



Promoting excellence in agricultural public relations

2019 Golden ARC Awards Ceremony

Kansas City, MO / June 20, 2019



Promoting excellence in agricultural public relations

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



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-TACTICS-

Special Events Merit



Midwest Dairy at Super Bowl Experience

Midwest Dairy

Molly Pelzer, Breanna Welke



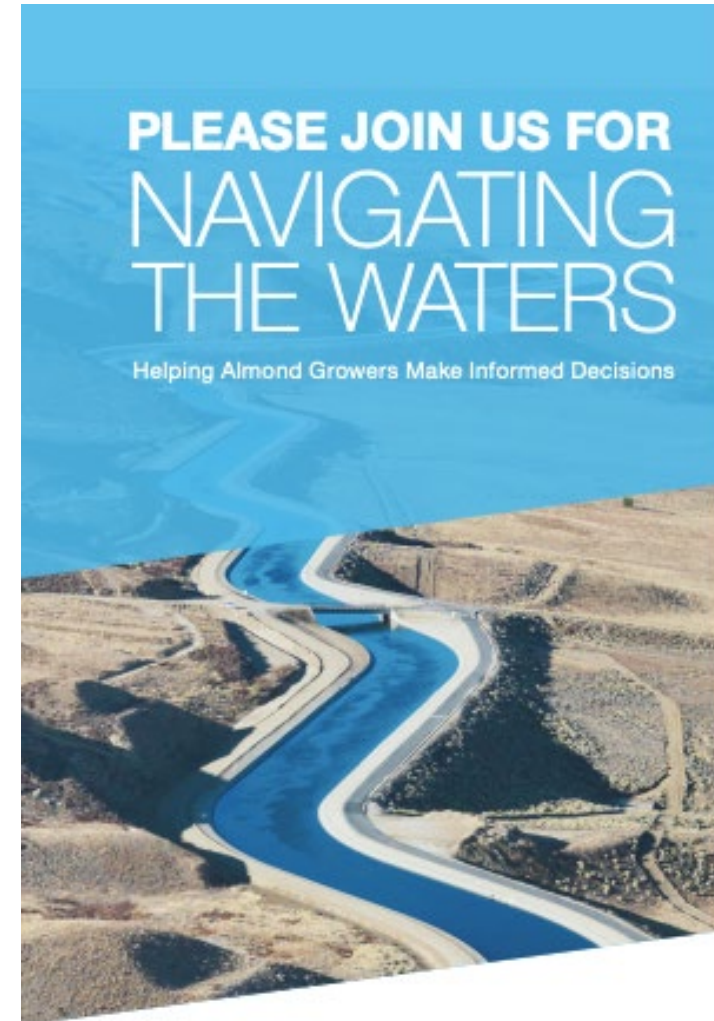
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Special Events Golden ARC Award

Navigating the Waters

Padilla

JP Cativiela



GOLDEN AWARDS

AGRICULTURAL RELATIONS COUNCIL

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Graphic Elements Merit

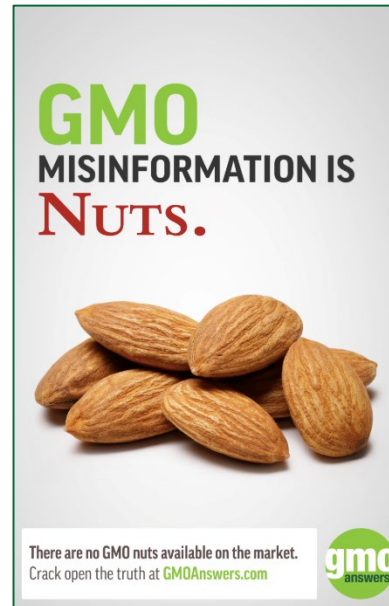


New Orleans Style Guide

National Cattlemen's Beef Association

*Kirby Brincefield, Jenn Hollingshead, Kristin Torres,
Tiana Schneider*

Graphic Elements Golden ARC Award



**GMO Answers Confronts Misinformation and
Fearmongering...One Brand At a Time**

Ketchum

Sean Fitzpatrick, Michael Stebbins

Digital & Social Media: Video Merit



Farmer Testimonials on YouTube Channel for the Enlist™ Weed Control System

Bader Rutter

Shawna Hubbard, Annie Spencer, Vanessa Barr



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Digital & Social Media: Video Golden ARC Award

DEKALB® Asgrow® Holiday Video 2018

O + B | P

*Colin Pennington, Jillian Holdener, Ben Bohling, Adam Simpson,
Kelcie Scheiber, Tammy Cheatham, Zach Hicks, Randy Shryock*



Digital & Social Media: Blogs Merit

JACOB AND THE GIANT PUMPKIN



A DREAM TAKES SHAPE AT KANSAS FIBER FARM



WINERY BRINGS SLICE OF HEAVEN TO WESTERN KANSAS



Kansas Farm Food Connection – Meet the Farmers

New Boston Creative

Julie Fiedler, Lisa Sisley, Meagan Cramer

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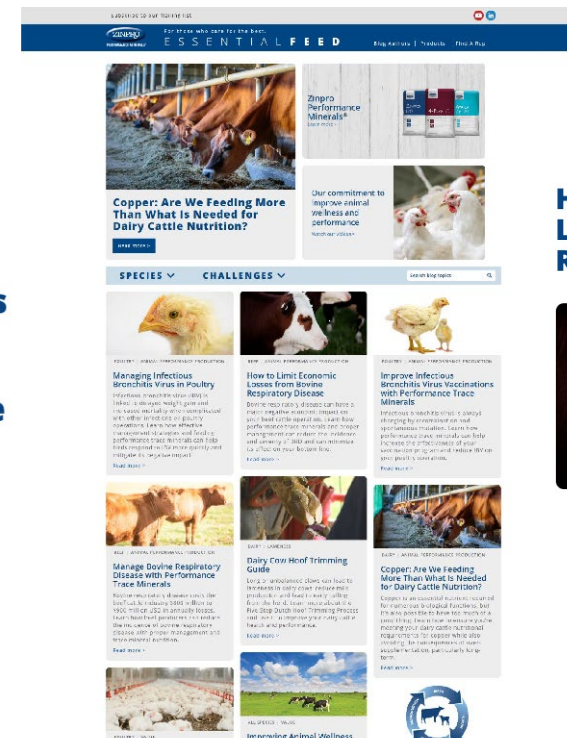
Digital & Social Media: Blogs Golden ARC Award

Zinpro Essential Feed Blog
Two Rivers Marketing
 Greg Ehm, Heather Morris



**Improve Infectious
 Bronchitis Virus
 Vaccinations with
 Performance Trace
 Minerals**

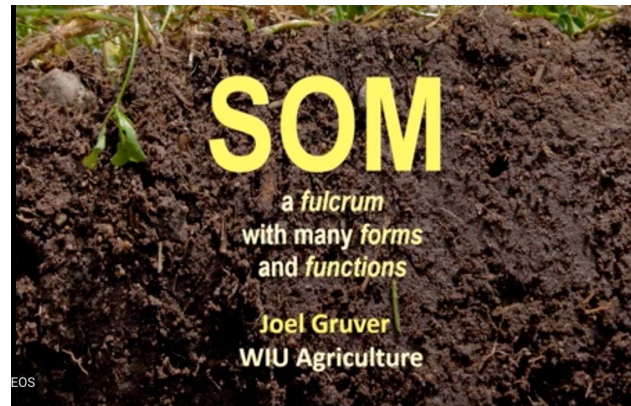
Blog Home Page



**How to Limit Economic
 Losses from Bovine
 Respiratory Disease**



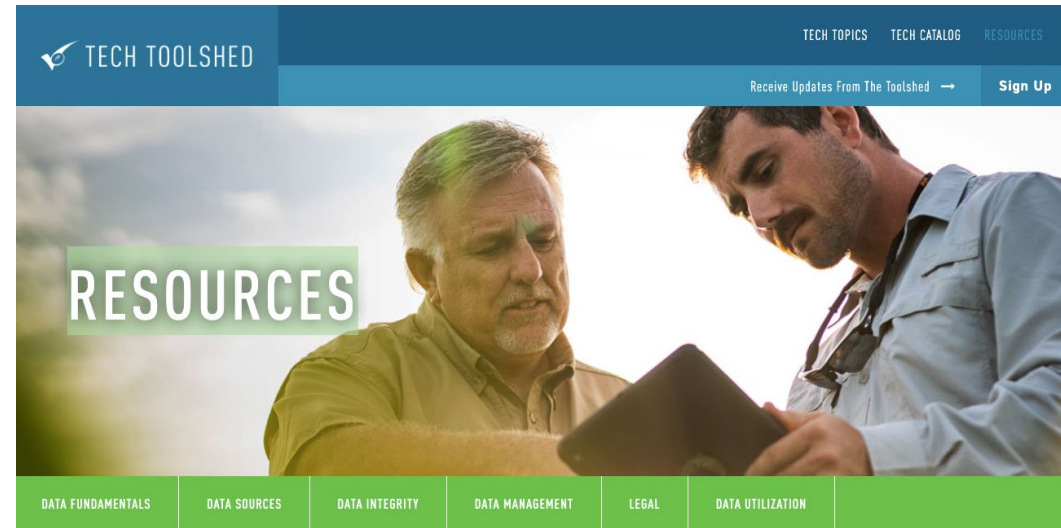
Digital & Social Media: Webinar/Web Conferencing Merit



ILSoyAdvisor Webinars
Charleston I Orwig
Karen Potratz



Digital & Social Media: Websites Golden ARC Award



United Soybean Board Tech Toolshed

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United Soybean Board

Digital & Social Media: Social Media Merit

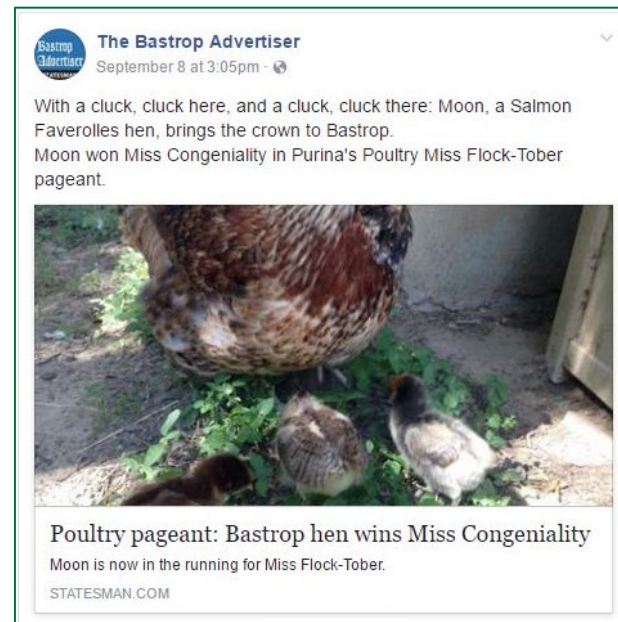
Chrissy Teigen Block Party
Ketchum

*Ashley Richardson, Mark Dresner, Sofia Therios,
Susan Coyle, Jackie Richardson*



Digital & Social Media: Social Media Golden ARC Award

Purina Flocktober *Filament*



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Digital & Social Media: Smartphone or Tablet App Golden ARC Award



SBF Connect Translation Feature
Seaboard Foods
Kristin Liepold



Video Programs Merit



Merced County Fair: Little Hands

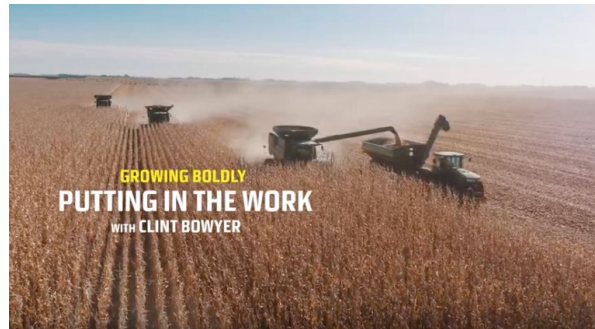
Cogent Consulting and Communications, Inc.

*James Garner, Stephanie Locher, Bryce Penney, David Sketchley,
Polly Laporte, Randi Gwilliam, Darrin Monteiro*



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Video Programs Golden ARC Award



DEKALB® Growing Boldly: Putting in the Work with Clint Bowyer

O + B | P

*Colin Pennington, Ben Bohling, Tammy Cheatham, Nicole Philips,
Randy Shryock, Kelcie Schreiber*

Direct Mailing/Direct Response Programs Merit



Rabo AgriFinance “On Target” Direct Mail
Rabo AgriFinance
Sarah Kolell, Rachel Parr

*Making New Connections
in Poultry and Swine*



We are excited to announce “On Target” a new marketing initiative designed to increase brand awareness and generate leads for you. This highly targeted direct mail piece will be sent to select poultry and swine growers, communicating that Rabo AgriFinance has the knowledge and know-how to help them stay on target and realize their growing ambition. Listed below are dates and milestones to keep in mind as we move forward.

- SHIP DATE: October 29th, 2018**
Packages will be shipped and delivered to growers the week of October 29th.
- RM CHECK-IN: November 5th, 2018**
Relationship Managers should plan on following up with their growers the week of November 5th.
- MEET UP: December 14th, 2018**
Relationship Managers should aim to have completed an in-person activity with their growers by December 14th.

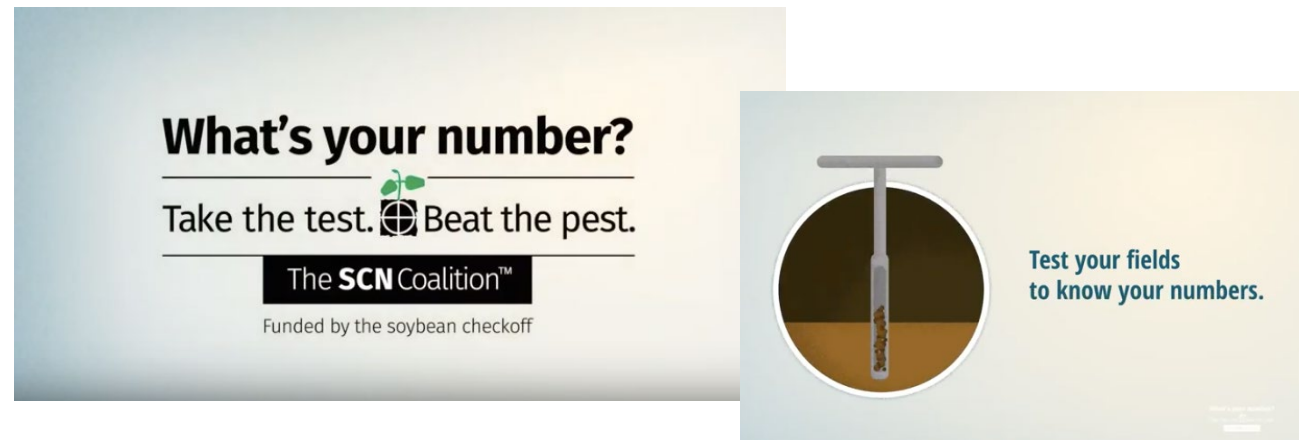


“On Target” Direct Mailer
Depending on the specific industry (poultry or swine), each grower will receive a Rabo AgriFinance branded box with a rangefinder and an invitation, personalized to each RM.



Invite and Rangefinder
The rangefinder is sent to each grower to support RMs as they make initial contact with growers. By gifting them a rangefinder, this provides RMs the opportunity to follow up with each grower inviting them to go hunting, visit a shooting range or play a round of golf.

Unique Tactics and Executions – Open Category Merit



How the Soybean Cyst Nematode problem evolved

MorganMyers

Laurie Redman-Steen, Toni Veverka, Greg Tylka, George Bird



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Unique Tactics and Executions – Open Category Golden ARC Award



Almond Growers, do the Mummy Shake!

Padilla

Carla Curle

Print Media Relations – Agricultural Audiences

[illegible]

GSI Z-Series Bins with Flexwave Technology Introduction

O + B / P

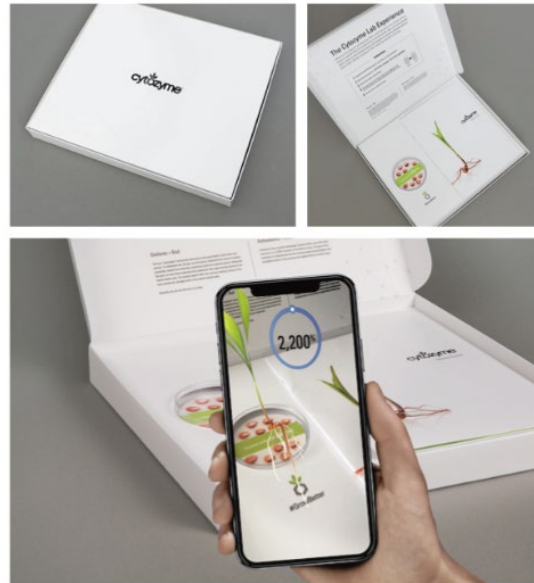
Randy Myers

Print Media Relations – Agricultural Audiences Merit

Nedap Dairy Editor Kit *Filament*



Print Media Relations – Agricultural Audiences Golden ARC Award



cytozyme
Media Guide

Cytozyme Media Kit

Archer Malmo

Allison Chen, Matt Whitaker, Ross McDaniel

Print Media Relations – Non-Agricultural Audiences Golden ARC Award



Almond Coproducts Innovation Media Tour

Porter Novelli

*Daren Williams, Danielle Veenstra, Sarah Faith, Stephanie Moore,
Sean Smith, Julia Hannon, Kate Northway, Becky Edwards*

Media Events and News Conferences Merit

Almond Food Trends Tour *Porter Novelli*

*Becky Jeffers, Kate Johnston, Harbinder Maan,
Julia Hannon, Lianne DiUbaldi*

California Almonds in the City of Angels: Food Trends Tour

Posted April 6th, 2018

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Los Angeles is considered to have a health-focused and innovative food scene fueled by locally sourced ingredients. In February, Almond Board of California (ABC) hosted a food trends tour of the City of Angels to check out some of the most unique and delicious ways chefs and product developers are using California Almonds. The tour itinerary featured stops at neighborhood coffeehouses, full-service restaurants, food halls, hidden bars, and more. Attendees even got to see urban beehives on the roof at Redbird!

From innovative takes on classic recipes, like almond-crusted chicken and waffles, to original inclusions of plant-based ingredients like Vegan Corn Almond Softserve and almond-based sauces, culinary trendsetters in Los Angeles are working with almonds in ways that embrace fresh and local produce to meet consumer demand for food that fits in with the city's lifestyle.



Media Events and News Conferences Golden ARC Award



DEKALB® Past, Present & Future Media Event

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Colin Pennington, Jennifer Stettes

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Feature Writing Merit



Preparing for the Future of Agriculture
Farm Credit East
Kristie Matuszewski




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Feature Writing Golden ARC Award

Testimony Turns the Tide on Irrigation Attitudes
Padilla
James Garner

SPOTLIGHT on Irrigation: WILL MARTIN

Capay Farms
By Almond Board of California Contributing Writer



Will Martin, irrigation specialist at Capay Farms in Grand, California, uses pressure chamber technology to ensure his water distribution system runs efficiently and effectively to achieve optimum of Almond Board of California.

The past year, Will Martin called the Golden ARC award an important question about the orchard he managed. "When and how much water do I run?"

So he decided to find out.


Since taking Orchard-based Capay Farms to irrigator superior, Martin's approach to growing almonds has been methodical. From the fundamentals, use the right tools to gather information, analyze the data collected, measure performance and adjust decisions accordingly.

Under the expertise of Martin, Capay Farms is a real-world example of a California almond orchard operating at the highest level of the Almond Irrigation Improvement Continuum. Developed by the Almond Board of California (ABC) in partnership with national and regional technical experts, the Continuum is a comprehensive manual of irrigation management and scheduling practices organized by three management levels: Level 1 (fundamentals), Level 2 (intermediate) and Level 3 (advanced).

ABC recently sat down with Martin. Continued on Page 64

62 West Coast Nut June 2018

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flow for every two inches and two inches per acre. The primary goal is to reduce labor. By having less of the system exposed, we should have fewer issues with rodents and snakes damaging our lines. The underground system is also used for frost protection, so we can take off the electric sprinkler and put on a bigger sprinkler for better frost protection, which, as you can imagine, was important this year.

64 West Coast Nut June 2018

ABC: Tell us about your experience in getting to Level 3.0 of the Continuum.

Martin: When I started there five years ago, Capay Farms was already at Level 3.0 on several irrigation practices. They were using crop transpiration rates, testing distribution uniformity of the system, using flow meters and taking soil moisture readings. However, they were operating at Level 1.0 relative to plant water status. The biggest question when I came here was "when and how much water do we run?" That led me to the pressure chamber.

ABC: What do you need to check before using a pressure chamber?

Martin: You have to look at the true fundamentals of an irrigation system. Was your irrigation system designed by an engineer? Was your pump matched to the irrigation system? When you're running water, do you have the right pressure? What's your actual distribution uniformity? If you have those things figured out, I personally go straight to the pressure chamber, it's my tool of choice. People will say it's labor intensive, but it's the one thing that tells you how the tree is handling water. The pressure chamber gives you an actual reading of how

around your trees are from irrigation. Then, using frequency and duration, you adjust your irrigation schedule to keep the trees in the "sweet spot."

ABC: What are you missing if you're not using a pressure chamber?

Martin: You are probably creating the tree by under-irrigating or over-irrigating and you're losing out on a longer growth period between irrigations. We're trying to reduce the peaks and valleys of overwatering and drying out the soil between irrigations.

ABC: What advice would you give to a grower just starting out with a pressure chamber?

Martin: Don't measure everywhere. Measure in one spot for a while and learn how to take the measurements accurately. The next critical step is to gather the information in an easy-to-use format. Use an app on my phone that complements my brand of pressure chamber. It makes data collection easy and immediately shows me the results so I can adjust our schedules for optimal irrigation. I would tell a grower that if you're going to use a pressure chamber, Continued on Page 66

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What advice do you have for other areas of the Continuum?

Martin: I would say soil moisture monitoring is a good tool. We use them and take over time. They tell you water is going and how much it is in the soil. Even with this always, we also utilize the practice, which is evaluating or based on feel and appearance.

ABC: How would you describe the return on investment associated with Level 3.0?

Martin: I put a specific number. But the benefit is creating a high growing condition for the tree in three or four years of triple pressure chamber and using it to have the most full in the orchard compared to almost irrigation management tools, a year two or three of better irrigation holding capacity.

ABC: Where to start or how your services compare to Continuum?

Martin: I would say soil moisture monitoring is a good tool. We use them and take over time. They tell you water is going and how much it is in the soil. Even with this always, we also utilize the practice, which is evaluating or based on feel and appearance.

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Editorial/Op-Ed Columns Golden ARC Award

National Cattlemen Column
Rabo AgriFinance

Don Close, Heather Stettner, Sarah Kolell



2019 Looks to be an Interesting Year

Don Close, Vice President, Animal Protein Analyst, RaboResearch Food & AgBusiness

On the risk management front, 2019 is shaping up to be a challenging year. For the 2019 production estimates, RaboResearch expects the U.S. to see substantial production increases in all species following similar increases in 2018. Several factors in play give good reason to believe demand will also be strong. 8 years of these shortages, however, do not mean that supply will be as abundant as above expectations—the market will likely see extreme volatility.

Supply-Side Production Outlook
The RaboResearch production estimates for 2019 are:

- Beef up 3%
- Pork up 3%
- Chicken up 3%

Of the three proteins, pork appears to be the most stable projection. The increase is being supported by the fact that supply will be in the new processing facilities that came on line in 2018. The recovery in Live Hog futures is also helping expectations. That only has largely been driven by the anticipation of a large increase in pork exports next year due to the spread of African Swine Fever (ASF).

Given the addition of its in-flight poultry processing facilities coming on line in 2019, it may be difficult to contain poultry production growth at 3 percent. But there continues to be widespread expectations for lower inventory in chicken sales, especially in the Asian market. This is a more important catalyst for export expansion.

Beef production is projected to be up 3 percent based on the increase of the 2019 call crop. The September Cattle on Feed report pointed at a three record number of cattle on feed. It is within reason to anticipate record or near-record cowled numbers through the remainder of the year.

Can stock at the end of the crop year now sustained for the 14th consecutive year? It is uncertain. The weather price effect is causing expectations for 2019 cattle to be up as much as three million head. Given the combination of large numbers of cattle on feed and the large seven or eight million head of calves being weaned, it is likely that the market will be a much higher challenge in the year ahead. That will come production levels to increase.

One counterweight to the likelihood of increasing carcass weights is the current and only annual of mostly poor conditions. If these conditions persist, cattle performance will be affected this year.

Demand Outlook
RaboResearch expects 2019 quarterly price forecast for Live Cattle:

Given the expected production growth, these prices are forecasted within months by the expectation of continued export growth. For 2018, worldwide beef exports are up 14 percent over 2017 levels. It was forecast for 2019, RaboResearch expects beef exports to continue to grow—specifically, to 15 percent. Through a direct rate of 8 percent, with current production levels, we are increasingly dependent on capturing a robust export gain.

The large increase at this time is the severity and extent of demand for U.S. beef. China and Japan, two of the world's largest and strongest beef markets, have been hit by the disease in China. Now do we know the risk of the disease in Japan?

So far, summer has started with little fanfare. While we continue to have drought areas in the Southern Plains and Southern Rockies, most of the rest of the U.S. has started the summer season with adequate moisture and no longer-lasting heat waves.

However, we know that if we are going to have summertime weather concerns, it will be during the hottest time of the year, July and August. The month of June sometimes will give us hints at what is to come during the second half of summer. Some trends we have observed in June are similar to the temperature patterns. The graphic below shows dry areas (brown) in the warmest areas of the central U.S. There will be a chance for drier conditions in the central states. Also, another area of concern will be the Southern Plains and Delta. Above normal rainfall is possible in the Rockies and Desert Southwest and Florida (green areas).

When it comes to temperature patterns over the next two months, we are expecting the second half of summer to bring most of the nation near normal temperatures with no persistent heat wave development.

However, there will be a few hot spots we will need to monitor. In the graphic, above, right, note the orange areas (above normal temperatures) in the central states centered on Kansas, Oklahoma and Missouri. Another hot spot will be along the west coast. While not a large area of heat, the central states are headed for

some hot days. The white areas and light yellow areas show near normal temperatures with the green and blue showing the cold spots.

While there will be hot spots this summer, we don't expect it to end up on the top 10 list of the hottest summers ever.

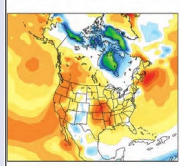
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8 NATIONAL CATTLEMEN

The Second Half of Summer

By Don Day Jr., Meteorologist

Editors Note: NCBA members can read weekly updates from meteorologist Don Day Jr. by logging onto www.NCBA.org.



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Market Matters

The Changes to Global Trade No One's Talking About

By Don Close, Vice President, Protein Analyst, RaboResearch Food & AgBusiness

Trade issues are sucking all of the oxygen out of the room. While all the attention is currently focused on U.S. trade policy and trade agreements, I think there is a second transition underway that will likely have bigger and longer-lasting effects: the changing industry conditions in the U.S. and India.

In the U.S., the changes underway are the escalating improvement in beef quality grades and the growing percentage of domestic production going into exports. The percentage of choice and prime carcasses are running between 75 and 80 percent, a 20 to 25 percent increase in the last 10 to 12 years. While I suggest there are natural limits on the percentage of choice and better carcasses, trend line improvements point to even more improvement to come. The cattle are simply that much better and getting better. At this time grading rates are at the seasonal low as cattle supplies have transitioned into new crop calves in the slaughter mix. Expectations are that grading rates will climb back toward the 80 percent level in the second half of 2018.

The other dynamic change in the U.S. is the percentage of production going for exports. 2017 was a record year with exports as a percentage of production at 11.06 percent. Never before had exports as a percentage of production been on top of 10 percent on an annualized basis. Year-to-date exports as of April were 11.98 percent of production, and that percentage should increase during the second half of the year.

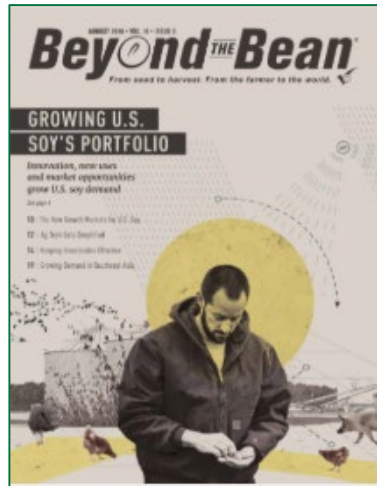
The bottom line is the quality of U.S. beef is getting measurably better and the percentage of production going exported is at levels never seen before. The U.S. and North America collectively is the global source for quality and ultra-high quality beef. All indicators are that both of these measurements will continue to grow.

The second game changer in global beef trade is that India's growing exports of carabeef (water buffalo) are expanding. In 2017 and 2018 India topped Brazil as the world's largest beef exporter. Export destinations for Indian carabeef are the Middle East, Southeast Asia and Africa with some discussion of exports to Russia.

Here are some facts about the Indian market:

- India has a human population just short of 1.4 billion people, 80 percent of whom are Hindu and dependent on dairy products for their animal protein.
- More than 50 percent of India's dairy production is thought to be from water buffalo.
- The processing of water buffalo is legal while processing of bovine is illegal.
- The average Indian dairy farm has two to three cows, and a mega commercial dairy is no bigger than 200 head.
- The attraction of milking water buffalo is that their milk has a higher butterfat content than dairy cows, plus the dairies can sell the used cows and make offspring.
- As the country's population grows, and the economy develops, India's demand growth in dairy is expected to continue for the next 10 years.
- Why does India's dairy developments matter when we're discussing North America's improving cattle quality and growing dependence on exported India's growing carabeef production is growing as a byproduct of increasing demand for domestic dairy product. That growth curve is expected to continue for another 10 years and is expected to become increasingly disruptive in the global market for value-driven, commodity-focused markets. A perfect example is how the acceptance of carabeef in Indonesia is disrupting the conventional flow of feeder cattle from Australia to Indonesia. This disruption is causing a regional backlash of feeder cattle in northeastern Australia.
- At the same time, the U.S. will become increasingly prevalent as the global supplier of quality and ultra-high-quality product. That is expected to grow as the global economy develops and global customers become more familiar with quality product.
- There are 10 countries that account for 92 percent of global beef trade. While the U.S. commands control of the quality and ultra-high quality market, India is becoming increasingly important to the commodity end of the spectrum. That leaves the remaining eight countries—Brazil, Australia, New Zealand, Canada, Paraguay, Uruguay, the EU and Mexico—with the dilemma: "Are they going to cut as many costs as possible and compete for the commodity market space, or are they going to pull out all the stops and provide the required cattle quality and grading documentation to compete in the quality and ultra-high-quality market?" I believe they will continue to grow back and forth on the spectrum, depending on market conditions.

Print Publications: Magazines and Newspapers Merit



United Soybean Board – Beyond the Bean

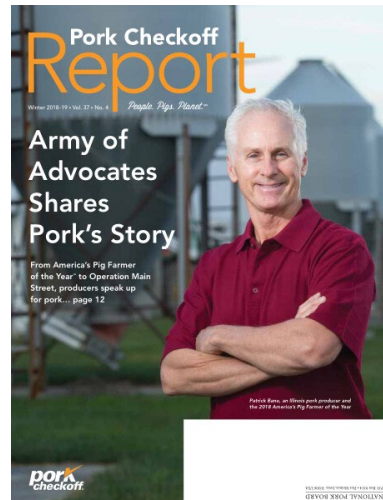
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United Soybean Board

Print Publications: Magazines and Newspapers Golden ARC Award

Pork Checkoff Report
National Pork Board

Kevin Waetke, Jan Jorgensen, Chris Oldt, Dan Masini



Print Publications: Single-Issue Publications Merit



Food and Farm Facts Junior
American Farm Bureau Foundation for Agriculture
Christy Lilja, Philip Gerlach

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Print Publications: Single-Issue Publications Golden ARC Award



Kansas Farm Bureau Centennial Publication
 Kansas Farm Bureau
 Sandi Cowdin, Joyce Burnett

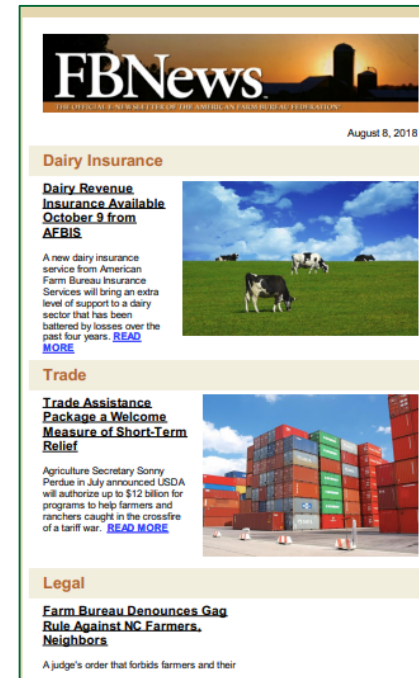
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Print Publications: Newsletters Golden ARC Award

FBNews e-newsletter
American Farm Bureau Federation
Erin Anthony

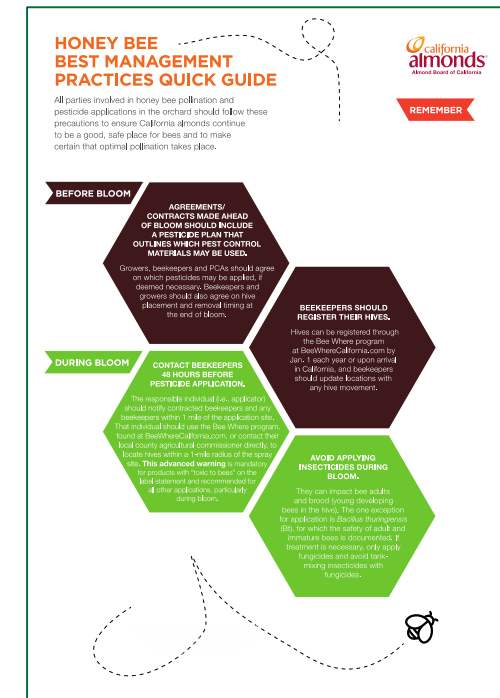


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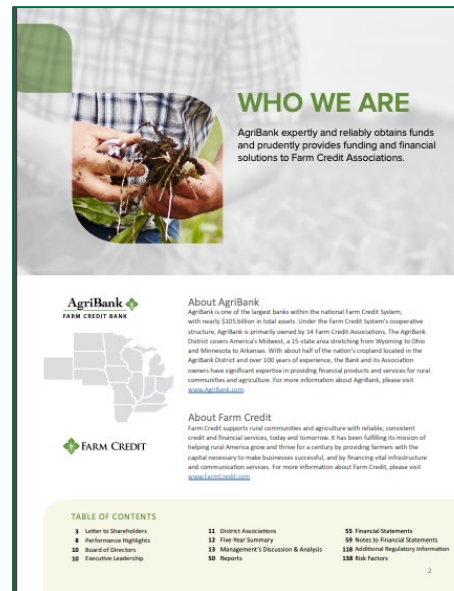
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Collateral/Literature Golden ARC Award



Protecting our Pollinators – Honey Bee BMPs
Padilla
Carla Curle

Annual Reports: Non-financial annual reports Golden ARC Award



Focus on Fundamentals: AgriBank Annual Report

Padilla

Carrie Young



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-CAMPAIGNS-

Organization or Corporate Reputation Golden ARC Award



Big Idaho Potato Truck

Evans, Hardy + Young

Dennis Hardy, Sue Kennedy

Open Category Merit

Launching the SCN Coalition

Morgan Myers

Laurie Redman-Steen, Max Wenck, Toni Veverka, Jill Kahn, Becca Schwartz, Samuel Markell, Greg Tylka, George Bird, Albert Tenuta





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Public Affairs Golden ARC Award

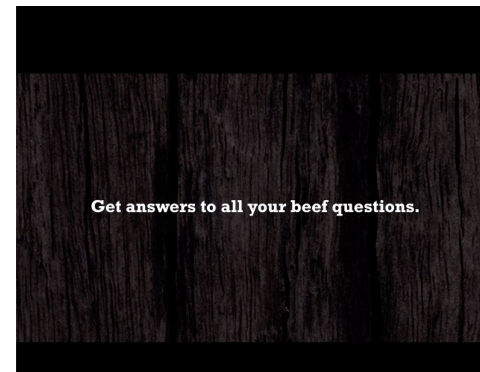
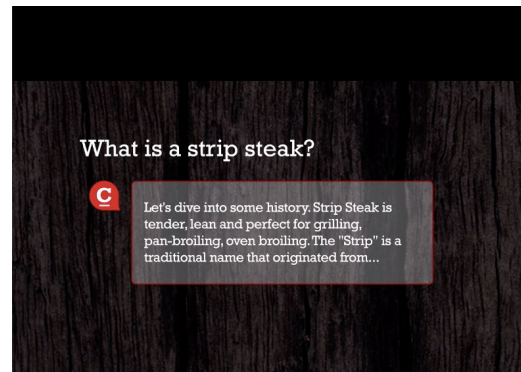


Seeding Support for Farm and Food Interests – A Greater Minnesota with Padilla

Padilla

John Himle

Marketing Communications for Non-Ag Audiences Merit



Chuck Knows Beef Virtual Assistant Revolutionizes The Beef Shopping Experience

National Cattlemen's Beef Association

*Season Solorio, Alisa Harrison, Meghan Pusey, Bridget Wasser,
Jennifer Tillis, Sarah Reece, Hillary Makens, Jeff Florence*

Marketing Communications for Non-Ag Audiences Golden ARC Award



American Egg Board: The Incredible Egg Dishes Up its Versatility Super Power Ketchum

Sofia Therios, Ashley Richardson, Marc Dresner, Susan Coyle, Jackie Richardson

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Agricultural Image Merit



Meet America's Real Pig Farmers
National Pork Board

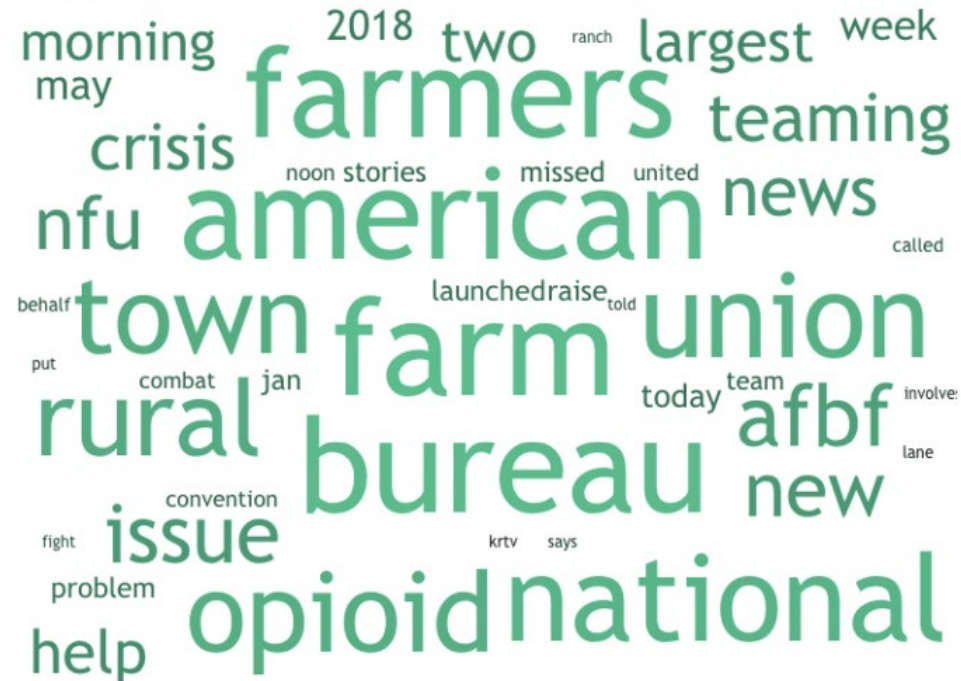
Claire Masker, Kevin Waetke, Laura Plumb



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Internal Golden ARC Award

WORD CLOUD



Farm Town Strong: Overcoming the Rural Opioid Epidemic

American Farm Bureau Federation

Ray Atkinson, Will Rodger, Mace Thornton, Matt Perdue, Andrew Jerome

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Corporate Social Responsibility and Sustainability Merit



National Pollinator Week road trip: Itinerary at a glance

Day 1: Texas Austin	Day 2: Oklahoma and Kansas Stillwater, Oklahoma	Day 3: Kansas Mayetta	Day 4: Iowa Slater	Day 5: Minnesota Stanton
<ul style="list-style-type: none"> Met with Dennis Markwardt, Vegetation Management Director, TxDOT Maintenance Visited Lady Bird Johnson Wildflower Center 	<ul style="list-style-type: none"> Visited Oklahoma State University roadside mowing research plots and research range with Kristen Baum, Professor, Department of Integrative Biology; Sam Fuhlendorf, Professor, Natural Resource Ecology & Management; and Dennis Martin, Professor, Turfgrass and Roadside Vegetation Management 	<ul style="list-style-type: none"> Met with Rob Christie, Golf Course Superintendent, at Firekeeper Golf Course 	<ul style="list-style-type: none"> Met with Dean Grossnickle, Syngenta Agronomy Service Representative, at the Syngenta Grow More Experience Site 	<ul style="list-style-type: none"> Met with Ravi Ramachandran, Head of the Syngenta Seedcare Institute, at the Syngenta Seedcare Institute; hosted Brownfield Ag Network broadcaster Mark Dorenkamp
<p>Salado</p> <ul style="list-style-type: none"> Met with Jodi Wheatley, Public Information Officer, TxDOT Waco District, at Bell County Safety Rest Area, which features landscaped pollinator habitats 	<p>Lawrence</p> <ul style="list-style-type: none"> Met with Chip Taylor, Founder of Monarch Watch, at Kansas State University, and visited first Monarch Waystation 	<p>Olathe</p> <ul style="list-style-type: none"> Visited Pollinator Prairie 	<p>Ames</p> <ul style="list-style-type: none"> Visited Iowa State University prairie reconstruction and oxbow research sites with Steven Bradbury, Professor, Natural Resource Ecology & Management (and former EPA senior executive) 	<p>Peterson</p> <ul style="list-style-type: none"> Met with Tim Dahl, Syngenta Agronomy Service Representative, at his family farm with 12 acres of habitat
<p>Wichita, Kansas</p> <ul style="list-style-type: none"> Met with Laura Mendenhall, Biologist, U.S. Fish & Wildlife Service, at McConnell Air Force Base 			<p>St. Paul</p> <ul style="list-style-type: none"> Met with Aaron Irber, a University of Minnesota inst- 	

National Pollinator Week Road Trip
G&S Business Communications
 Ann Bryan, Karyn Ostrom, Casey Parrett



Corporate Social Responsibility and Sustainability Merit



Celebrating Hams Across America 2018

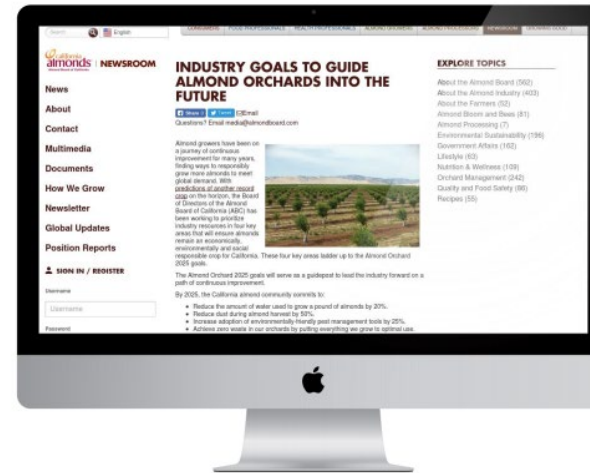
National Pork Board

Kevin Waetke, Claire Masker, Laura Plumb



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Corporate Social Responsibility and Sustainability Golden ARC Award



Turning the Invisible into the Visible: Launching the Almond Orchard 2025 Goals

Padilla

Tina Charpentier



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Congratulations

**Golden ARC Winners
and Merit Winners**



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Golden ARC de Excellence



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Previous Golden ARC de Excellence Winners

- 2018: “‘Beef. It’s What’s for Dinner.’ Rebranding campaign,” from National Cattlemen’s Beef Association,
- 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 Cattlemen’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



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Public Affairs Golden ARC de Excellence



Seeding Support for Farm and Food Interests – A Greater Minnesota with Padilla

Padilla

John Himle

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THE VISION

Minnesota farmers and food producers are vital to the state's economy and well-being. We have a plan to protect and grow Minnesota's farm and food economy. Learn more about our plan to elevate Minnesota's position as a leading food and agriculture state.



DISCOVER

Do you want to know where Minnesota legislative and gubernatorial candidates stand when it comes to Minnesota's food and agriculture issues? See how candidates for governor and state legislature responded to our vision and plan to elevate Minnesota farms and food.



GET INVOLVED

We need you. Your vote matters. Your support is critical in helping to ensure the state elects officials that will work to better Minnesota farms and food. Learn more about how you can help #ElevateMN food-, farming- and agriculture-related sectors.

Seeding Support for Farm and Food Interests – A Greater Minnesota with Padilla

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Facebook Ad Results



- 36,536 paid social clicks
- 0.91% paid social engagement rate

Programmatic Ad Results



- 1,928 total clicks
- 900K+ total impressions
- 0.21% click through rate

Key Earned Media Placements

Link to article:
<https://bit.ly/2VPYm9i>



Facebook Post Examples

Twitter Post Examples



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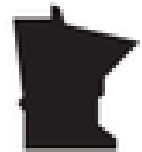
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NO. 1

Minnesota is the nation's No. 1 producer of turkey and No. 2 producer of pork.

United States Department of Agriculture



**FARM &
FOOD MN**



WE HAVE A VISION TO MAKE MINNESOTA ONE OF THE NATION'S LEADING FOOD AND AGRICULTURE STATES.

400K

Minnesota farms and food producers account for nearly 400,000 jobs, according to the Minnesota Department of Agriculture.

United States Department of Agriculture

2,350

There are more than 2,350 food companies in Minnesota. In fact, six of the world's top 30 food companies are headquartered in Minnesota.

University of Minnesota report

Seeding Support for Farm and Food Interests – A Greater Minnesota with Padilla

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Congratulations

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2019 Golden ARC Awards Ceremony

Kansas City, MO / June 20, 2019