRB tweets	# of visitors to @CIRBc Twitter page	# of impressions by @CIRBc tweets	# of tweets with #Prote hashta
Jan '17	1	149	1,551	-
Feb	28	1,136	19,900	55
March	39	370	13,000	137
April	78	508	12,900	105
May	24	439	6,417	45
June	5	158	3,943	98
July	49	403	29,100	169
Aug	17	251	16,500	69
Sep	23	161	14,100	55
Oct	34	143	20,200	115
Nov	62	388	32,000	58
Dec '17	27	124	20,100	84

Highest impact?

Contractor	Instagram
 <b>NAWG</b> @whastaworld	308,749
 <b>Crop Risk Services</b> @CropRiskService	222,233
 <b>Zurich Advocacy</b> @ZurichAdvocacy	173,226
 <b>American Farm Bur...</b> @FarmBureau	124,514
 <b>American Soybean</b> @ASA_Soybeans	80,568
 <b>National Corn (NCGA)</b> @NationalCorn	65,049
 <b>Pat Roberts</b> @SenPatRoberts	48,651
 <b>ProAg ®</b> @ProAgInc	48,048
 <b>Nebraska Corn Gro...</b> @NeCGA	46,564
 <b>CIRB</b> @CIRBdc	46,551

## Digital and Social Media: Social Media

## “#ProtectCropInsurance Social Media Toolkit”

Michael Torrey Associates,  
Crop Insurance and Reinsurance Bureau,  
Kerry Lynch, Sarah Hubbart



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Tactics Division:

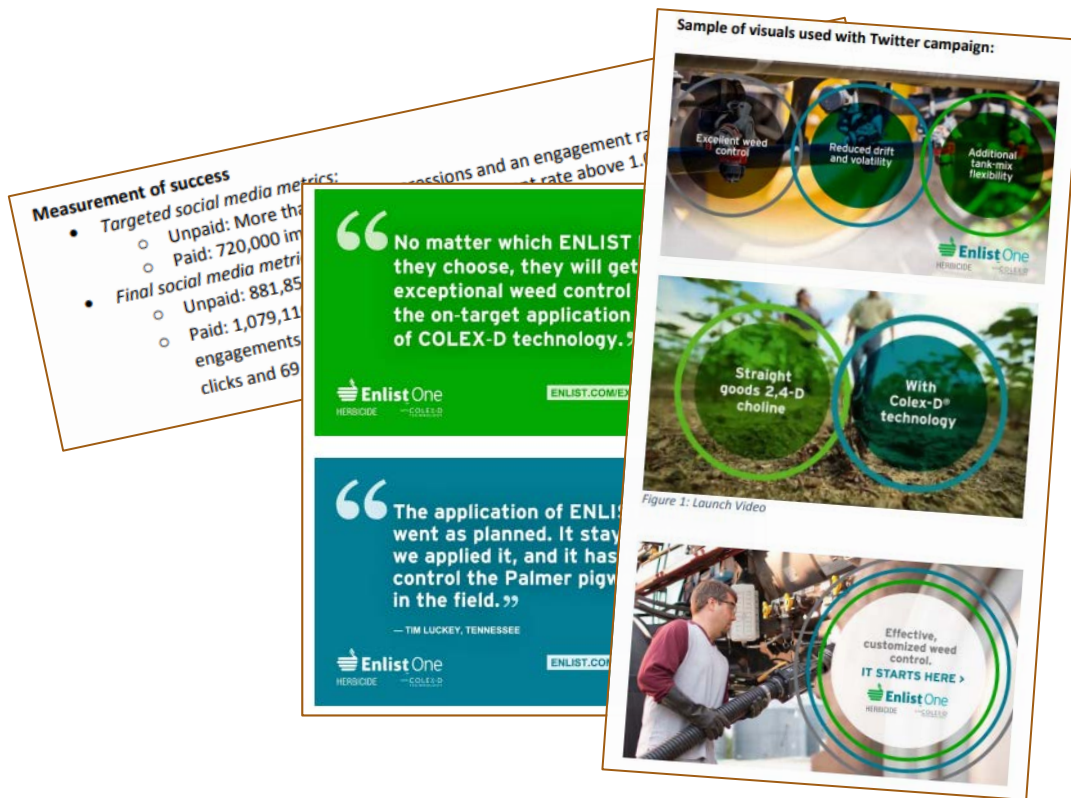
Digital and Social Media: Social Media

“Enlist One herbicide launch”

Annie Spencer, Melissa Norby



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:  
Digital and Social Media: Social  
Media

“Enlist One  
herbicide launch”

Annie Spencer, Melissa  
Norby



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Digital and Social Media: Social Media

## “Syngenta Vegetable Seeds 150th Anniversary”

Pam Molitor, Brad Bremer



# STEP INTO THE WINNERS' CIRCLE ...



**Vegetables 150<sup>th</sup> Anniversary  
Corporate Communications  
Social Media Campaign  
July-August 2017**

**Monday, July 31 – Twitter**

We're celebrating 150 years in the vegetable seeds business. <http://bit.ly/2kuWlcv> #SyngentaVeg



**Wednesday, Aug. 9 – Instagram**

Did you know California and Arizona grow 98% of the #lettuce sold in the U.S.? #agfact #SyngentaVeg #ag #agriculture #vegetables



We are dedicated to #innovation in #vegetables and consumers #SyngentaVeg



[Slideshow of field and varieties with the logo at the end]

**Friday, Aug. 11 – Twitter**

Squash is one of the oldest known #crops – dating back 10,000 years. Check out our varieties: <http://bit.ly/2p5x2xg> #SyngentaVeg

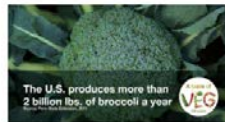


**Friday, Aug. 11 – Facebook**

Squash is one of the oldest known #crops – dating back 10,000 years. Check out our varieties: <http://bit.ly/2p5x2xg> #SyngentaVeg

**Wednesday, Aug. 2 – Facebook**

The average American eats over 4 lbs. of #broccoli each year. Meet our varieties: <http://bit.ly/2abxvex> #SyngentaVeg



The U.S. produces more than 2 billion lbs. of broccoli a year

Tactics Division:

Digital and Social Media: Social Media

“Syngenta  
Vegetable Seeds  
150th Anniversary”

Pam Molitor, Brad Bremer

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# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Digital and Social Media: Social Media

“Fueling Greatness From Farm to Finish Line”

Breanna Welke, Michelle Cook



# STEP INTO THE WINNERS' CIRCLE ...




**Training/Prep for the Marathon**

DATE	FACEBOOK	INSTAGRAM
Week of Aug. 28	Introduce Holles and their story  Post photo of family with link to blog post	Introduce Holle story  Post photo of family with link in bio to be post  Post Instagram family photo as post
Week of Sept. 4	Theme: Take the stress out of running  Highlight how, as busy parents of 4 kids, who are	Theme: Take the stress out of running  Post photo of family to the mailbox




**Social Media Takeover – Jennifer Holle**  
October 2, 2017

Hashtags to incorporate: #HolleMarathonHustle #HolleSocialTakeover

Time	Image/Video	Caption	Post – Facebook and Instagram	Instagram Story
8:00 AM	Intro video from Jennifer	Hi everyone, this is Jen Holle from North Dakota. I'm going to be doing a social media takeover today	1 video	1 video
			1 photo	
			2 photos	
			2 photos	
				
				

Tactics Division:  
Digital and Social Media: Social Media

“Fueling Greatness From Farm to Finish Line”

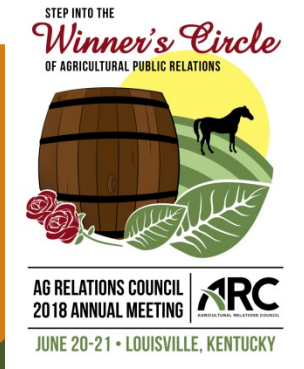
Bellmont Partners,  
Midwest Dairy,  
Breanna Welke, Michelle Cook



# THE RACE IS ON ...

## Tactics Division:

### Digital and Social Media: Smartphone or Tablet Application [App]



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

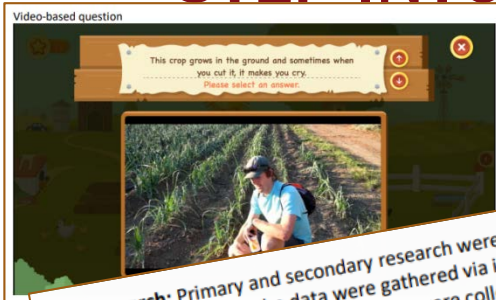
Digital and Social Media: Smartphone or Tablet Applications [App]

“Ag Across America”

American Farm Bureau Foundation for Agriculture  
(AFBFA)



# STEP INTO THE WINNERS' CIRCLE ...



5. **Research:** Primary and secondary research were used questions. Most of the data were gathered via internet and commodity websites. Some data were collected sources include: USDA (Ag Census and NASS), Farm Extension, Ag in the Classroom, National Sunflower Association, Agriculture Marketing Resource Center, and Canola Association.

6. **Planning:** The target audience was 3<sup>rd</sup> grade.

Objectives:

- Students will be able to identify 3 States.
- Students will be able to identify 3 agricultural products.

Strategies:

- Real agriculture – Weave in real life incorporating elements



Tactics Division:

Digital and Social Media:  
Smartphone or Tablet  
Applications [App]

“Ag Across  
America”

American Farm Bureau  
Foundation for  
Agriculture  
(AFBFA)

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# THE RACE IS ON ...

## Tactics Division:

## Video Programs



# STEP INTO THE WINNERS' CIRCLE ...

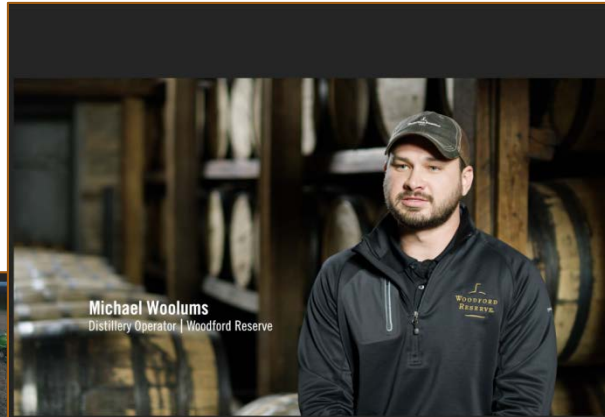
Tactics Division:  
Video Programs

“Bushels to Bourbon Video”

Osborn Barr, Monsanto



# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:  
Video Programs

“Bushels to  
Bourbon Video”



Osborn Barr,  
Monsanto



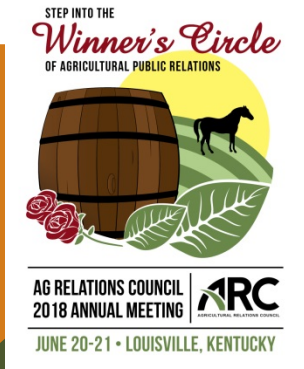
# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Video Programs

“Nutrients for Life: In the Classroom”

Trista Cady, Harriet Wegmeyer

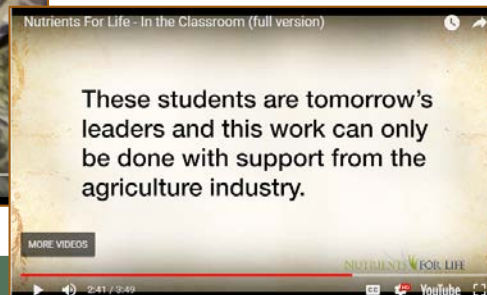


# STEP INTO THE WINNERS' CIRCLE ...



Tactics Division:  
Video Programs

“Nutrients for  
Life: In the  
Classroom”



Trista Cady, Harriet  
Wegmeyer



# THE RACE IS ON ...

## Tactics Division:

### Unique Tactics and Executions – Open Category



# STEP INTO THE WINNERS' CIRCLE ...

Tactics Division:

Unique Tactics and Executions – Open Category

## “Illinois Soybean Association Transportation Network Involvement Tour”

Illinois Soybean Association, MorganMyers



# STEP INTO THE WINNERS' CIRCLE ...



## FOR IMMEDIATE RELEASE

### Soybeans Buoy Illinois Economy

BLOOMINGTON, ILL., May 3, 2017 — Illinois in 2016, according to the U.S. Soybean Association (ISA) checkoff program, the data released to the Illinois economy besides grow

"About 60 percent of the soybeans grown in Illinois are exported for the past five years, but the state promotes Illinois soy and its strategic

In 2016, the value of Illinois soybean



Illinois Soybean Association Tour Schedule  
Tuesday, June 13, 2017

8 a.m. Bus departs

8:15 a.m. Maplehurst

10 a.m. Consolidate

12:45 p.m. Lunch at St

3:45 p.m. BNSF Logistics

4:30 p.m. Wrap-up

5 p.m. Arrival at P

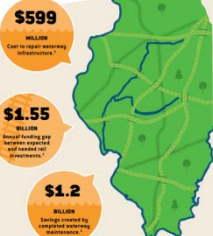
Questions During Event:

Julie Orchard: (262) 490-3506

Phil LaBrosse: (262) 951-6509

## REVITALIZING Illinois' Transportation Infrastructure

Farmers depend on the availability and condition of waterways, roads, bridges and railroads to keep soybean transportation moving efficiently. Fortunately, Illinois is uniquely located with prime access to navigable waterways, vast interstate highways and major rail lines. However, maintenance and improvement of Illinois' transportation infrastructure is generally inadequately funded at the local, state and federal levels.



## The Vital Role of U.S. Transportation Infrastructure in Moving Agriculture Forward

Written for the Coalition for America's Gateways and Trade Corridors by Mike Levin, Director of Issues Management Analysis, Illinois Soybean Association

### Executive Summary

Farmers depend on the availability of waterways, roads, bridges and railroads to keep agricultural commodities moving to market efficiently and economically. Exports account for a significant proportion of most intermediate and final uses of production. For example, the United States exported 47 percent of total soybean production and 15 percent of the total corn crop in 2016.<sup>1</sup> The reliability and efficiency of logistics and transportation networks is critical for shipments to remain competitive in international markets.

The United States has historically had a very strong transportation system. This basic advantage has been able to competitively sustain and deliver quality and low-cost materials in response to international demand and competition. The United States' infrastructure network, including state and federal levels.<sup>2</sup> The inability to support investments in the transport network has resulted in the loss of U.S. transportation infrastructure that is needed to keep pace with the growing demands of modern agricultural production.

Farmers are faced with having to move increasing volumes of crops through rural areas, which often have relatively scarce infrastructure. For example, the trade in grain and soybeans has continued to rise as per-acre production has increased growing on average between 2 percent and 3 percent per year since 1980 to the present.<sup>3</sup> And yet, the United States' infrastructure network is in dire need of repair. The U.S. Department of Agriculture (USDA) reports that the U.S. infrastructure network is in dire need of repair. The U.S. Department of Agriculture (USDA) reports that the U.S. infrastructure network is in dire need of repair.

As a sovereign, transportation infrastructure maintenance is essential, but our network truly requires improvement and expansion to meet growing demands. According to the American Society of Civil Engineers (ASCE), at current rates, improvements to surface transportation, rail, ports, inland waterways, dams, levees, other water infrastructure and airports combined to nearly \$1.4 trillion during the next 10 years.<sup>4</sup>



Tactics Division:

Unique Tactics and Executions – Open Category

“Illinois Soybean Association Transportation Network Involvement Tour”

Illinois Soybean Association,  
MorganMyers

### Key Points:

- A substantial infrastructure of roads, bridges, railroads and waterways transports soybeans from farms to customers. Illinois is uniquely situated with prime access to navigable waterways, major rail lines and vast interstate highways, creating advantages to move soybeans around the world efficiently and economically.
- Nearly half of soybeans grown in Illinois are exported. The reliability and efficiency of logistics and transportation networks is crucial for Illinois soybeans to remain competitive in international markets.
- Infrastructure maintenance and improvement projects are generally inadequately funded at state and federal levels, creating a need to seek alternative solutions.
- ISA is leading collaborations and facilitating discussions among industry, government, academia and transportation stakeholders to develop innovative solutions to infrastructure challenges.

### Supporting Details:

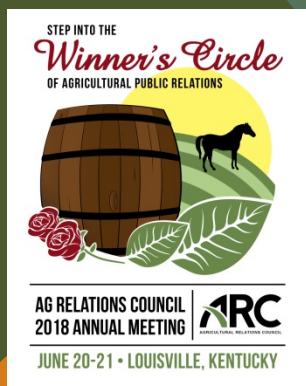
- When a rural road or bridge is closed, it costs farmers additional expenses and lost time. For example, when the Boardman Bridge on Highway 47 in Cass County was posted in fall 2016, the resulting truck detour meant traveling an additional 72 to 144 miles out of route.
- Many of the state's 26,000 bridges are structurally deficient or functionally obsolete. A recent checkoff-funded study found that every \$1.00 invested to rehabilitate deficient bridges provides an average return on investment of \$18.24.
- More than 7,000 miles of rail cross the state of Illinois and all 8 Class I railroads operate here. Rail plays an important role for commodity movement: the six state soy processing facilities annually receive half of all soybeans by rail. It is estimated using USDA AMS data and research reports that annually, there are around 35 million bushels moved by domestic rail and 74 million bushels exported by rail, for an average of 104 million bushels originating from Illinois by rail annually.
- More than 1,100 miles of navigable waterways border or pass through Illinois. However, the Illinois Waterway system of locks and dams is outdated and in dire need of repair. Waterway infrastructure requires significant investment.
- ISA invests checkoff initiatives:
  - ISA is leading on cost-efficient port of New Orleans.
  - ISA is currently supporting the Illinois Waterway system.



# TWO DIVISIONS

2018 Golden ARC Awards Contest

1. Tactics
2. Campaigns



# THE RACE IS ON ...

## Campaigns Division:

## Organization or Corporate Reputation



# STEP INTO THE WINNERS' CIRCLE ...

Campaigns Division:  
Organization or Corporate Reputation

## “2017 National Pollinator Week Multi-Stakeholder Campaign”

Ann Bryan, Karyn Ostrom



# STEP INTO THE WINNERS' CIRCLE ...



## BEE INFORMED

National Pollinator Week

Bees are synonymous with pollination—and for good reason. Their size, shape and physical ability to effectively collect and transport pollen—make them efficient foragers. Additionally, ample pollen to take back to their brood, a behavior that has helped reinforce their reputations as the most recognized pollinators, research conducted in recent years suggests that non-bee pollinators—such as flies, bats and butterflies—can be just as valuable to pollinate.

In commemoration of **National Pollinator Week**, here are some fun facts about a few lesser-known pollinators:

### FLY

A black and yellow-striped insect hovering above a flower is not always a bee. Some fly species, or hoverflies—resemble bees, for this reason, they are called bee mimics. Their plant species—most notably, the cocoa tree—rely exclusively on fly pollination. Without them, there would be no cocoa beans to produce the chocolate enjoyed throughout the world.

### BATS

It might come as a surprise that bats are responsible for pollinating many species. Since bats are nocturnal, they feed on the nectar of flowers that bloom at night. The flowers plants and bees that produce bananas, guavas and mango in the desert, where they pollinate the agave plant.

### BUTTERFLIES

Butterflies aren't physically able to carry as much pollen as bees can, but their quick, graceful movements help them cover a larger land area, drinking nectar at long distances and pollinating plants along the way.

Our Operation Pollinator program provides pollinator forage and habitat to help restore pollinator populations and is a key component of The Good Growth Plan. To learn more about Syngenta's commitment, please visit [www.beehealth.org](http://www.beehealth.org).

## FLOWER POWER

What You Can Do To Help Pollinators Thrive

Establishing pollinator plants can be as easy as incorporating native flowers within your yard or garden plantings. In honor of National Pollinator Week, we're sharing the following tips on how to create a pollinator habitat—with plants that are available now at local nurseries and home & garden stores:

- Find a good spot in your yard. Ideally, the area should receive at least six hours of sun each day and be relatively weed-free.
- Prepare the soil by turning it with a rotary tiller or garden tools, and consider adding compost.
- Do your research. Select flowering perennial plants that differ in size, shape and color—and that bloom at various times. Between the spring and fall months, plants native to North Carolina are preferable since they are better adapted to thrive in our region. Information about a few pollinator habitat mainstays is below.

Think ahead! If you'd like to establish a pollinator habitat by seed, consider to wildflower seed can be sown in early July for fall blooms. Otherwise, October is the optimal month to sow most wildflower seed in North Carolina.

As you're shopping for your next yard or garden weekend project, consider picking up some of the following perennial plants, which are both attractive to pollinators and native to North Carolina:

Bee Balm	Goldenrod	Purple Coneflower	Swamp Milkweed
Hummingbirds gravitate toward bee balm thanks to the brightly colored flowers it produces, which are also appealing to butterflies and this plant's nectar-rich, bees. The balm is a member of the mint family and flowers in June-August.	A favorite of butterflies, bees and beetles, goldenrod—which flowers in July-October—is an essential late-season food source, as honey bees store up its nectar and pollen for their winter provisions.	Bees, butterflies and flies visit purple coneflower, Echinacea purpurea, for its nectar, and birds love it for the seeds. Purple coneflower blooms in May-August, and it grows well in raised beds.	Swamp milkweed flowers in July-September and is an important host plant for monarch butterflies, as they deposit their eggs beneath the leaves. It also is popular with other pollinators—the hummingbirds, bees, beetles, wasps and flies—and is known for its sweet fragrance.



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syngenta.

Campaigns Division:  
Organization or Corporate Reputation

## “2017 National Pollinator Week Multi-Stakeholder Campaign”

Ann Bryan, Karyn Ostrom

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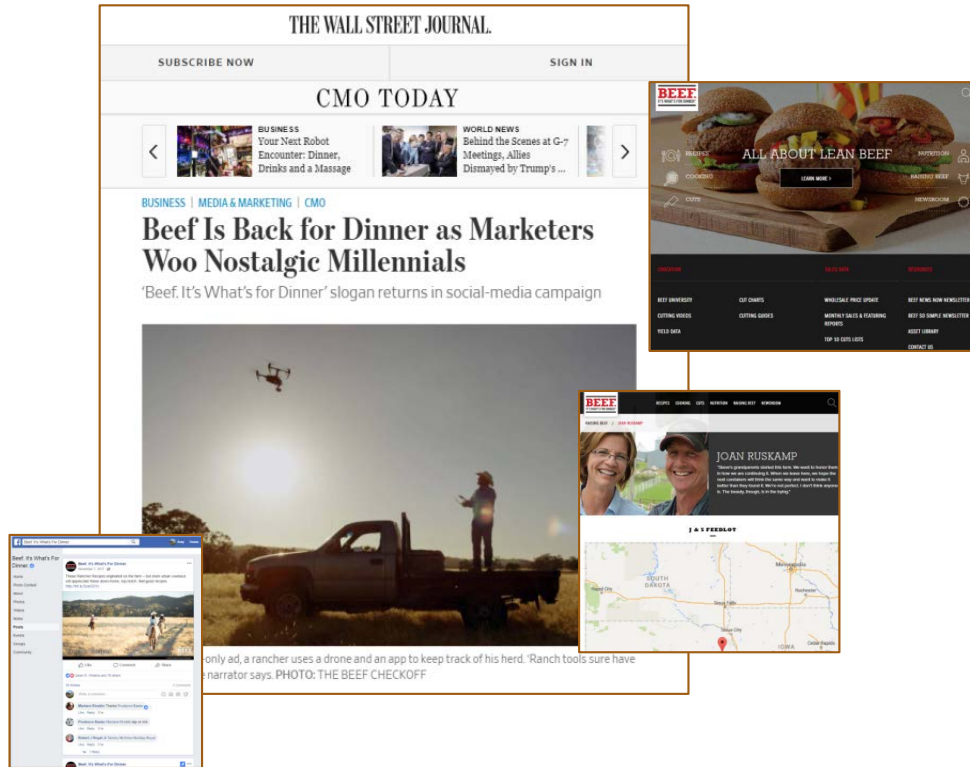
Campaigns Division:  
Organization or Corporate Reputation

“‘Beef. It’s What’s for Dinner.’  
Rebranding campaign”

Meghan Pusey, Marion Roth, Season Solorio,  
Alisa Harrison



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Campaigns Division:  
Organization or Corporate  
Reputation

“Beef. It’s What’s for  
Dinner.’  
Rebranding  
campaign”

Meghan Pusey, Marion Roth,  
Season Solorio,  
Alisa Harrison

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Campaigns Division:  
Organization or Corporate Reputation

“National Agronomy Week”

Osborn Barr, Monsanto

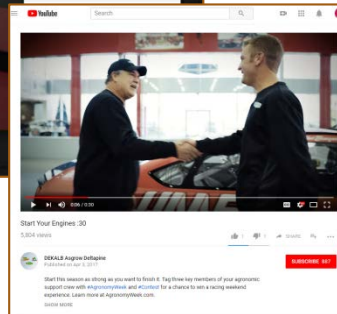
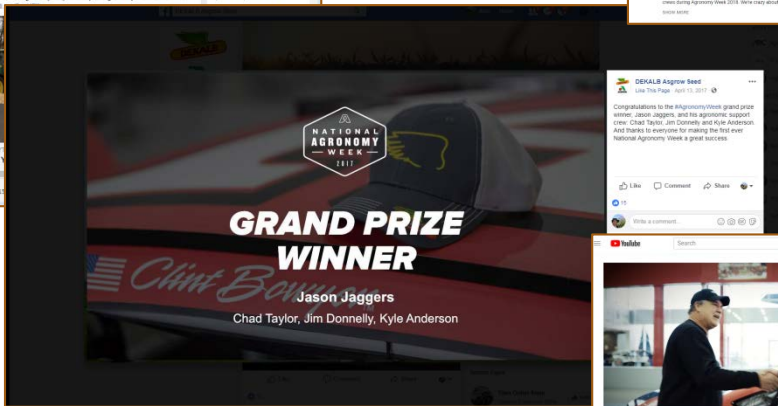
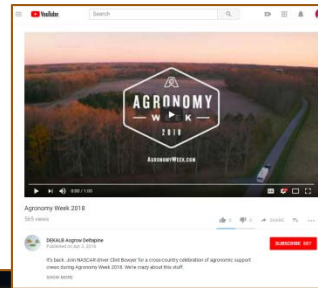
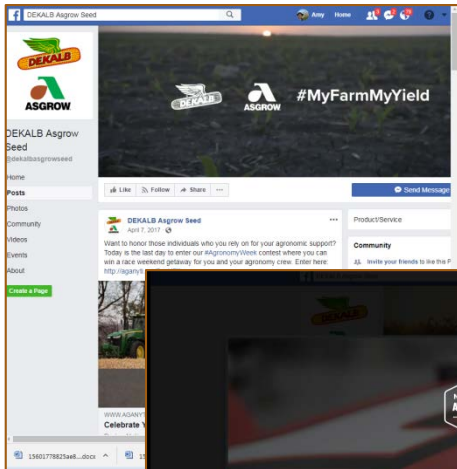


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Campaigns Division:  
Organization or Corporate  
Reputation

“National Agronomy  
Week”

Osborn Barr, Monsanto



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# THE RACE IS ON ...

## Campaign Division:

## Internal



# MERIT AWARDED TO:

Campaign Division:

Internal

“Merck Ruminant Master Class”

AdFarm, Merck



# THE RACE IS ON ...

## Campaigns Division:

## Public Affairs



# STEP INTO THE WINNERS' CIRCLE ...

Campaigns Division:  
Public Affairs

## “Pyrethroid/Bifenthrin Registration Review Advocacy”

FMC, Lisa Homer, Joan Olson, Charlie O'Brien




# STEP INTO THE WINNERS' CIRCLE ...

Campaigns Division:  
Public Affairs

## “Pyrethroid/ Bifenthrin Registration Review Advocacy”

FMC, Lisa Homer, Joan  
Olson, Charlie  
O'Brien



**DON'T LET THE EPA DICTATE  
YOUR CROP PROTECTION PLANS.  
COMMENT TODAY!**

**Protect Your  
Yields. Defend  
Bifenthrin From  
Unnecessary EPA  
Restrictions.**

The EPA's recent risk assessment for the pyrethroid class of insecticides — reliable, effective pest control tools used by growers nationwide — will dramatically limit farmers' choices in crop protection products. The agency's overly conservative risk predictions are based on oversimplified science and place farmers' ability to use bifenthrin — a common pyrethroid insecticide used on more than 14 million acres annually — at risk.

**Defend bifenthrin from unnecessary EPA restrictions.** The EPA assessment for the pyrethroid class of insecticides could dramatically limit farmers' choices in crop protection products. The agency's risk assessment is based on oversimplified science and could place farmers' ability to use bifenthrin at risk. Take advantage of the opportunity to provide input.

**Act today to defend bifenthrin**

The 60-day comment period is open now. You have important information the EPA needs to hear:

- Explain how you responsibly use pest management products containing bifenthrin on your farm.
- Outline the benefits, your actual use patterns and the critical nature of bifenthrin for agriculture.
- Request that the EPA not place any unnecessary label restrictions on bifenthrin that could limit your access to this important pest control tool.

Without vital content and input from those who use these products, the EPA could further encroach on your pest management options and severely limit your freedom to operate. Comments must be submitted to EPA on or before July 7, 2017.

**Submit your comments to the EPA**

Please select the most appropriate category below to share with the EPA the importance of bifenthrin as a sustainable, economical and effective pest control tool.

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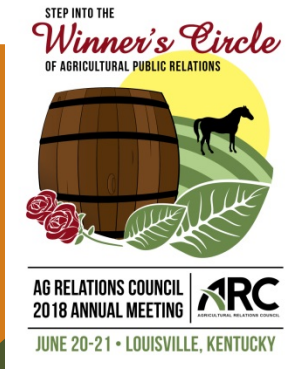


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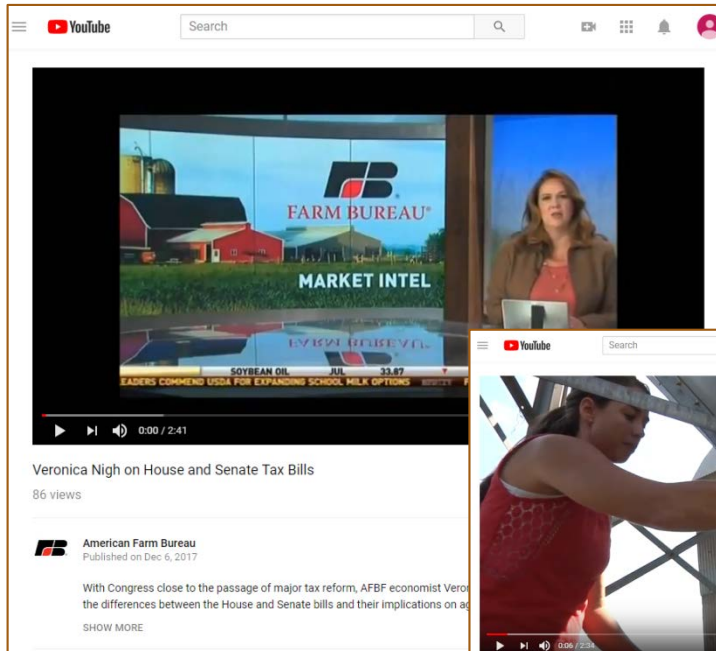
Campaigns Division:  
Public Affairs

“American Farm Bureau Tax Reform Campaign”

Mace Thornton, Will Rodger, Ray Atkinson, Pat Wolf



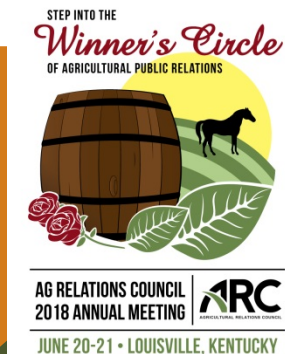
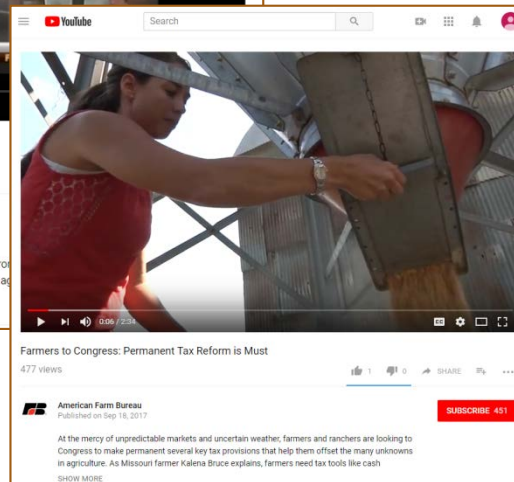
# STEP INTO THE WINNERS' CIRCLE ...



Campaigns Division:  
Public Affairs

“American Farm  
Bureau Tax Reform  
Campaign”

Mace Thornton, Will  
Rodger, Ray Atkinson,  
Pat Wolf



# THE RACE IS ON ...

## Campaigns Division:

### Marketing Communications for Agricultural Audiences



# MERIT AWARDED TO:

Campaigns Division:  
Marketing Communications for Agricultural Audiences

“ILSoyAdvisor Campaign”

Illinois Soybean Association, Charleston | Orwig



# THE RACE IS ON ...

## Campaigns Division:

### Marketing Communications for Non-Ag Audiences



# MERIT AWARDED TO:

Campaigns Division:  
Marketing Communications for Non-Agricultural Audiences

“#GiveaCrop Campaign”

Sarah Macedo, Genevieve O'Sullivan, Sarah Edison

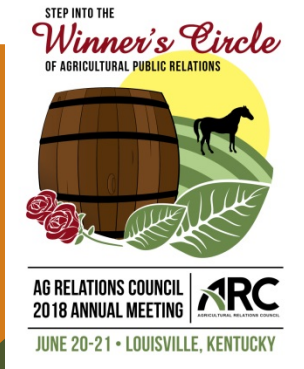


# STEP INTO THE WINNERS' CIRCLE ...

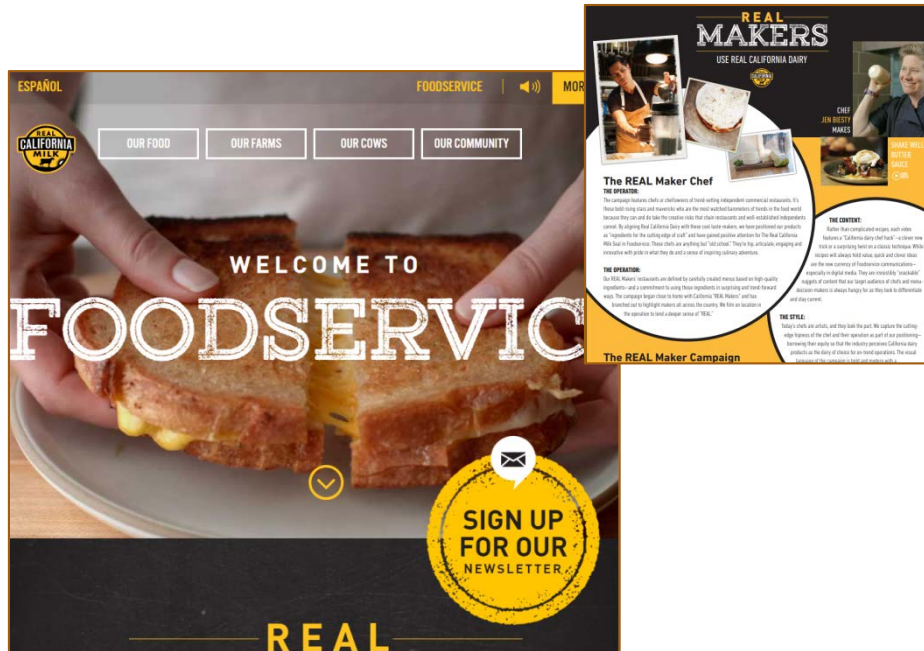
Campaigns Division:  
Marketing Communications for Non-Ag Audiences

## “REAL Makers Foodservice Advertising Campaign”

Ketchum Food B2B



# STEP INTO THE WINNERS' CIRCLE ...



Campaigns Division:  
Marketing Communications  
for Non-Ag Audiences

“REAL Makers  
Foodservice  
Advertising  
Campaign”

Ketchum Food B2B

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# THE RACE IS ON ...

## Campaigns Division:

## Agricultural Image



# MERIT AWARDED TO:

Campaigns Division:  
Agricultural Image

“#RealPigFarming”

Claire Masker, Kevin Waetke, Jess Held,  
Laura Plumb, Scott Siepker



# THE RACE IS ON ...

## Campaigns Division:

### Corporate Social Responsibility and Sustainability



# MERIT AWARDED TO:

Campaigns Division:  
Corporate Social Responsibility and Sustainability

“PPO Stewardship PR Campaign”

FMC, Lisa Homer, Joan Olson, Charlie O'Brien



# STEP INTO THE WINNERS' CIRCLE ...

Campaigns Division:  
Corporate Social Responsibility and Sustainability

## “Hams Across America”

Kevin Waetke, Claire Masker, Jess Held,  
Laura Plumb, Scott Siepker



# STEP INTO THE WINNERS' CIRCLE ...

## Golden ARC Submission

Date: April 2018 | From: National Pork Board, Lansing, Flynn

Title of Entry – Hams Across America

Award Category Entered – 9. PR Campaigns – Corporate Social Responsibility and Sustainability

**Campaign or Tactic Overview** – This holiday season, America went for ham. Through the *Hams Across America* giving campaign, pig farmers donated more than 2.4 million pounds of pork and shared 39 stories of donation. #RealPigFarming social media channels. The campaign captured the true spirit of community service and shared local farmers' desire to give back to their communities. The 2017 CSR project was designed to elevate ongoing outreach projects of a charitable nature beyond the agricultural community and into mainstream consumer awareness.

### Background

Every year in November and December, the holiday spirit takes over and personal stories of charitable donations and good deeds take center stage, flooding local and regional news and social media. Just like others in the community, pig farmers love to give back and help those in need. The *Hams Across America* campaign sought to highlight efforts and encourage additional donations of pork products during the holiday season. This was the second year after a soft launch in 2016. The 2017 campaign was designed to engage not only pork producers, but also processors through in-kind donations of pork products.

### Research

As the National Pork Board created its five-year strategic plan in 2015, the organization defined three specific goals. Goal No. 1 is to build consumer trust, and to do so specifically by working collaboratively with food chain partners to enhance consumer trust in modern pork production and defining the ethical principles upon which the U.S. pork industry is based. A key ethical principle – beyond food safety, animal welfare and protecting the environment – demonstrating a commitment to community enhancement and engagement. In a focus group of packers/processors, the critical audience in the food supply chain – executives defined that to best meet customer needs, the National Pork Board must take "advantage of the emotional connection people have with their food." That moves well beyond the product itself to the story behind the food. Packer leaders told the Commission that consumers want to know where their food comes from and how it was produced. They want to know the story behind the food. The Commission must connect today's pig farmers to the consumer by "putting a face on them and demonstrating that corporate leaders care about the consumer." Through community outreach, additionally, joint promotions with packers and retailers – *Hams Across America* – will leverage investments in pork product development by taking the message directly to the consumer. Pork trade associations defined the same need and encouraged the industry to "bring on consumer communication" on charitable causes and issues. This charitable outreach campaign is designed to help pig producers give back to their communities in regions all across the U.S. This step will help pig producers build industry trust and image. In a survey of pork producers, respondents ranked their top priorities in order of vulnerability. The end result, as defined by pig farmers themselves, was to build public image through community outreach and to build public image through community outreach. The end result, as defined by pig farmers themselves, was to build public image through community outreach. The end result, as defined by pig farmers themselves, was to build public image through community outreach.

### Planning

#### Objectives:

In the second year of this campaign, the goals were to:



Campaigns Division:  
Corporate Social Responsibility  
and Sustainability

“Hams Across  
America”

Kevin Waetke, Claire  
Masker, Jess Held,  
Laura Plumb,  
Scott Siepker

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# THE RACE IS ON ...

## Campaigns Division:

## Open Category



# MERIT AWARDED TO:

Campaigns Division:  
Open Category

“Hutches for Hope” Public Relations Campaign”

Kim Parr, Andy Collins



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Campaigns Division:

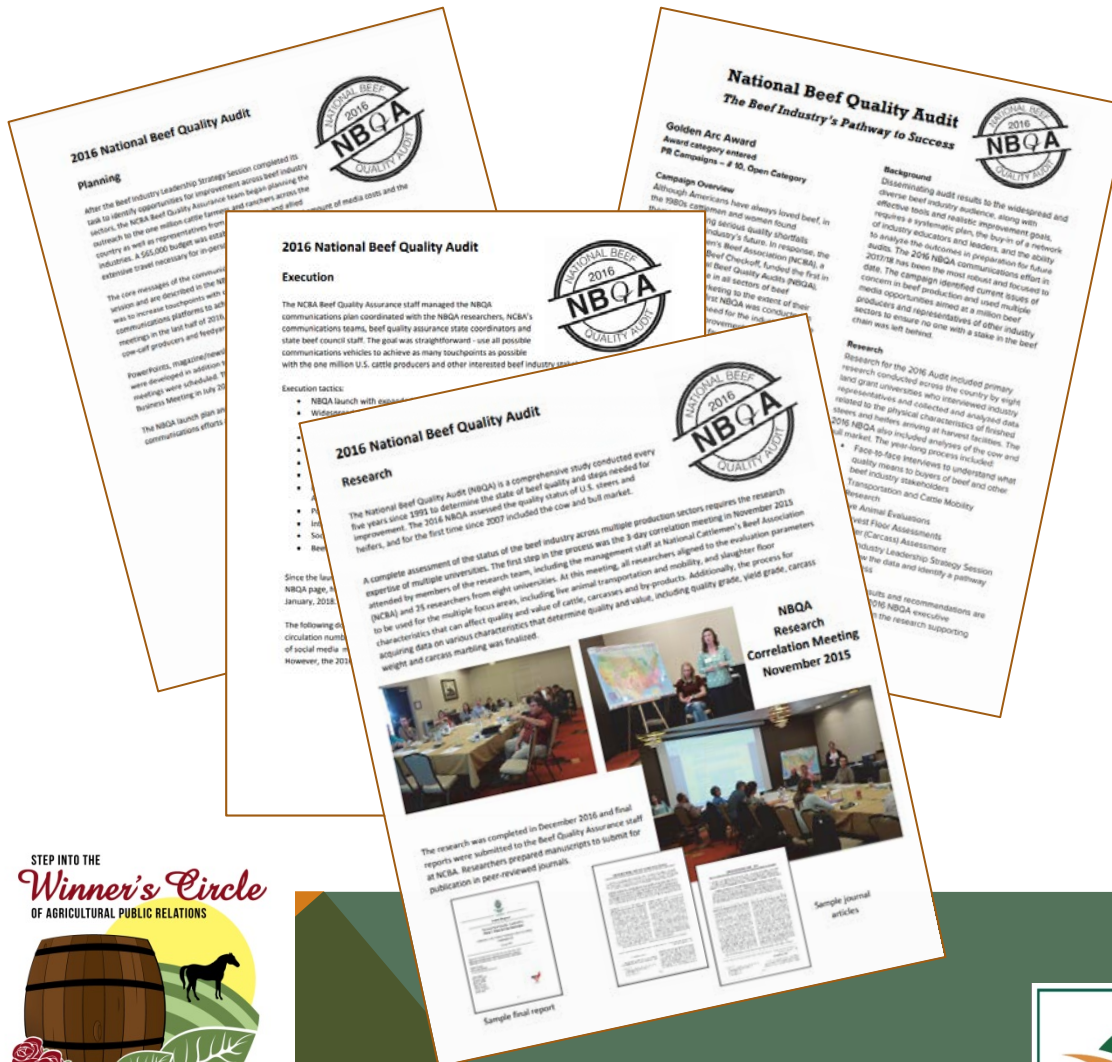
Open Category

“National Beef Quality Audit”

Josh White, Jesse Fulton,  
Betty Anne Redson, Walt Barnhart



# STEP INTO THE WINNERS' CIRCLE ...



Campaigns Division:  
Open Category

“National Beef  
Quality Audit”

Josh White, Jesse  
Fulton,  
Betty Anne Redson,  
Walt Barnhart

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# *Congratulations*

Golden ARC Award Winners  
and  
Merit Award Winners



# PREVIOUS GOLDEN ARC DE EXCELLENCE WINNERS

- 2017: *"The Levesol™ Promise Campaign,"* from West Central Distribution and Karwoski & Courage Public Relations
- 2016: *"World Health Organization Review Red Meat and Cancer Risk,"* from The Beef Checkoff, by The National Cattleman's Beef Association, a contractor to the Beef Checkoff and Ketchum Public Relations
- 2015: *"Sugar's Last Stand – Transforming Urban Legends to Make Hawaiian Sugarcane Sweet Again,"* by Hawaiian Commercial & Sugar Company
- 2014: *"Zoetis Achieves Global Company Debut in Eight Months,"* to Ketchum on behalf of Zoetis
- 2013: *"Estate Tax Campaign,"* American Farm Bureau Federation
- 2012: *"Oink Outings: A Passion for Pork from Farm to Fork,"* from Minnesota Pork Board and Minnesota Pork producers, with agency Weber Shandwick



# STEP INTO THE WINNERS' CIRCLE ...

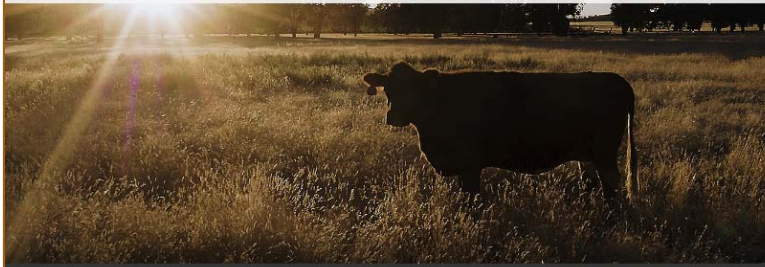
Golden ARC de Excellence 2018 Winner:

## “‘Beef. It’s What’s for Dinner.’ Rebranding campaign”

National Cattlemen’s Beef Association

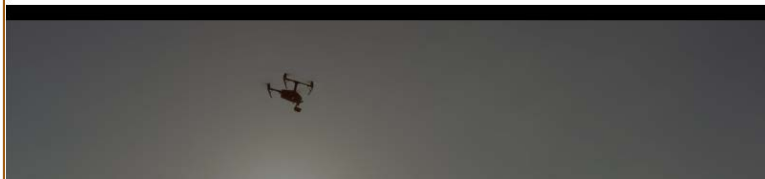
Meghan Pusey, Marion Roth,  
Season Solorio, Alisa Harrison





## RETHINK THE RANCH

Much has changed since the days of cowboys, cattle drives and the Old West. Today, it's more about drones, apps and computers. Join us as we travel across the country talking to real, modern ranchers about how they care for the cattle, what inspires them and why they work so hard day after day.



RANCHER  
RECIPE

## RANCHER RECIPES

These Rancher Recipes originated on the farm – but even urban cowboys will appreciate these down-home, top-notch, feel-good recipes. Crafted by ranchers across America, these recipes are flavorful, nutritious and proven to satisfy the heartiest of appetites.



## SUMMERTIME MEATLOAF

One of my favorite summertime dishes is meatloaf made with garden fresh tomatoes and served with sweet corn from one of our fields. I never seem to make it exactly the same way twice, but it seems to always taste fabulous! - Anne Burkholder

[SEE RECIPE >](#)

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## Beef Is Back for Dinner as Marketers Woo Nostalgic Millennials

'Beef. It's What's for Dinner' slogan returns in social-media campaign




In the online-only ad, a rancher uses a drone and an app to keep track of his changed,' the narrator says. PHOTO: THE BEEF CHECKOFF

BEEF IT'S WHAT'S FOR DINNER

RECIPES COOKING CUTS NUTRITION RAISING BEEF NEWSROOM

COOKING



### EXPLORE OUR COOKING LESSONS

Curious about the best way to grill a steak or brase a pot roast? Want to know how to make a delicious stir-fry or how to perfectly brown Ground Beef? Our cooking lessons have everything that you need!

GRILL STIR-FRY SKILLET

BEEF IT'S WHAT'S FOR DINNER

RECIPES COOKING CUTS NUTRITION RAISING BEEF NEWSROOM

NEWSROOM / ANA RECIPES

## 10 MORE BEEF RECIPES CERTIFIED BY THE AMERICAN HEART ASSOCIATION®

HILLARY MAKENS / MARCH 25, 2018

The American Heart Association® has certified a total of 20 *Beef. It's What's For Dinner* recipes and nine extra lean cuts of beef with its Heart-Check Mark. As an excellent source of 10 essential nutrients including zinc, iron, protein, and B vitamins, lean beef can be a part of a heart-healthy diet and help lower cholesterol as part of a healthy diet and lifestyle.

In a study published in the *American Journal of Clinical Nutrition*, researchers from Penn State University found that people who participated in the Beef in an Optimal Lean Diet (BOLD) study, consuming lean beef daily as part of a heart-healthy diet, experienced a 10 percent decline in LDL "bad" cholesterol, and still met targets for saturated fat intake.

The first 10 Beef *It's What's For Dinner* recipes were certified in 2017. Since then, the Beef *It's What's For Dinner* culinary team has been hard at work developing 10 additional recipes that meet the American Heart Association's® nutrient requirements and were officially certified with the Heart-Check Mark in early 2018.


- Beef Brisket with Savory Carrots & Dried Plums
- Beef Crostini with Parmesan Crisps and Balsamic Drizzle
- Beef Pot Roast with Cider Gravy and Maple Sweet Potatoes
- Beef Top Sirloin Steak with Asparagus & Tomato Orzo
- Classic Beef Tenderloin Roast with Cranberry Drizzle
- Holiday Mini Beef Meatball Skewers with Cranberry Barbecue Sauce
- Indian Beef Flank Steak & Rice
- Roasted Sun-Dried Tomato Beef Tri-Tip with Peppers and Sweet Potatoes
- Spicy Korean Beef & Cucumber Appetizer
- Tangy Lime Grilled Beef Top Round Steak

Grilling Favorites >

Sizzlin' Steaks >

Beef and Smoothies >

RECIPES / BEEF POT ROAST WITH CIDER GRAVY AND MAPLE SWEET POTATOES



### BEEF POT ROAST WITH CIDER GRAVY AND MAPLE SWEET POTATOES

This pot roast recipe is sure to warm you and your family on a cold day. To make it even better, this heart healthy pot roast recipe comes with gravy and potatoes. Try this for dinner tonight! Beef *It's What's For Dinner* recipe is certified by the American Heart Association®.

**INGREDIENTS:**

- 1 beef shoulder roast (5 to 6 1/2 pounds)
- 2 tablespoons olive oil
- 1/2 cup kosher salt
- 3/4 teaspoon paprika, divided
- 1 cup chopped onion
- 1 tablespoon chopped fresh thyme
- 1 cup unsalted beef broth
- 3/4 cup apple cider
- 3 pounds sweet potatoes, peeled, cut crosswise into 1 to 1 1/2 inch pieces
- 2 tablespoons minced garlic
- 2 tablespoons maple syrup
- 1 tablespoon minced fresh ginger
- 2 tablespoons cornstarch dissolved in 2 tablespoons brandy or water


**TEST KITCHEN TIPS**

Fresh apple cider is sold frozen and unfrozen. Frozen cider tastes clean with a better

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ARC

AGRICULTURAL RELATIONS COUNCIL


# EXPLORING THE BEEF LIFECYCLE




The journey of raising beef is among the most complex of any food. Due in part to changing nutritional needs throughout their lifetime, beef cattle often times will change hands and ownership up to three or four times, over the course of two to three years as they move through their various life stages.



[RECIPES](#)
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[RAISING BEEF](#) / [JOAN RUSKAMP](#)

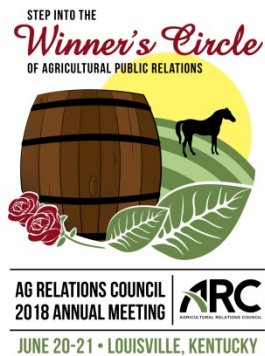
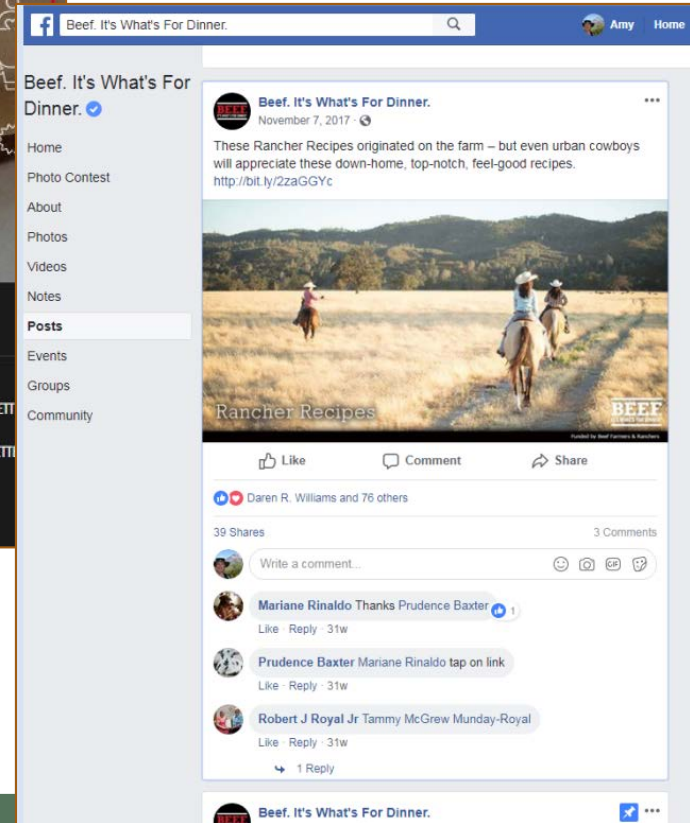
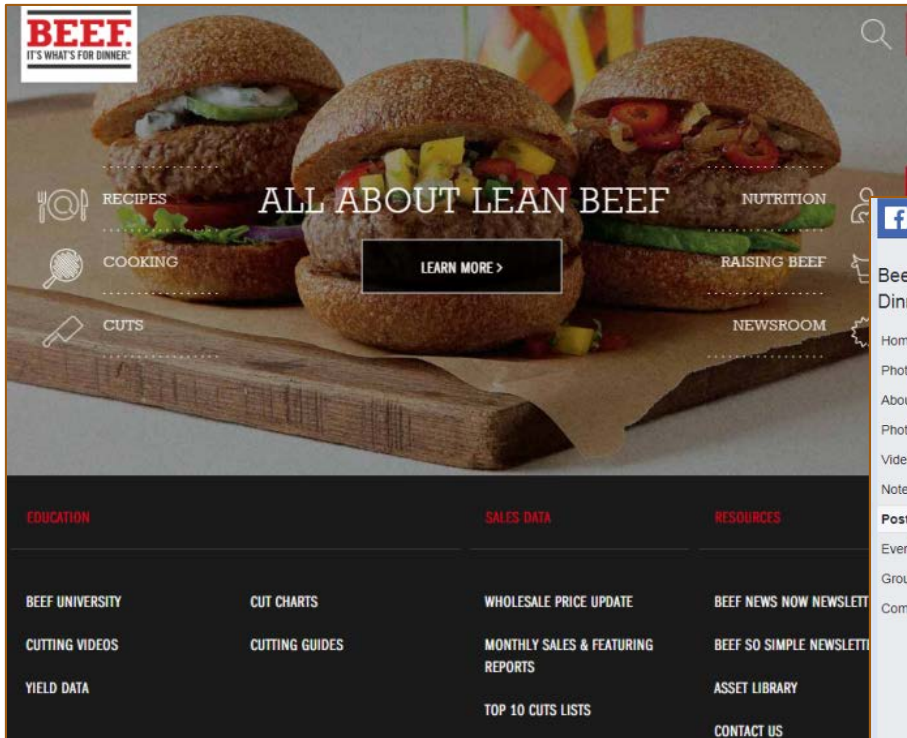


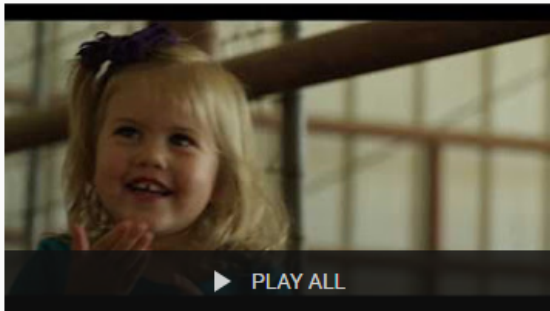
## JOAN RUSKAMP

"Steve's grandparents started this farm. We want to honor them in how we are continuing it. When we leave here, we hope the next caretakers will think the same way and want to make it better than they found it. We're not perfect. I don't think anyone is. The beauty, though, is in the trying."

### J & S FEEDLOT







## Rethink the Ranch

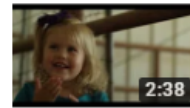
6 videos • 880 views • Last updated on Oct 30, 2017



Beef. It's What's For Dinner

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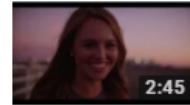
1



### Bear Valley Ranch, Parkfield, CA

Beef. It's What's For Dinner

2



### Easterday Ranches, Pasco, WA

Beef. It's What's For Dinner

3



### The People Behind Beef

Beef. It's What's For Dinner

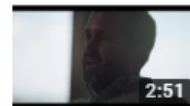
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### Triple U Ranch, Washta, IA

Beef. It's What's For Dinner

5



### Tyson Beef Packing Plant, Dakota City, NE

Beef. It's What's For Dinner

6



### Barthle Brothers Ranch, Dade City, FL

Beef. It's What's For Dinner

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# *Congratulations*

Golden ARC de Excellence Winner  
NCBA



THANK YOU.

