



Golden ARC Awards

2020 Ceremony



About the Golden ARC Awards

- Contest 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

Content

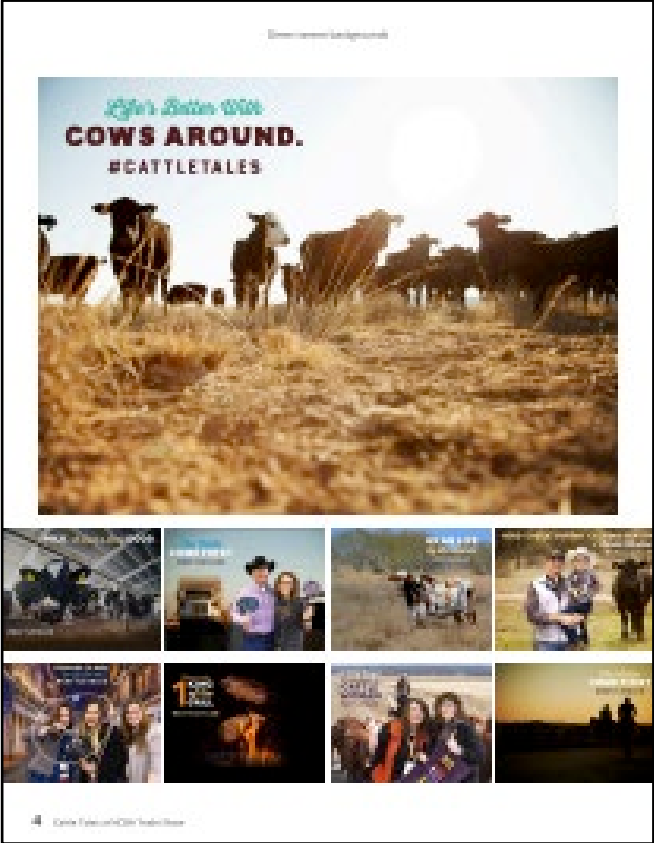
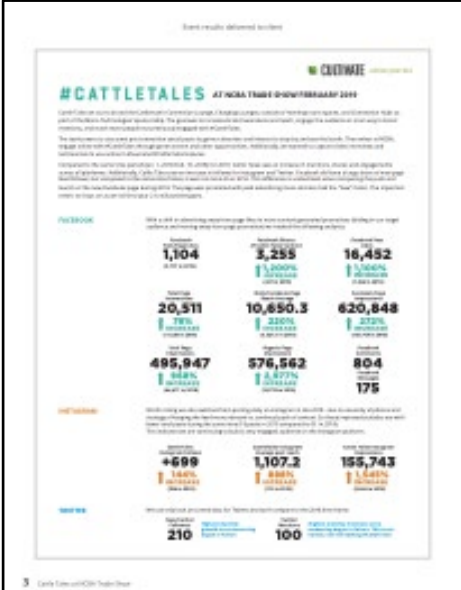
- Tactics
- Campaigns
- Golden ARC de Excellence



TACTICS



Special Events Merit



Cattle Tales at NCBA Cultivate

Anne Kimmey, Katy Kemp, Katie Johnson, Josh Smith



Special Events Golden ARC Award

The Big Idaho Potato Hotel Makes Headlines Around The Globe

Idaho Potato Commission · Produced · August 14, 2019



Eagle, Idaho - From ABC-TV's popular morning show, Live with Kelly and Ryan to People magazine to USA Today, the Big Idaho® Potato Hotel made international news within hours of its launch on Earth Day.

Eight years ago, the 6-ton potato created by the Idaho Potato Commission (IPC) made headlines when it rolled out of Boise on a flat-bed trailer with a mission to promote Idaho's most famous agricultural commodity, the Idaho® potato. After logging more than 200,000 miles on America's highways and byways, it was time to retire the famous spud. A member of the Tater team that traveled with the Big Idaho® Potato Truck for two years, Kristie Wolfe, ingeniously transformed the sturdy tuber into a cozy Airbnb. It's now permanently planted on an expansive field in South Boise with breathtaking views of the Owyhee Mountains.

"The Big Idaho® Potato Hotel allows people to experience Idaho in a unique way," said Frank Muir, President & CEO, IPC. "The IPC was happy to let Kristie convert a hallmark of the Idaho® potato brand into a permanent destination that can be enjoyed by visitors from all over the world."

The Big Idaho® Potato Hotel has generated close to one billion media impressions to date, and the media still can't stop talking about it! Highlights from the launch include:

- Coverage on more than 100 local TV stations
- Pick up in 27 countries outside the U.S. including: Australia, Brazil, Canada, England, Finland, France, Ghana, Germany, India, Indonesia, Ireland, Italy, Korea, Mexico, Netherlands, New Zealand, Peru, Philippines, Poland, Portugal, Russia, Saudi Arabia, Scotland, Singapore, South Africa, Spain, and Vietnam
- Featured in over 800 news articles including US Weekly, Travel & Leisure, Fast Company, New York Post and NPR
- A slew of creative descriptions including:
 - "House of Carbs" — The Irish Post
 - "New 'Spud-Tacular' Airbnb Rental" — KUNA-TV Online
 - "Carb lovers rejoice!" — People magazine
- Inclusion in People magazine's "5 Things We're Talking About" page alongside Bradley Cooper and Lady Gaga, Game of Thrones and The Avengers
- A multi-post Instagram story by supermodel Bella Hadid who has over 24 million followers
- \$1 million value in advertising equivalent!

If you're wondering what happened to the Big Idaho® Potato Truck, it's still on the road turning heads. The new potato it's hauling is made of fiberglass, which will last for many years.



Big Potato 2.0 (on truck) meets Big Potato 1.0. Side-on right is the Potato Hotel bathroom.



*Idaho Potato Hotel
Evans, Hardy + Young
Sue Kennedy, Frank Muir, Dennis Hardy*

BOISE, IDAHO Big Idaho Potato Hotel

When in Idaho, sleep in a giant potato.

[SUGGEST AN EDIT](#) [ADD PHOTO](#)



The entrance to your humble abode. BIG IDAHO POTATO/USED WITH PERMISSION

Consider the potato. A lowly tuber, it has fed the world, sprouting roots in the most hostile of soils and filling the emptiest of bellies with a satisfying, starchy meal. Now, consider the Big Idaho Potato Hotel. Like its namesake crop, this six-ton steel, plaster, and concrete structure has taken root in unlikely ground—400 acres of farmland 20 minutes outside of Boise—and promises shelter to intrepid vacationers.

Top Places in Boise

Discuss in our Forum

Ask questions about this place before you go or share your travel experiences.

BOISE, IDAHO

Old Idaho State Penitentiary
43.6922, -116.1822

BOISE, IDAHO

The Basque Block
43.6187, -116.2819

BOISE, IDAHO

The Block Cliffs
43.5950, -116.8929

[SEE MORE THINGS TO DO IN BOISE](#)

From its realistic, brownish-gray, lumpy exterior to its spotless white-plaster-and-Millennial-pink interior—complete with AC, a custom-built bed, and lifetime bragging rights—the Potato Hotel provides cozy digs to curious couples.

It all started, as so many great things do, with a clever marketing ploy. While Idaho supplies almost a third of the United States' potatoes, in 2012 the state's Potato Commission, knowing it couldn't rest on its laurels (or is it spuds?), commissioned the construction of a giant, hollow, fake tuber as the centerpiece of its 75th anniversary celebration. Borne on the back of a massive red truck, the 28-by-12-foot tater that could have been supposed to have a year-long tour. It ended up traveling the country for seven years, finally retiring in 2019. (Perhaps its only regret is that it didn't meet Lou the enormous traveling latifé on the way.)

Upon the spud's retirement, Kristie Wolfe knew that its best days were yet to come. A tiny home builder and Potato Commission employee who had accompanied the potato on its grand tour, Wolfe sensed its inner potential. Armed with the giant replica tuber, a 400-acre farm, home renovation skills, and the blessings of the Potato Commission, Wolfe transformed the castoff carb into a cozy getaway. The complex is complete with a nearby silo-cum-spa-bathroom, including a working fireplace, and is now available for rent.

"We knew this would be something that folks would get a kick out of," Potato Commission CEO Frank Muir told the *Idaho Statesman*. "No one could predict it would be worldwide interesting." But indeed it was. Once more, it seems, gratitude goes to the humble potato for bringing the world together in a great global sisterhood of spud.


Know Before You Go

The Big Idaho Potato Hotel is available for rent for \$200 a night, plus taxes and fees, on Airbnb.



Digital and Social Media: Podcasts/Audio Merit

Row Crop Episodes



Hosted by Randy Koenen, Good to Grow podcast row crop episodes focus on sharing best practices with growers in the Heartland.


FMC GOOD TO GROW

Growing Through Crop Conversations.

The FMC Good to Grow podcast is dedicated to exploring the latest trends and challenges in specialty and row crop management. We're bringing you the expertise, agronomic tips and best practices to help make the most of your growing season.

[LEARN MORE](#)

Specialty Crop Episodes



Hosted by Taylor Hillman, Good to Grow podcast specialty crop episodes feature insights to help fruit, tree nut and vegetable growers make the most of each season.

Growing Through Crop Conversations: FMC Good to Grow Podcast FLM Harvest

Lisa Homer, Abby Emch, Charlie O'Brien, Dana Schimmel, Deanna Baisden, Jeremy Peterson, Jordan Nelson, Matt Lunneborg, Maddie Spott, Molly Novotney, Stephanie Loch



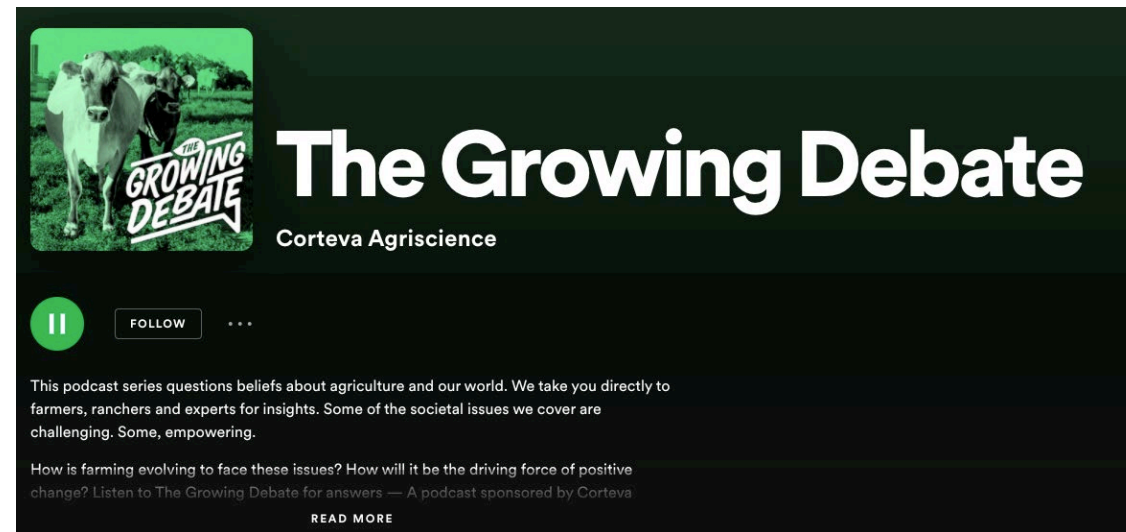
Digital and Social Media: Podcasts/Audio Merit



Fastline Fast Track
Fastline Marketing Group
Brent Adams



Digital and Social Media: Podcasts/Audio Golden ARC Award



The Growing Debate from Corteva Agriscience

Bader Rutter

Kacey Birchmier, Andrea Larson, Jim Jodie, Ashley Schaible



Digital and Social Media: Video Merit



United Soybean Board: Just Keep Watching Us

OBP Agency

United Soybean Board/OBP Agency



Digital and Social Media: Video Merit



These are the Heroes Who Nourish: Feeding Intelligence

Padilla

Lynda Michielutti, Amy Jensen



Digital and Social Media: Video

Golden ARC Award

Almond Orchard 2025 Goals

- Launched by the industry for the industry, these goals are not only a guidepost of continuous improvement for the industry to work toward daily, but also a message to a watching world that the California almond industry is responsible, sustainable and dedicated to providing a healthy, safe product to consumers worldwide.
- The Almond Orchard 2025 Goals build off decades of previous achievements and are a tangible example of the California almond community's commitment to continuous improvement.
- Released in December 2019, the [Almond Orchard 2025 Goals Roadmap](#) outlines the almond community's continuous improvement journey in each of the goal areas as well as metrics that the industry's progress will be measured against.
- Learn more at Almonds.com/Goals



More Crop Per Drop

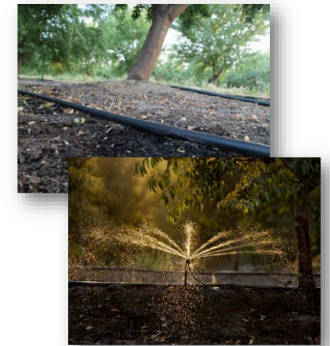
California Almond farmers are leading adopters of efficient irrigation technologies.

- Over the past 20 years, almond farmers have improved their water use efficiency by 33%, producing more crop per drop.¹
- 87% of farmers practice demand-based irrigation instead of using a fixed schedule.²
- Almond farmers use efficient micro sprinkler or drip irrigation at nearly 2 times the rate of farmers statewide.³

¹ University of California, UC Drought Management, Feb. 2010, Food and Agriculture Organization of the UN, FAO Irrigation and Drainage Paper 66, 2012, Almond Board of California, Almond Almanac 1990-94, 2000-14

² California Almond Sustainability Program, Aug. 2017

³ California Department of Water Resources, California Water Plan Update 2013: Volume 3, Chapter 2.



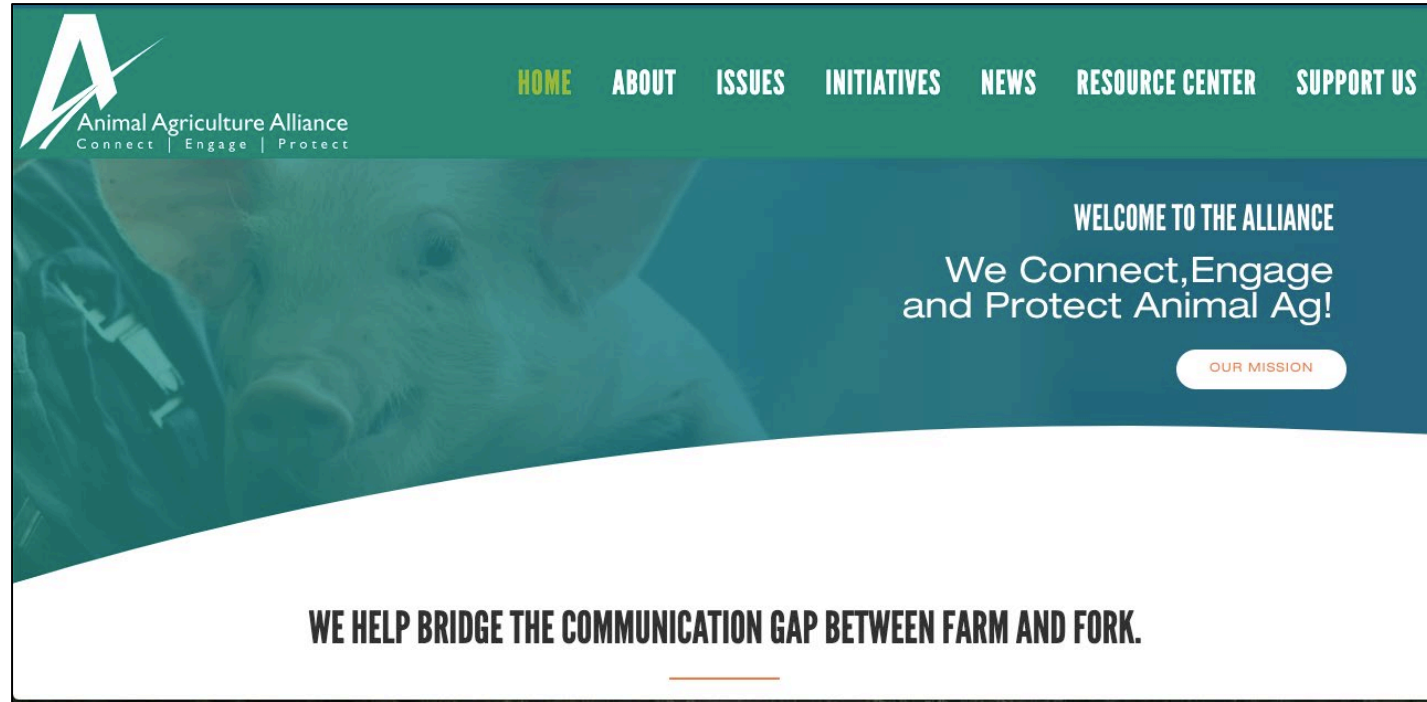
Keep It Simple Spencer!

The Almond Board of California

Spencer Cooper, Ashley Knoblauch, James Garner



Digital and Social Media: Websites Merit



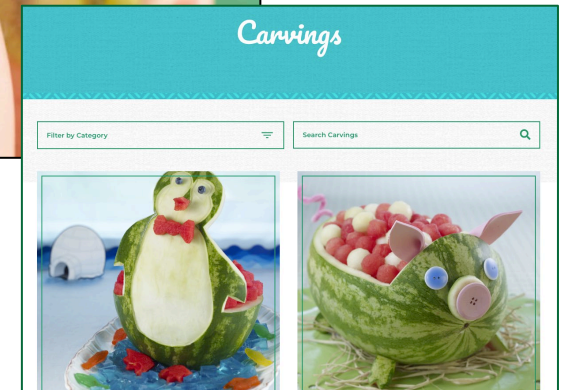
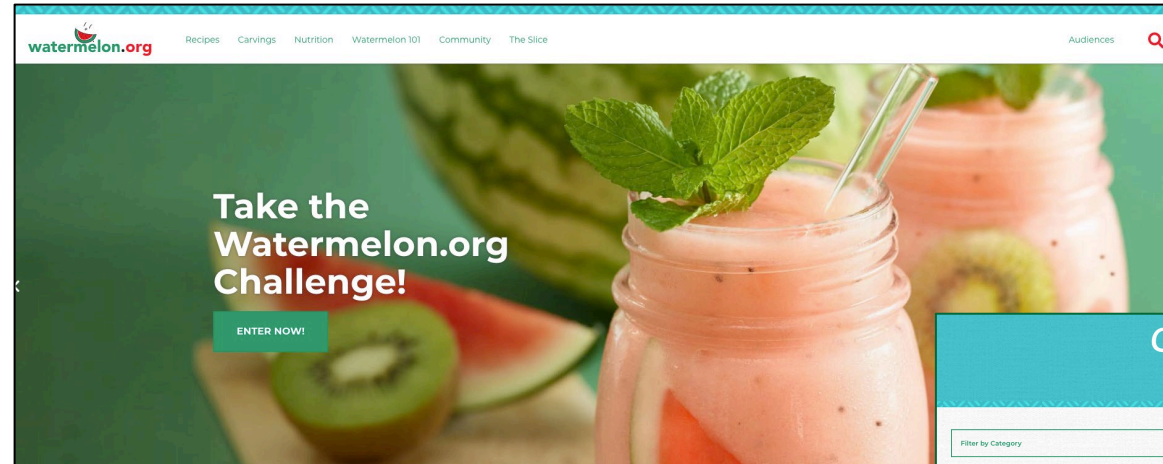
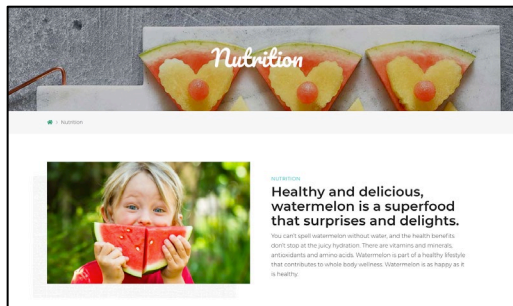
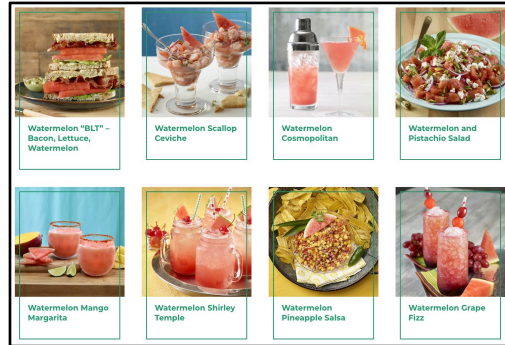
Animal Agriculture Alliance Website

Animal Agriculture Alliance

Casey Kinler



Digital and Social Media: Websites Golden ARC Award



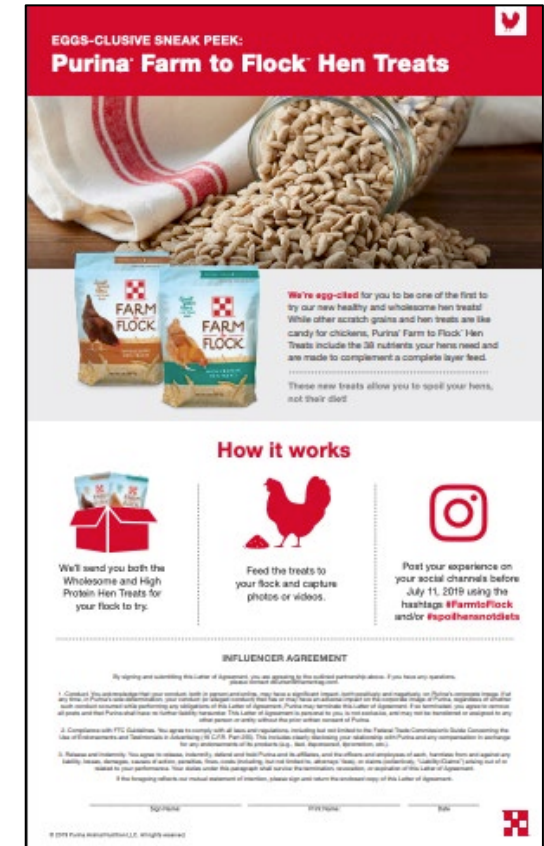
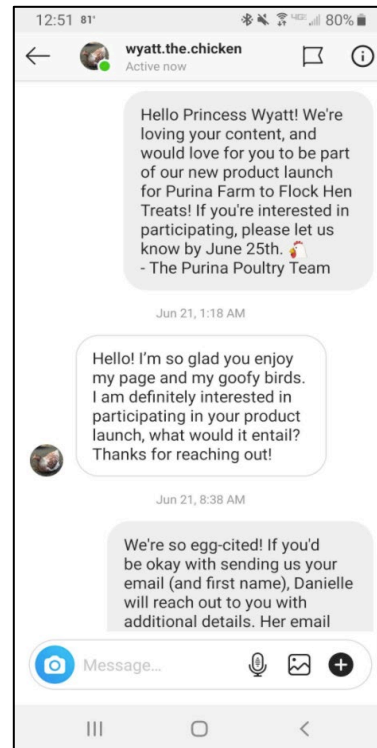
National Watermelon Promotion Board Website Build & Redesign

FLM Harvest

Adriane Rippberger, Matt Lunneborg, Justin Peterson, Jeremy Peterson, Laima Manomaitis, Naomi Mortensen



Digital and Social Media: Social Media Merit



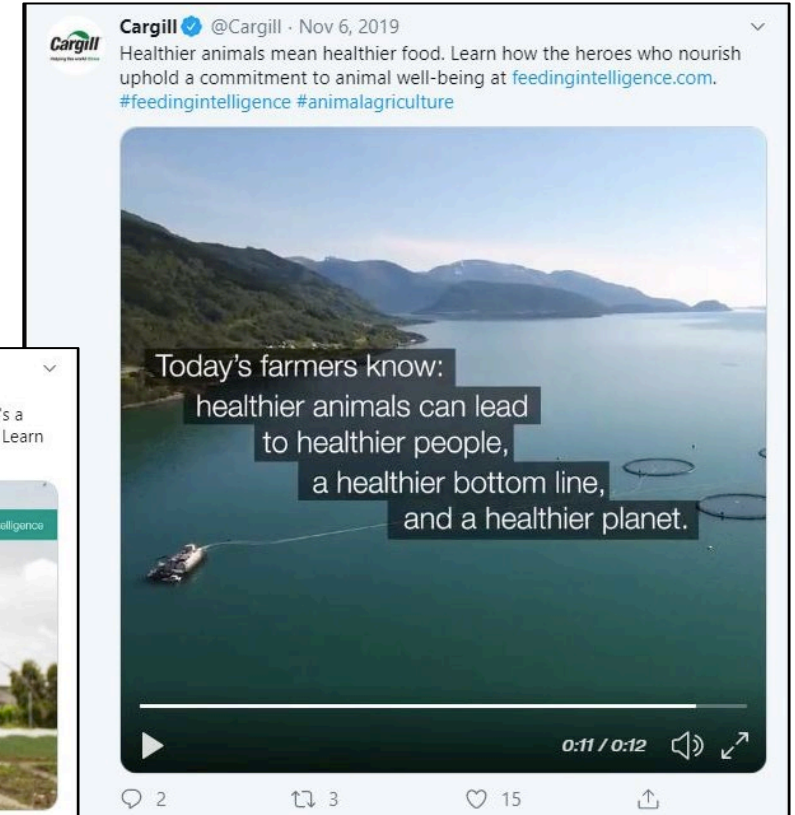
Purina Animal Nutrition Hen Treats Influencer Campaign

Filament

Jeff Hoffelt, Teyanna Marx, Danielle Burken, Chad Wethal, Tina Ilstrup



Digital and Social Media: Social Media Merit



Celebrating the Heroes Who Nourish: Feeding Intelligence

Padilla

Lynda Michielutti, Amy Jensen



Digital and Social Media: Social Media Golden ARC Award



*Moo Lab Social Media
FLM Harvest*

Heidi Nelson, Ashley Althoff, Trista Cady, Jordan Nelson, Katelin Spradley, Madi Kurvers



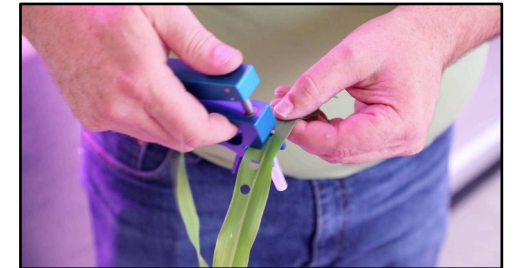
Digital and Social Media: Smartphone or Tablet Application Golden ARC Award



My American Farm STEM App
America Farm Bureau Foundation for Agriculture
Daniel Meloy



Video Programs Merit



Introducing the Nampa Trait Conversion Accelerator

G&S Business Communications

Chris Tutino, Brad Bremer



Video Programs Golden ARC Award



The team developed the video series as follows:

Video 1: [Why Reducing Your Dust During Harvest Matters](#) served as an introductory video that explained the Almond Orchard 2025 Goals and focused on the community impacts and importance of responsible growing practices in almond orchards.

Video 2: ["Why Keeping Your Orchard Floor Clean Will Save You Time and Money"](#) encouraged growers to implement best pre-harvest practices that would save time and money during the harvest process such as removing debris, leveling orchard floors and filling in holes.

Video 3: [Five Recommendations to Reduce Dust Using Sweeper Equipment](#). This video discussed the importance of using updated equipment and efficient harvesting methods to reduce the amount of dust produced when sweeping almonds into rows during harvest.

Video 4: [Five Recommendations to Reduce Harvest Dust Using Pickup Equipment](#). Similar to Video 3, this video provided best practices to reduce dust when picking up almonds from the orchard floor during harvest.

Almond Board of California Harvest Dust Video Series

AC&C Marketing

Ali Cox, Jenny Nicolau



Unique Tactics and Executions – Open Category Golden ARC Award

The Big Idaho Potato Hotel Makes Headlines Around The Globe

Idaho Potato Commission | Produce | August 14, 2019



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A giant (fake) potato in Idaho has been turned into an Airbnb, and you can rent it for \$200 a night

Rachael Hodel | Apr 24, 2019, 2:26 AM



The Big Idaho Potato Hotel is rentable through Airbnb. ©Chris Kinsinger/SP Images for Idaho Potato Commission

RoadsideAmerica.com



The Big spud beckons. Small plants around the base are, of course, potatoes.

Big Idaho Potato Hotel

Field Review by Rachael Hodel

Orchard, Idaho

One of the oddest things about the extremely odd Big Idaho Potato Hotel is that its creator, Kristie Mae Wolfe, conceived of it not as a classic roadside attraction -- such as the **Wigwam Motel** -- but simply as a snug, quirky place to spend the night.

"I know that I would like it," said Kristie, who is known for building and living in tiny homes. She attributed her infatuation to her intimate familiarity with the giant potato, having traveled around the country with it for two years as a "Tater Team" ambassador for the Idaho Potato Commission. Would other people like it? Kristie wasn't sure.

The Potato was built in 2012, not by Kristie, but by fellow Idahoans Chris and Shariyn Schofield. It was the brainchild of the Idaho Potato Commission: a **traveling billboard** -- potatoes are the Idaho state vegetable -- hauled around the Lower 48 on a semi-trailer. The Russet Burbank potato is big -- 28 feet long, 12 feet wide and high -- and the Schofields built it strong to withstand the rigors of the road, out of six tons of steel, plaster, and cement.



Big Potato 2.0 (on truck) meets Big Potato 1.0. Side-on-right is the Potato Hotel bathroom.



Tater interior, designed and built by Kristie Mae Wolfe.

owned south of Boise. She was handed the keys. Frank Muir, CEO of the Commission, said that seeing a giant potato at a museum would be okay, but that spending the night inside a giant potato would be a better way for travelers to "experience Idaho."

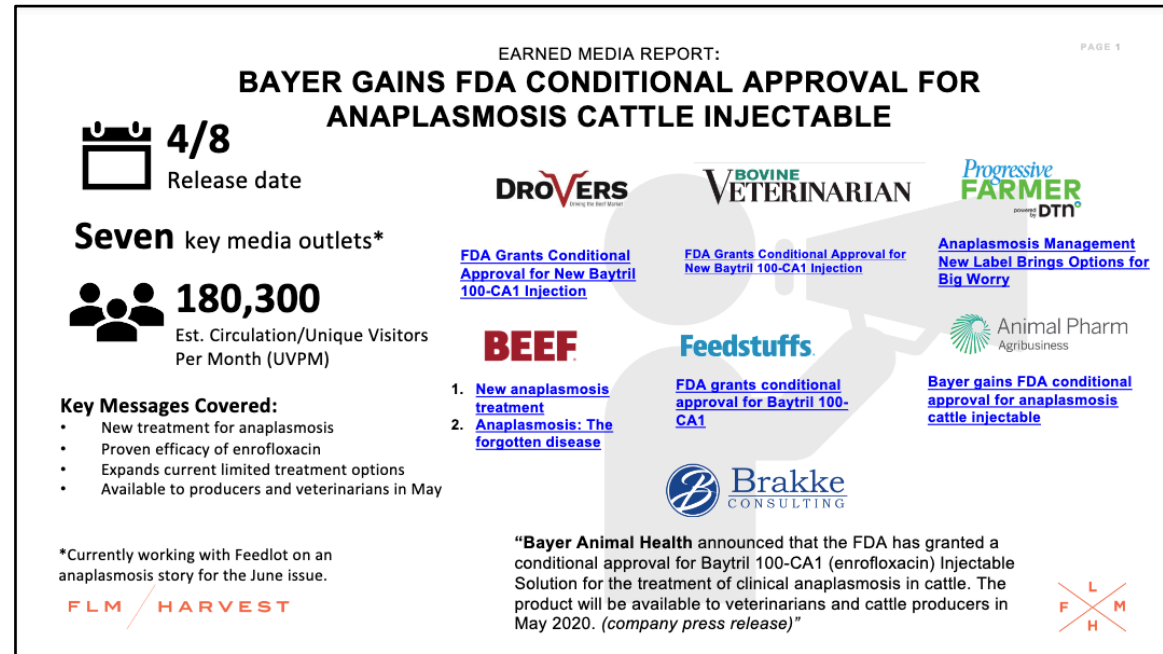
Kristie, doing all the work herself, sealed the interior with eight inches of potato-white spray foam insulation, built a floor and furniture, installed electricity, plumbing, heat and air conditioning, and a beverage cooler. The Potato, despite its size, was still too small for a bathroom, so Kristie built one in an adjacent grain silo. There are no windows in the Potato ("It's pitch black if you don't have the lights on," Kristie said) and since the door is closed to whatnats are sealed from the outside world. "It doesn't really feel claustrophobic," said Kristie, who lived in the Potato for several weeks to identify and fix any problems. "The ceiling is high and everything is light and bright. It's kinda like a cocoon."

Kristie had built other exotic:

*Idaho Potato Hotel
Evans, Hardy + Young
Sue Kennedy, Frank Muir, Dennis Hardy*




Print Media Relations – Agricultural Audiences Merit



Baytril 100-CA1 Product Launch

FLM Harvest

Deron Johnson, Julie Lux, Raven Hubbard, Brooke Henders, Megan Ramaker, Lauren Baker, Hannah Mezera, Dana Schimmel, Lucy Steinmann



AGRONOMY ALERT

To schedule interviews with your local *Mycogen Seeds* commercial agronomist about tips to harvest high-quality silage, contact Sarah Petersheim.

Set Up Late-Planted Silage Corn for a Strong Finish
Three Tips to Make the Most of a Short Season

INDIANAPOLIS, Aug. 13, 2019—Silage corn is racing to maturity before the first hot strikes. Excessive rainfall caused delayed planting and, compared to a normal growing season, much of the silage corn crop is behind schedule. The late start compounded with concerns of an early frost could make the season even shorter. Dairy producers may be concerned about harvesting a lower-quality and lower-yielding silage product due to the late season.

"We need all of the warm weather we can get to accumulate growing degree units for the crop to mature normally with good quality," said Jon Erickson, Commercial Agronomist with Mycogen Seeds. "This is especially important in the late summer months. An early frost can shut down the plant and negatively affect ear fill."

The goal of dairies is to make milk profitably, and a critical part of that equation is feeding high-quality corn silage. Here are three tips to prepare late-planted silage for a successful harvest.

- 1) Watch growing degree units (GDUs).** Lower or slower GDU accumulation means plant development is behind, while the calendar moves ahead into fall. Keep a close eye on GDU accumulation to prepare for optimum harvest timing.
- 2) Corn Growing Degree Day (GDD) development** [suggested tool](#) from the Midwestern Regional Climate Center (MRCRC) is a helpful tool to help guide on farm management decisions. This online tool. This free tool provides real-time information to project crop development, estimate hybrid maturity requirements and predict the likelihood of early frost in specific locations.
- 2) Monitor corn development after silking.** Harvest usually begins about 40-45 days after mid-silk. Producers should keep a calendar that lists 30 days after silking by field, according to Erickson. At this point, producers can begin to monitor development and weather conditions until the crop has reached proper moisture for harvest.
- 3) Harvest at the proper moisture.** Erickson recommends harvesting at 65-70% whole plant moisture to preserve silage quality. Harvesting when silage is too wet will cause loss of crucial nutrients and impact its quality. In addition to moisture levels, keep an eye on grain fill. If the crop was planted late, there may be less time available for kernels to fully fill.

"It can end up with good fiber digestibility, a nutrient-rich corn starch to get a good ration," added Erickson. "Even if we have a short-shortened growing season, producers who planted


1 of 3

Mycogen Seeds Silage News Release
Bader Rutter
Marcy Kuhn, Blake Courtney



Print Media Relations – Agricultural Audiences Golden ARC Award

WallacesFarmer.



FROGEYE LEAF SPOT: If conditions are favorable for this disease and there are several outbreaks early or just after flowering, yield loss can be up to 35%.

Frogeye leaf spot gaining resistance to strobilurin

Delayed planting and wet conditions are prime for this soybean disease to develop.

Rod Swoboda | Jun 27, 2019

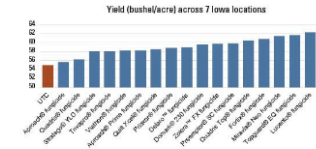
Soybean growers need to be extra vigilant this summer and keep their eyes open for yield-limiting diseases. With delayed planting and excessive spring rainfall, conditions are aligning for frogeye leaf spot and other foliar diseases.

On top of this, growers in more states are seeing frogeye leaf spot overcome strobilurin (QoI) fungicides from FRAC Group 11, say university crop disease specialists. Strobilurin-resistant frogeye leaf spot has been marching northward and been confirmed in 14 states, most recently in Iowa and South Dakota.

Frogeye leaf spot was a top soybean disease in Iowa last year, coming in early and strong. "We had quite a bit of frogeye leaf spot showing up in early July when it can't yield," notes Daren Mueller, Iowa State University Extension plant pathologist. The fungi could be an economic pest again this year. "Delayed crops can be more prone to yield losses because spores landing on a less-mature crop have more time to damage the plants before harvest."

But Neuberger, technical service manager with FMC in Iowa, urges growers to scout their soybeans. "If we continue to get above-normal precipitation, it likely means more foliar disease. Some diseases like it cool and wet, while others like it hot and wet. But most diseases like wet conditions," he says.

2018 Iowa statewide soybean fungicide trials



Heavy rain in September and October 2018 challenged timely soybean harvest in many locations. In ISU trials, the average yield in untreated plots was 54.9 bushels per acre. Yield response to fungicide was statistically significant; the yield response ranged from 0.8 to 7.4 bushels per acre.

While each year is unique, Mueller expects the incidence of frogeye leaf spot will grow in coming years due to farmers planting susceptible varieties and relying too heavily on solo QoI fungicides that are no longer effective.

Fortunately, the QoI component of many premixes is becoming worthless. I can only think of a few products in Iowa that don't have a QoI fungicide in them. We want growers to use fungicides with multiple effective modes of action," he says.

In 2018's Iowa State University soybean foliar fungicide trials, the solo QoI fungicides did not perform any better than the untreated check for frogeye leaf spot and septoria brown spot. The top-performing fungicide entry across seven sites in Iowa was Lucento fungicide, a triazole and SDHI premix, which yielded 7.4 bushels more than the untreated check, averaged across seven sites.

Practices to combat resistance


Plant pathologists recommend farmers use a combination of practices to help control disease in soybeans:

- Plant varieties resistant to frogeye leaf spot.
- Use crop rotation.
- Apply fungicides only when needed.
- Use your phone to pre-scout, monitor spore movement, check weather and see when diseases show up in neighboring states.
- Scout soybean fields in July and August at the R1 to R3 growth stage.
- Treat at disease onset.
- Select fungicides with two modes of action, using non-QoI products.
- Apply fungicide at R1 to R3 growth stages.

For more information on soybean foliar diseases, visit the Crop Protection Network at cropprotectionnetwork.org.

Don't forget about bugs

When scouting soybeans for disease, Neuberger recommends also scouting for insects. "If threshold levels are met, growers can enhance returns by adding an insecticide with their fungicide application," he says.



COMPARISON: The leaf on the left was from untreated check, and the leaf on the right was from soybeans treated with Lucento fungicide. More growers are seeing frogeye leaf spot disease develop resistance to strobilurin fungicides they apply.

Frogeye leaf spot occurs across the U.S., and significant yield loss can occur when this disease is widespread in a soybean field. Plant pathologists estimate this disease was responsible for more than 17.5 million bushels of lost yield, valued at \$158.1 million, across the U.S. in 2015.

In 2010, University of Illinois laboratory assays of resistant frogeye leaf spot isolates showed a 3,000-fold decrease in the pathogen's sensitivity to a strobilurin fungicide. Even growers who don't have known resistance should manage their crop as if they do have fungicide resistance, according to Carl Bradley, University of Kentucky plant pathologist.

Wallaces' Farmer Lucento/FELS Article
FLM Harvest
Lisa Homer, Joan Olson



Print Media Relations – Non-Ag Audiences Golden ARC Award



ST. LOUIS (September 17, 2019) — Higher performance, increased sustainability and lower cost — these are just a few of the modern customers expect from the home improvement industry. For companies relying on petroleum or formaldehyde in their products, it seems like a challenging ask. But many find their sustainable solution in soy.

"Choosing soy is a win-win," said Lee Walko, biobased business developer and technical advisor to the United Soybean Board. "Sustainability initiatives and consumer demand for safe products drive soy technology development to replace petrochemicals and other volatile organic compounds."

Although several biobased ingredients can appear as suitable replacements for petrochemicals, manufacturers need the most cost-effective ingredients — which in many cases presents an opportunity for soy. Not only is soybean oil traditionally more sustainable than canola or sunflower oil, its abundance of C-18 links (linolenic acid, etc.) and its fatty-acid profile make soybean oil very versatile. Soy has already proven successful in this segment, and many of the success stories can be found in and around the home. A growing number of small and medium companies already implement soy in their products and reap the benefits of how effective it can be. In fact, there are currently over 100 soy-based products on the market, from flooring and roofing products to candles and carpets.

THE HOUSE THAT SOY BUILT: SOY-BASED PRODUCTS ARE ON THE LEADING EDGE OF SUSTAINABLE HOUSING

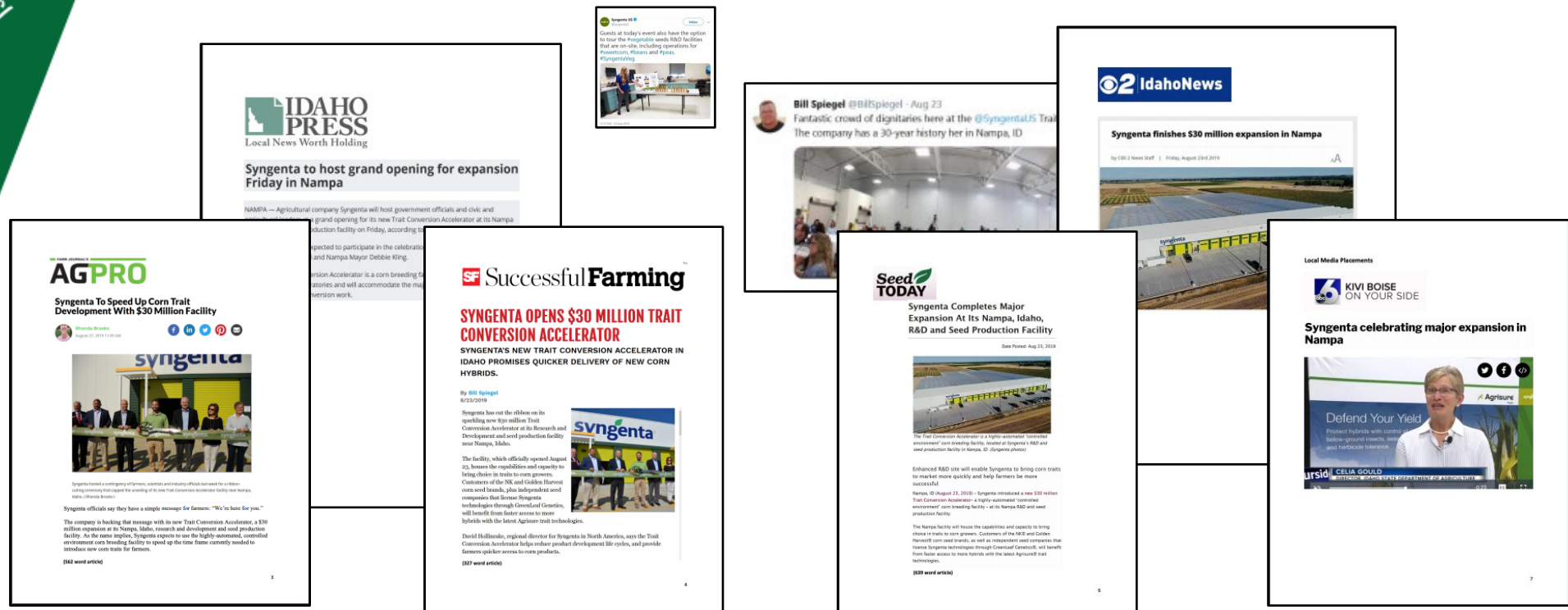
9.17.19



United Soybean Board: The House That Soy Built
OBP Agency
United Soybean Board/OBP Agency



Media Events and News Conferences Merit



Syngenta Trait Conversion Accelerator Grand Opening Media Event

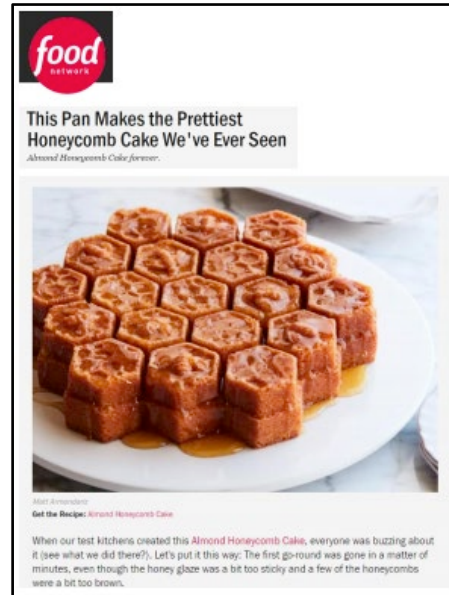
G & S Business Communications

Chris Tutino, Brad Bromor



Media Events and News Conferences

Golden ARC Award



*National Honey Board's 2019 Test Kitchen Innovation Series
with Chef Jenny Dorsey*

Porter Novelli

Hailey Thompson, Jimmy Szczepanek



AdFarm

Rosie Thoni, Gayle Wint, Jim Franceschetti



Feature Writing Merit

things, involvement makes you a life-long learner and that will ultimately benefit yourself and your business in the long run. Sometimes, too, it's just reinforcement that you're doing things right. "It's an opportunity to network with other peers who might be doing the same thing in other industries. To hear that it's working lets you know you're on the right track," commented Maureen.

THERE'S NO TIME BETTER THAN THE PRESENT

"I often hear from people that they don't have anything to contribute, but anyone who is involved in agriculture has something to contribute, so jump in!" said Maureen. "Nobody knows our industry like a working farmer and the knowledge and education that we can share is invaluable."

Matt agreed. "Don't hesitate. It's probably one of the most enriching things I've done, personally. It's made my network of knowledge that much greater and I've developed relationships that will last a lifetime. If I don't have the answer to something, I now have so many avenues to put myself in touch with the right person to find those answers. It's brought so much back to my own business, and while that's not why I got involved, it's one of the benefits."

"You have to get involved if you want to make a difference," said David. "It's easy to keep your head down and just look at what's going on in the day-to-day on your farm, but so many things go on beyond our fence rows that affect us. We have to have spokespeople and be involved."

"And when you decide you want to be involved or are considering running for an office, you can't be afraid to lose, because you might, but at least you put yourself out there. To make a difference, you at least have to try," David added.

Maureen advised to start small. "Find something that drives your passion and that you want to learn more about, and don't be afraid to voice your opinion or suggestion," she said.

"Be open to new experiences," Lorraine encouraged. "If someone invites you to participate on a committee, you should seriously consider saying yes, even if you feel like saying no."

A BALANCING ACT

"Take time away from your operation to enter and then done. Agriculture is a strong and involving operation — the ones who have to be involved and the crops need to be harvested — so the time will need to be put in to hold for a few days, or even just a few hours."

"You just have to work harder and get it done," stated David. He is a member of the New York Dairy Farmer who has been involved in a variety of roles from county and local Farm Bureau to the Southern Dairy Producers Association and a New York Farm Bureau president. He went on to explain that the biggest part of managing his time has been the support of his family and business partners, and also balancing his involvement with each stage of his life — trying to everything.

"I told you when I was younger," he said. "Then when we started having children, I got back from activities that required travel and became more involved in local things like the town board and school and water council. Now that my children are adults, I've gotten more involved with things like Farm Bureau at the state level."

Maureen agreed. "It's important to balance involvement with your family before the business," she said. "I brought all people that leadership very early on, my experience has helped me grow and helped me build a business around me. But I wouldn't have been able to do it without the family understanding and supporting these priorities."

When Matt first got involved, he had three children at home, so balancing managing his business with family and time away was challenging. He took the time of learning to manage his family's expectations and empowering them to make decisions when he was away. "When family and business priorities run into each other, that's when you have to make decisions," he remarked. "Timing and communication are key pieces to make it work."

However, the biggest drawback always comes over. David said that one of the biggest challenges he has been facing is the time away to get involved in these off-farm organizations and activities can also contribute to both thinking and new ideas that you can then bring back to the operation.

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Being a part of these organizations helps you learn strategies to overcome conflict and possibly learn a new way of doing something, which can ultimately help the business or the community."

Another potential benefit is exposure to different industries. "I went into this with a focused view on agriculture. Opening my eyes to how other industries operate has been one of the most beneficial gains for me," said Matt.

"It also allowed me to take more risks," he continued. "It's easy to get bogged down in one view, but understanding how others operate, their successes and failures, has allowed me to be comfortable knowing my ability to form connections, not just in one year that weather or other may be a particular challenge."

Lorraine stressed that getting involved helped her better understand how different organizations operate. For example, her involvement with the U.S. Department of Agriculture helped take the mystery out of the government entity. It also helped her build connections. "It's helpful to have the basic understanding of how different organizations work and know some of the people involved so the time you're helping them together is a positive way. My partner has also been involved in all farm activities, and that exposure has been invaluable for our farm business," she said. Just as much as professional benefit from the connections they make, agencies and government entities equally benefit from producer involvement. It's a new way to see organizations and producers' input and knowledge as much as producers need organizations to advocate on their behalf or set effective policies and regulations.

"There's the networking aspect. The attending various meetings and events, you learn about things going on in the field that you might not be fully aware of, or you can be going to other farm events. With this insight, you can better prepare your business to manage it," said Lorraine.

And, never about knowing? Whether it is confidence or negotiation skills, or having a new way of thinking or doing

From Field to Boardroom
Farm Credit East
Kristie Matuszewski

FINANCIAL PARTNER

BUSINESS INSIGHTS FOR HIGHER YIELDS

FARM CREDIT EAST

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FROM FIELD TO BOARDROOM

THE VALUE LEADERSHIP BRINGS TO YOUR BUSINESS AND THE INDUSTRY

FALL 2019

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Overcoming Labor Challenges
Farm Credit East
Kristie Matuszewski



ngly being adopted by some Northeast dairy farmers is robotic milking equipment. In systems* by their manufacturers, these machines can significantly reduce the labor costs.

Automated feeding and manure management systems, farms can reduce the employees who operate their farm. Equally important, it frees staff time to take on higher-value tasks, such as managing the herd for optimal health and production, rather than milking.

In addition to saving labor, robotics are realizing other benefits. By allowing cows to determine when to be milked, these systems often increase production. They also collect a significant amount of data that can be used to improve herd management.

The number of automated milking systems in use in the Northeast has grown consistently in recent years as producers respond to the ongoing challenges relating to labor availability and turnover. It is estimated there are now more than 200 units installed in the region.

All of this, of course, comes with a cost – about \$175,000 per robotic unit. There can be other challenges to integrating these units into existing dairy operations but for some, it's been worth the investment, and they have seen the benefits of the technology.



HIONIS GREENHOUSES, WHITEHOUSE STATION, N

In the last couple of years, we've invested in automation and infrastructure.

They also purchased additional conveyor belts so that fewer hands were needed to move things around. For example, now when it's time to mark the flowers, there's all brought to a centralized area,

and put on a conveyor belt to move down the line — from pottin to adding the UPC, and then boxing them.

The farm also purchased cart pullers to move the carts around versus a person manually pulling them. Lastly, they invested in infrastructure improvements, such as loading docks. The improved loading docks save time on shipping and receiving because trucks can be loaded more easily.

"In the last couple of years, we've definitely invested a lot of money in automation and infrastructure," said Pete. "And we're going to continue doing that because the labor situation is, unfortunately, not

Now a year in, when asked if these investments were the right move, Pete's response: "Absolutely! We used to need 15 people

the transplanting line and now we only need four. Not only have we been able to trim down on labor expenses, but we've also increased production and sales."

6 FINANCIAL PARTNER

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quired at the

...they didn't





Editorial/Op-Ed Columns Golden ARC Award

A World of Octobers

By Kim Baldwin, McPherson County farmer and rancher

Kim Baldwin, McPherson County farmer and rancher

The temperatures have dropped, and it's truly beginning to feel like fall on the farm. The air feels crisper, the sky seems brighter and everything seems a bit fresher now that the summer heat has left. It's as if the plants, animals and people have all perked up after they've had to conserve their energy, seek shade and retreat from August and September.

But it's now October, where the true magic happens.

Insight: A World of Octobers

Kansas Farm Bureau

Kim Baldwin





Print Publications: Newsletters Golden ARC Award



Levee Talk newsletter/blog
Bader Rutter
Doreen Muzzi





Collateral/Literature Golden ARC Award

STANDING COMMITTEES OF THE HOUSE

Subcommittee	Members	Chair
Agribusiness	Johnson	Johnson
Conservation	Johnson	Johnson
Energy	Johnson	Johnson
Environment	Johnson	Johnson
Health	Johnson	Johnson
Infrastructure	Johnson	Johnson
Insurance	Johnson	Johnson
International Trade	Johnson	Johnson
Labor	Johnson	Johnson
Legal	Johnson	Johnson
Manufacturing	Johnson	Johnson
Medicare	Johnson	Johnson
Minorities	Johnson	Johnson
Public Safety	Johnson	Johnson
Small Business	Johnson	Johnson
Transportation	Johnson	Johnson
Unemployment	Johnson	Johnson
Water	Johnson	Johnson
Welfare	Johnson	Johnson
Wine	Johnson	Johnson

STORY/VALUE-BASED ARGUMENT USING FACTS

My wife and I operate a farm in Riley County and we have two small children. Prior to the ACA enactment, we had a family plan that was a fair price of \$625/month (\$6,300 annually) that allowed us to use many of our best providers both in Junction City and Manhattan along with a respectable list of in-network specialists such as dermatologists, OB/GYNs and so on. Our plan was deemed unacceptable based on ACA criteria so we were forced to move to a Bronze level ACA insurance policy which increased our cost by more than 87% to \$58,808 annually.

This is a huge burden on our family, and we are struggling with the decision of whether my wife should leave our children at a daycare and that's just off the top so we can get insurance coverage.

We are thankful your committee is considering this critical issue regarding Senate Bill 52, which will offer many Kansans such as ourselves greater options of affordable healthcare choices. I will close with saying that this has been one of our greatest struggles since coming back to my family's 5th generation farm, not only financially but also physically and emotionally.

TALKING TO AN ELECTED OFFICIAL

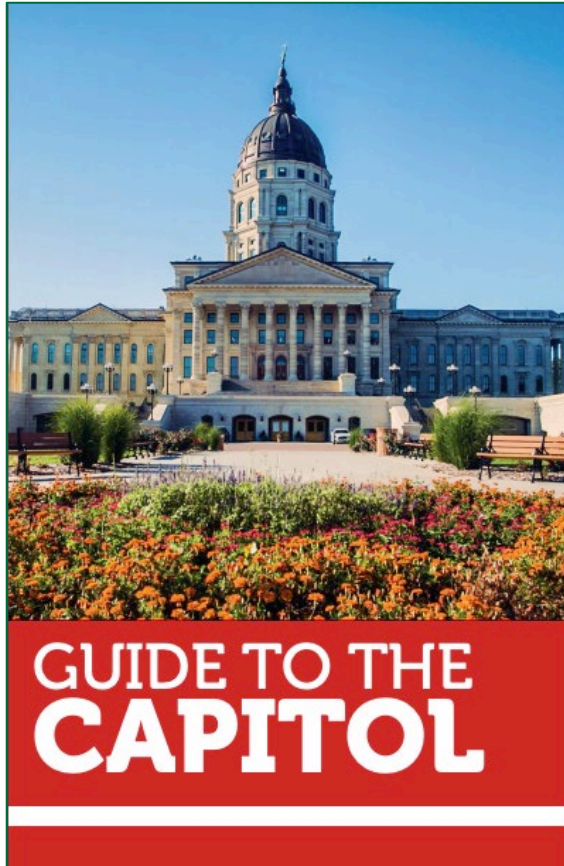
There is no better way to influence your representative or senator than talking to them in person. Here are a few things to remember when engaging them in a conversation.

- 1. Tell them your name, where you're from and what you do for a living.** Doing so reinforces the fact that you are their constituent, and it gives them a point of reference.
- 2. Personalize your relationship.** Have you ever contributed time or money to a volunteer campaign? Are you familiar with them through any business or personal relationship? If so, communicate that to them in a positive way. The closer your legislator feels to you, the more receptive they'll be to your issue.
- 3. Start by thinking them on their service.** They will appreciate your recognition that serving can be a difficult job.
- 4. Be clear and concise in what you want to discuss and the action you want them to take.** Time is the most important resource for elected officials. Most appreciate you getting to the point quickly.
- 5. Personalize your pitch.** Legislators are talking points, but constituents can tell stories that give real-life examples of how a legislative position or negatively affects them. Giving elected officials real-life examples of how a measure affects you is more powerful than any talking point.
- 6. You are the expert.** Remember your legislator's job is to represent you. You should be courteous and to the point, but don't be afraid to take a firm position. You're the expert on how legislation affects your life and your business.
- 7. Don't just talk, listen.** Communication is a two-way street. Once you share your thoughts, give them the chance to respond and listen closely. What they say and how they say it will give you good insight into where they are at. It also opens the door for you to ask engaging questions.
- 8. Give them your contact information.** Make sure you give them all of their staff's contact information, so they can get in touch with you. The more interaction the better.

TELLING YOUR STORY

There's a well-known marketing saying that "people buy from people they know, like and trust." There is simply no more impactful way to have that occur than through the strategic use of storytelling. The same applies in advocating for your position. Stories are a shared experience and humans are hard-wired to receive information through storytelling. Because of this, stories also powerfully connect to others. When we share our own real-life stories or the stories of others, the people we are talking to get to know us as authentic people – not just a random voice in the crowd. When you can meld the use of stories with data-based information that helps verify your influence and engagement becomes more powerful. It helps move people to action. The key is using hard facts in addition to conclusions that are unique to your lived experience. In short, human connections need to be before business. Connect first with your elected official – then get down to business.

Example:
Fact-based argument:
My health insurance is with BCBS and my rates are up 2,000% in 34 years. They are within 5% of doubling since 2003 and my rate is up 12.4% in 2016. One third of that alternative insurance, BCBS has told me to stay grandfathered in. Their new policies don't even offer coverage as good as what I have. My potential total out of pocket is \$28,472 for persons and dependents not including prescriptions, dental or vision.



9. Share your thoughts. At the Capitol, information is king. The more Kansas Farm Bureau's lobby team knows what legislators are thinking, the better they can engage with them. Sharing what you learned is extremely valuable to KFB's lobby efforts.

WRITING A LETTER TO YOUR LEGISLATOR OR THE GOVERNOR

Each bill has a sponsor, a staff member who will carry the bill through the legislative process. It's more personal and people recognize it takes time to write. The act of writing a letter is often more powerful and convincing than the message itself.

1. Keep it brief. Letters should never be longer than one page and should be limited to one issue. Be as concise as possible. Elected officials and staff read many letters on many issues in a day, so they can't read every detail.

2. Make it legible. The power of the handwritten letter is diminished significantly if it is difficult to read. Please use a legible font and make sure the letter is easy to read.

3. State who you are and what you want. In the first paragraph, be clear you are a constituent and identify the issue about which you are writing. In your letter please be as specific as you can. It helps to include a bill number.

4. Use your three most important points. Choose the three strongest points that will be most effective in persuading legislators to support your position and amplify them.

5. Personalize your pitch. Tell elected officials why this legislative matter is so important to you. Include a personal story that shows how this issue affects you and your family. A constituent's personal story is the most powerful way to get legislators to support your position.

6. Personalize your relationship. Have you ever contributed time or money to a volunteer campaign? Are you familiar with them through any business or personal relationship? If so, include this in your letter to show your connection. The closer your legislator feels to you, the more powerful your argument is likely to be.

7. You are the expert. Remember your legislator's job is to represent you. You should be courteous and to the point, but don't be afraid to take a firm position. Remember that after your elected official may know no more about a given issue than you do.

8. Use the paper title. If writing to your state legislator, address them as Sen. Don Roy, Rep. Don Roy, etc. Writing to the governor, the mailing address should be listed. To the Governor: Governor Laura Kelly; the opening and reference should be written as "Dear Governor Kelly".

TESTIFYING AT A HEARING

Providing testimony at a legislative hearing is the most direct form of providing public input on legislative proposals. KFB often seeks to coordinate testimony with members on the passage of legislation.

The process:

Public hearings are typically held in the afternoon during the first half of the legislative session. Committee hearings are usually held in the morning, while floor hearings are held in the afternoon. Committee members may consider several bills in an afternoon. The order of bills to be heard might not be made official until the afternoon of the hearing.

Each bill is presented to the committee by the bill's sponsor. After the sponsoring legislator finishes, the committee will generally ask for prepared testimony first, followed by questions and rebuttal testimony. Before testifying, you must fill out the testifier sign-in sheet provided in the hearing room.

Tips for testifying:

1. Changes to the bill. Be aware that bills can be amended, and amendments may change the way you feel about the bill and affect your testimony.

2. Be ready to answer questions. Committee members are likely to ask you questions, however, in a hearing you are generally not allowed to cross-examine or question committee members.

3. Written copies. KFB will provide written copies of your testimony to distribute to the committee. This helps ensure an accurate record of your testimony.

4. Limited testimony. Be prepared to limit your testimony and try to repeat what others have said. The committee will want to give every testifier an opportunity to speak, so always be ready to summarize your testimony.

5. Be courteous. Addressing committee members as "members" from the audience is preferred. Testifiers and other public commentators are also prohibited during hearings. Arrive at least 15 minutes before your testimony.

6. Don't be late. Testimony may come and go during a hearing. They have other commitments including presentation of their own bills.

7. KFB staff will always help members with and prepare testimony on legislative measures. If contacted with KFB policy.

ENGAGING ON SOCIAL MEDIA

Social media is rapidly becoming the primary way to advocate on public issues. Many elected officials use social media as a way to engage with constituents, including legislators and KFB staff. Using social media is a major opportunity to reach officials and build relationships in a direct and public way.

1. Your account. Before posting anything, make sure to review your own account. Be sure your profile picture, cover photo, bio, and location are accurate. It's also a good idea to make sure your account is private or public as you wish.

2. Keep it short and snappy. Four words or a short sentence will go a long way and generate the most interest.

POINTS OF INTEREST

Ground Floor:	Visitor Center and Capitol Store
First Floor:	Rotunda, Murals by David H. Overmyer
Second Floor:	Governor's office, Murals by John Stuart Curry (Tragic Prelude and Kansas Pastoral)
Third Floor:	House Chambers, Senate Chambers, Brown v. Board of Education mural, Don's Snack Shop, State Library
Fourth Floor:	House and Senate galleries
Fifth Floor:	Domino room entrance near the cage elevator, 296 steps to top of the dome.



WRITING A LETTER TO THE EDITOR

Letters to the editor are a great way to get your voice heard. They can be used to not only share your position on an issue, but they also provide a public forum to comment and provide feedback on ongoing issues. Letters to the editor are published in the newspaper and are read by a large number of people.

Letters to the editor pages often have space for newspaper. Monitor your newspaper to get the most out of your letter. Write a sample letter for the editor and write your own using that as a guide.

1. Letters should be short. Letters should be no more than three or four short paragraphs. Most newspapers have a limit of 100 words. If your letter is too long, keep it short.

2. Address your message. Letters present an opportunity for you to influence others. Use storytelling and writing to make your case. If you want an elected official or entity to take a certain action, be clear in what you want them to do and make sure you state them. If you want to build relationships with the official, however, it's always better to have contacted them to share your position with them before sending a letter or publicly writing a letter.

3. Responding to misstatements. Letters can be used to respond to articles with misinformation. Begin your letter by identifying the article to which you are responding to and then move on to the issue. The closer the letter is to the article, the more likely it is to be published.

4. Sign your name. Letters are more likely to be published if they include a signature. If you are writing a letter to a newspaper, include your name and address. If you are writing a letter to a website, include your name and address. If you are writing a letter to a website, include your name and address.

5. Provide contact info. Make sure to sign your letter to the editor and include a phone number and address. If the letter is chosen for publication, the newspaper will use it to confirm the letter is indeed from you. The newspaper will not give your phone number.

6. Send your letter. Send your letter to the editor's address or to the editor's office. If you are sending a letter to a newspaper, send your letter to the newspaper's address. If you are sending a letter to a website, send your letter to the website's address.

3. Personalize your pitch.

Tell your elected official why this legislation is important to you. Include a personal story that shows how this issue affects you and your family. A constituent's personal story is the most powerful way to get legislators to support your position.

4. Use your three most important points. Choose the three strongest points that will be most effective in persuading legislators to support your position and amplify them.

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10. Testify at a hearing. Providing testimony at a legislative hearing is the most direct form of providing public input on legislative proposals. KFB often seeks to coordinate testimony with members on the passage of legislation.

11. Write a letter to the editor. Letters to the editor are a great way to get your voice heard. They can be used to not only share your position on an issue, but they also provide a public forum to comment and provide feedback on ongoing issues. Letters to the editor are published in the newspaper and are read by a large number of people.

12. Engage on social media. Social media is rapidly becoming the primary way to advocate on public issues. Many elected officials use social media as a way to engage with constituents, including legislators and KFB staff. Using social media is a major opportunity to reach officials and build relationships in a direct and public way.

13. Visit the Capitol. Visiting the Capitol is a great way to get your voice heard. It allows you to see the Capitol building and the legislative process up close. It also allows you to meet with legislators and staff. KFB often organizes Capitol tours for its members.

14. Attend a hearing. Attending a hearing is a great way to get your voice heard. It allows you to see the legislative process up close and to provide testimony. KFB often organizes hearings for its members.

15. Contact your legislator. Contacting your legislator is a great way to get your voice heard. It allows you to see the legislative process up close and to provide testimony. KFB often organizes contact sessions for its members.

16. Write a letter to the editor. Letters to the editor are a great way to get your voice heard. They can be used to not only share your position on an issue, but they also provide a public forum to comment and provide feedback on ongoing issues. Letters to the editor are published in the newspaper and are read by a large number of people.

Guide to the Capitol Kansas Farm Bureau Jennifer Alonso, Greg Doering

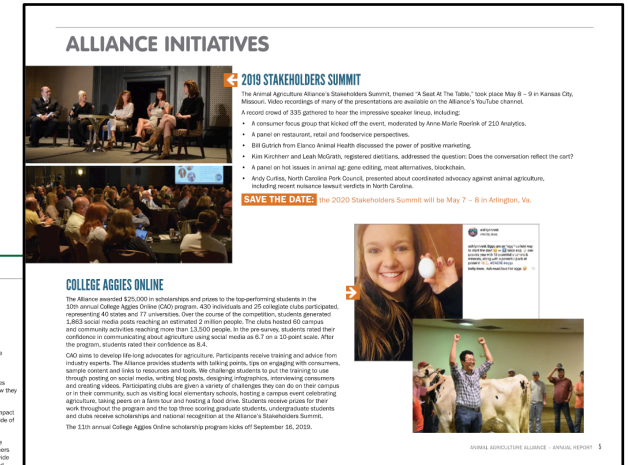
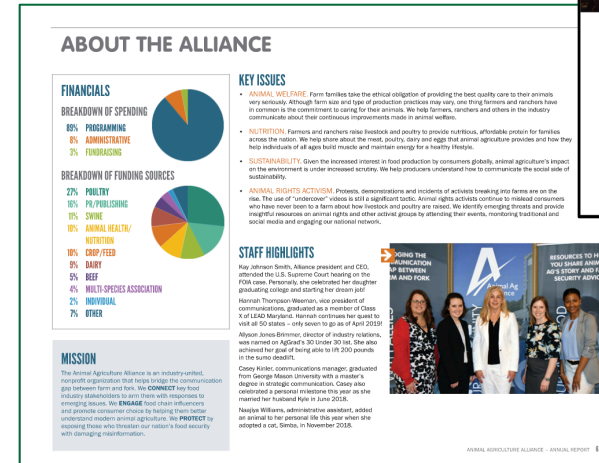


FLM Harvest

Kelsie Schwyn, Cody Ramey, Noelle Zeibot, Kayla Keyser, Ben Fraase, Madi Kurvers, Will Pike, Bryan Pohl



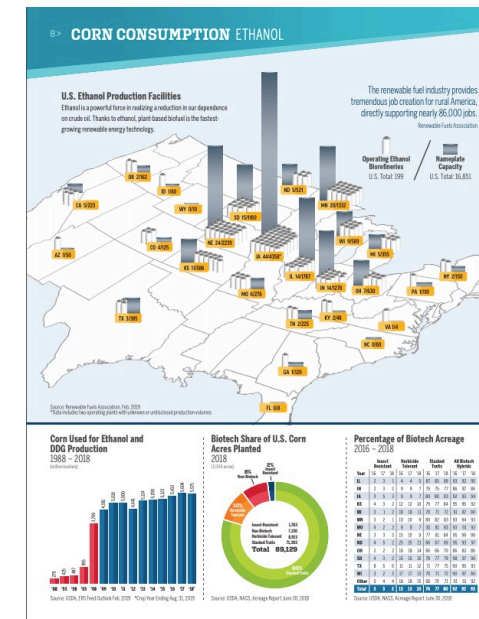
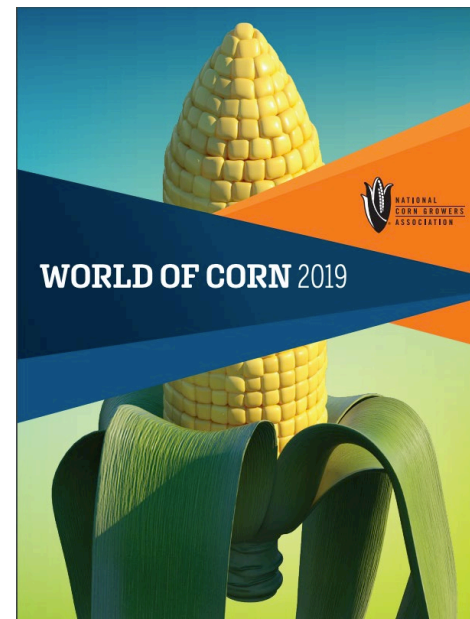
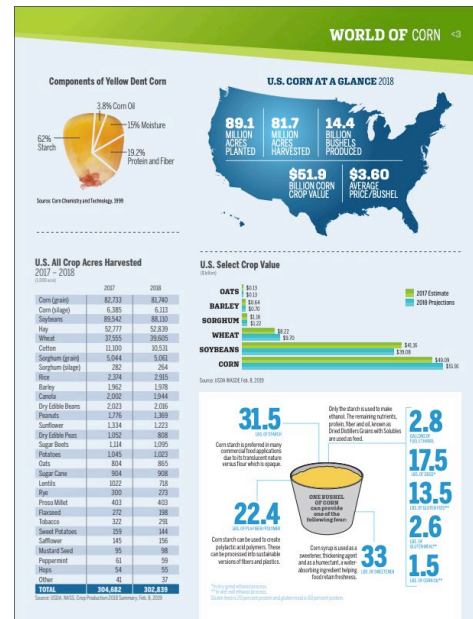
Annual Reports: Non-Financial Annual Reports Merit



May 2018-April 2020 Animal Ag Alliance Annual Report
Animal Agricultural Alliance
Hannah Thompson-Weeman, Casey Kinler



Annual Reports: Non-Financial Annual Reports Golden ARC Award



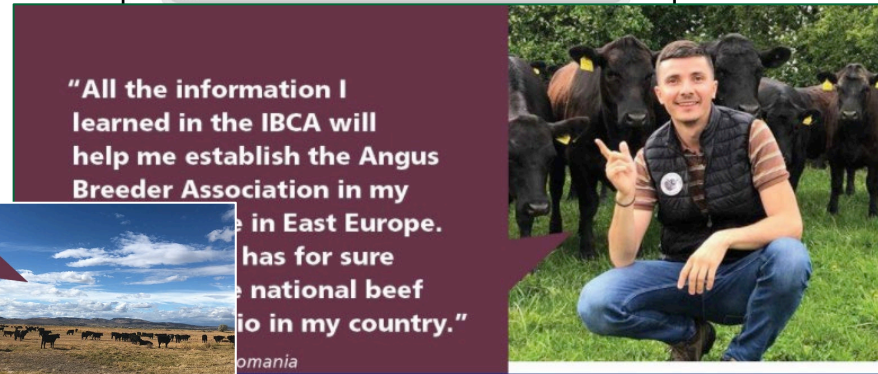
World of Corn Annual Report and Companion Piece: World of Good

Charleston/Orwig

Cathryn Wojcicki, Laura Hahn



Organization or Corporate Reputation Merit



Form fields for application:

State / Province / Region:

Country:

Next button



International Beef Cattle Academy Public Relations Campaign

Filament

Reinaldo Cooke, Kayla Jentz



Public Affairs Golden ARC Award

*Affordable Health Care
Kansas Farm Bureau*

SB 32: Kansas Farm Bureau® Health Plans

Stand With Farmers, Not Big Insurance

KFB Key Vote!

Kansas Farm Bureau has been serving members' needs for more than 100 years

KFB seeks authority to offer competitive and innovative healthcare coverage to its members in Kansas

KFB products will be individually rated, will consider the current health of the applicant and will be gender neutral

Once a member is accepted and continues KFB membership and paying premiums, they will not be canceled

Coverages will be robust and include most essential health benefits, including:

- Office visits, hospitalization and Teladoc
- Preventive care services
- Emergency room services
- Prescription drug benefits
- Mental health and substance abuse treatment
- Dental and vision coverage



KANSAS FARM BUREAU®
The Voice of Agriculture

KFB Member Healthcare Benefit Coverage is good policy for the state of Kansas because it is:

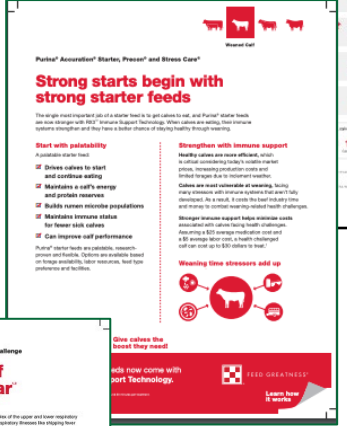
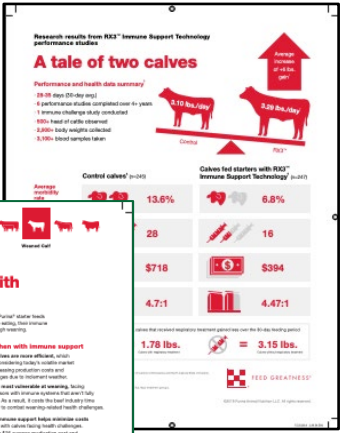
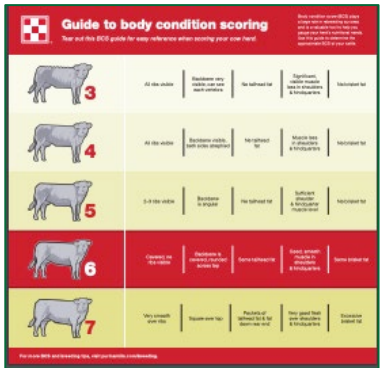
- **Affordable:** Contracts are individually rated allowing KFB to accurately assess risk. Individual rating will consider the current health of the applicant and will be gender neutral. Rates are anticipated to be 30 percent less than similar coverage under the ACA.
- **Available to members without threat of cancellation:** Once a member is accepted and they continue KFB membership and pay their premiums, they will not be denied coverage; premiums may increase as the "group" performance changes or as the individual ages. "Group" means all of the persons who purchase the same plan.
- **Fully funded:** It will be backed by the resources of Kansas Farm Bureau and reinsurance. It will be supported by a third-party administrator who is licensed and regulated in Kansas.
- **Taxed:** Farm Bureau member healthcare benefit plans will pay premium tax just like other Kansas associations offering coverage, providing revenue for the state.
- **Enhances rural communities:** It will reduce numbers of uninsured Kansans and support rural hospitals and medical clinics.

✓ **Please vote NO on all amendments**
✓ **Vote YES on SB 32**

We're grateful for your support of farm and ranch families and rural Kansas hospitals and communities.



Marketing Communications for Ag Audiences Merit



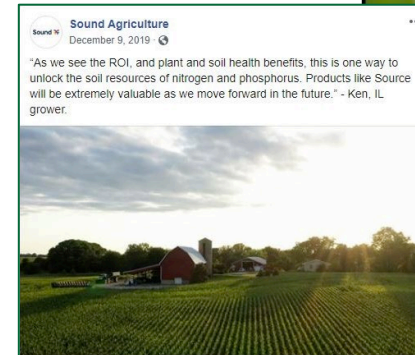
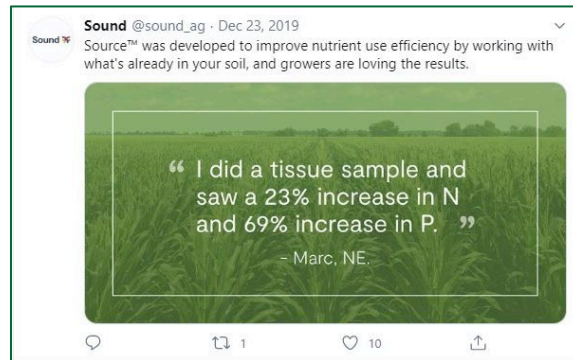
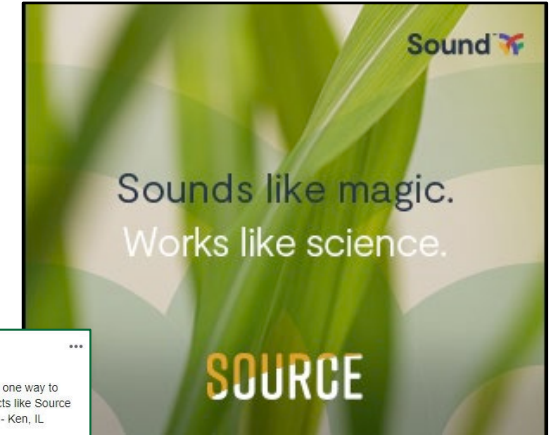
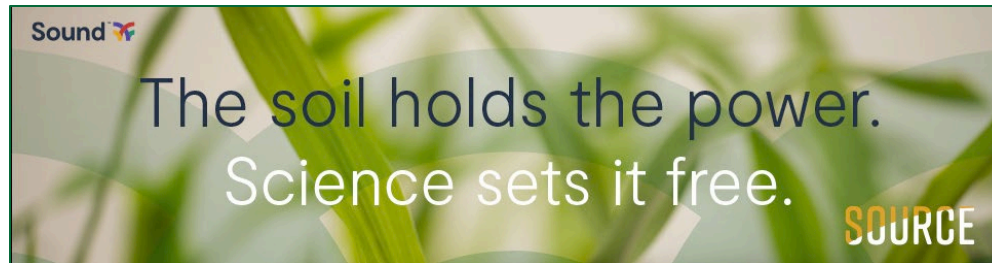
Purina Animal Nutrition RX3 Campaign

Filament

Kendall Riskedal, Ali Luety, Tanya Ciurro, Amanda McNeeley, Nikole Vargas



Marketing Communications for Ag Audiences Golden ARC Award



Sounds Like Magic, Works Like Science - Launching Source

Padilla

Michelle Yoshinaka, Amy Jensen



Marketing Communications for Non-Ag Audiences Merit

BRIEF
Beef industry brings 2-hour sizzling meat video to the big screen

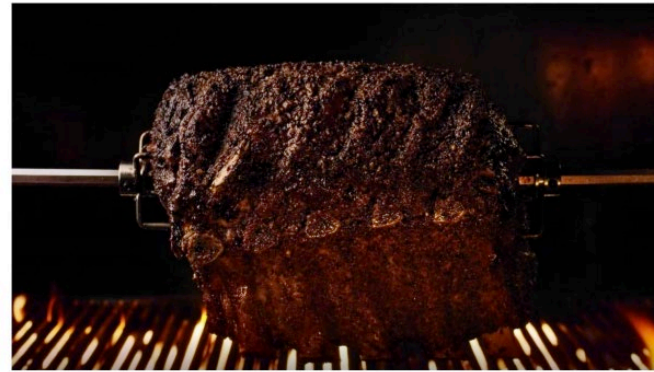


Beef. It's What's For Dinner.

GATHER 'ROUND THE DROOL LOG WITH BEEF. IT'S WHAT'S FOR DINNER. THIS HOLIDAY SEASON

HILLARY MAKENS | NOVEMBER 19, 2019

Beef. It's What's For Dinner. puts a new spin on the iconic Yule Log with new mouthwatering video of a holiday roast cooking to perfection over an open flame



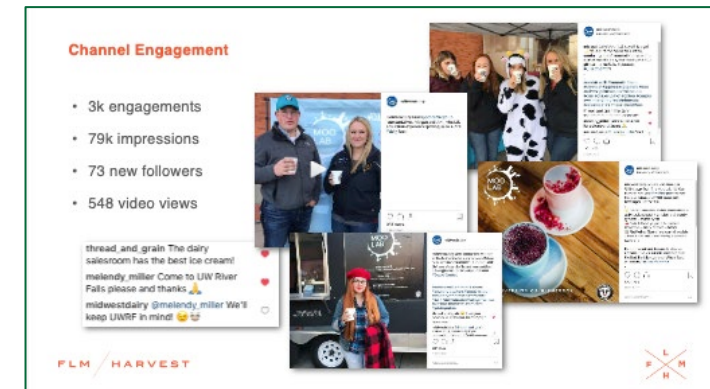
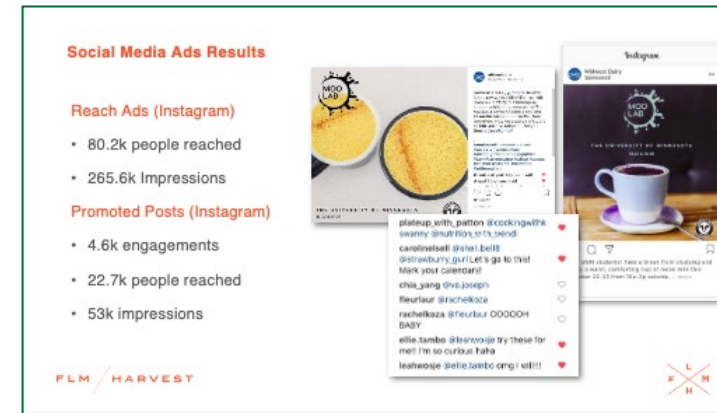
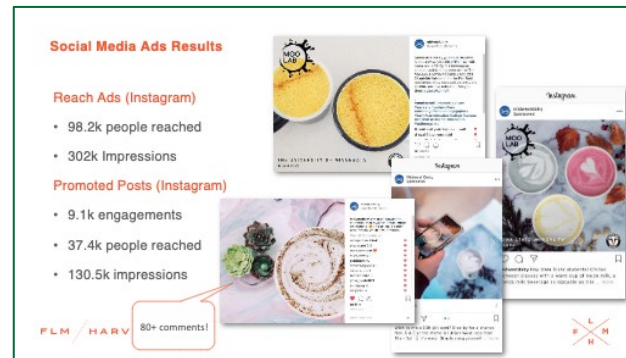
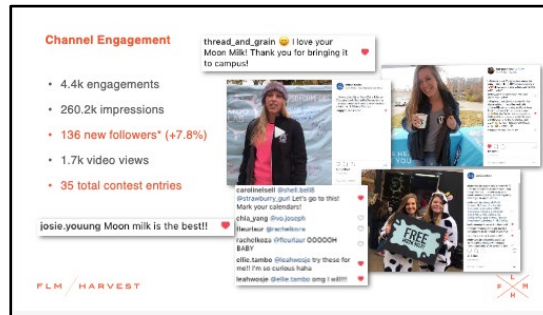
Beef Drool Log

National Cattlemen's Beef Association





Marketing Communications for Non-Ag Audiences Merit



Moo Lab PR Campaign

FLM Harvest

Heidi Nelson, Ashley Althoff, Trista Cady, Madi Kurvers



Marketing Communications for Non-Ag Audiences

Golden ARC Award



A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives

Padilla

Wendy Reinhardt Kapsak, MS, RD, Michelle Kijek



Internal Merit



2019 Golden Spur Award recipient video
National Cattlemen's Beef Association
Kate Maher, Ellen Brisendine





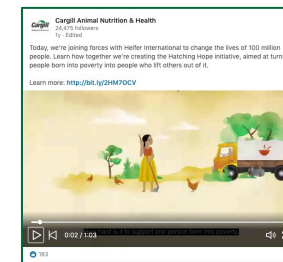
Corporate Social Responsibility and Sustainability

Golden ARC Award



Why Hatching Hope?

Because raising chickens is one of the most practical – and sustainable – paths out of poverty.



HATCHING HOPE

The goal of Hatching Hope is to improve the nutrition and economic livelihoods of 100 million people by 2030 through innovative approaches that increase consumption and improve production of poultry.

Hatching Hope is the start of something solid and transformational. Co-created by Cargill and Heifer International, the partnership works in three pathways to improve nutrition and economic livelihoods of 100 million people by 2030 through innovative approaches that increase consumption and improve production of poultry.

- Transform vulnerable communities into sustainable poultry farmers, and provide access to markets for their meat and eggs.
- Build awareness and extend reach of Hatching Hope's nutrition education and training on poultry farming practices through mass media and digital channels.
- Create low-cost products and services that help smallholder farmers improve their production and strengthen their business skills to become successful participants in the poultry value chain.

Why does it matter?

Millions of communities worldwide suffer nutritionally and economically because they lack access to sufficient animal protein. Lasting change won't come from donations of food or money alone. According to the UN, creating a world that is food secure will require additional investments in agriculture from governments, the private sector and other donors to increase agricultural productivity and provide sufficient resources to food-insecure households. Livestock is one of the fastest growing agricultural subsectors in developing countries, accounting for about 30 percent of agricultural GDP. However, approximately 80 percent of the world's livestock is raised in small-scale, low-input systems that are not sustainable to meet the requirements of a growing market and for environmental problems.




WHAT'S THE VISION?

Through the combination of Cargill's technical expertise and Heifer's community development capabilities, Hatching Hope is doing just that: building a new generation of food-secure and strong, resilient communities out of poverty through sustainable animal agriculture.

The results: Farmers prosper. Family nutrition improves. Communities are enriched. And business grows.

WHO WILL BENEFIT?

Hatching Hope targets small to medium-scale agricultural households based on income and assets, level of food security, and nutrition. Women's economic empowerment, environmental factors, and social capital.

WHEN AND WHERE?

Initially, Hatching Hope is developing programming in India, Mexico and Kenya, but there are countries in which Cargill and Heifer have an important presence and where poverty and malnutrition are also. Programming Hatching Hope in Chile, India, and programs in Mexico and Kenya will be starting soon.

WHY POULTRY?

The poultry sector is a key driver of economic growth in the world, and the ability to raise poultry is a key to economic growth. Poultry is a key to economic growth, and the ability to raise poultry is a key to economic growth. Poultry is a key to economic growth, and the ability to raise poultry is a key to economic growth.

an lives is a bold commitment that will require the support of private firms, public sectors and NGOs. hatchinghope.org

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Cracking Global Hunger: The Hatching Hope Global Initiative

Padilla

Lynda Michielutti, Amy Jensen



Open Category Merit



*NCBA's Cattlemen to Cattlemen report on the South Dakota
Cattlemen's Foundation Feeding South Dakota Initiative*

National Cattlemen's Beef Association

Kate Maher



Open Category Golden ARC Award



Make Mine Meat Campaign
Kansas Farm Bureau
Sheridan Wimmer

Results/Evaluation

The Make Mine Meat campaign ran from just Oct. 24 to Nov. 8.

- Facebook Reach: 15,632
- Facebook Post Clicks: 938
- Facebook Reactions, Comments and Shares: 633
- Instagram Impressions: 5,403
- Google Analytics for landing page on www.kansaslivingmagazine.com
 - 110 page views
 - 3-minute time average



Congratulations

**Golden ARC Award Winners
and Merit Winners**



Golden ARC de Excellence





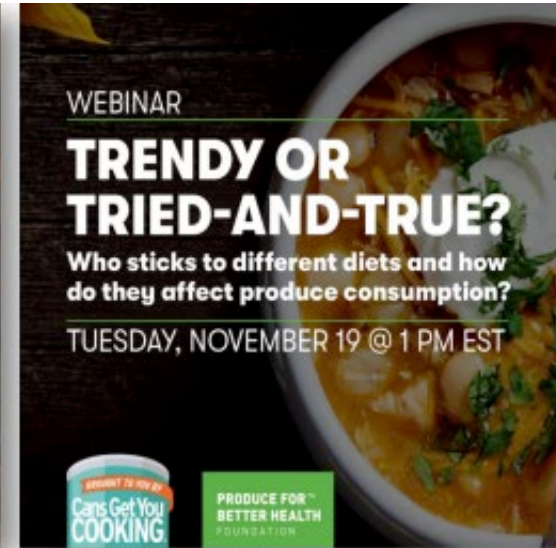
Previous Golden ARC de Excellence Winners

- 2019: “Seeding Support for Farm and Food Interests – A Greater Minnesota with Padilla” from Padilla
- 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 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



Marketing Communications for Non-Ag Audiences

Golden ARC de Excellence



A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives

Padilla

Wendy Reinhardt Kapsak, MS, RD, Michelle Kijek



Golden ARC de Excellence



OUR ACTION STRATEGY

If we want the next generation of Americans to eat more fruits and vegetables, we need to shape our strategy to reflect the changes we've shifted living to more

OUR PURPOSE

Americans are bombarded by thousands of messages about food every day: fill half your plate with vegetables; eat your greens or no dessert; no eating in front of the television – the list goes on. What's often missed is how to translate messages into action. With fruits and vegetables, most consumers know the health benefits associated with eating more produce; yet, despite understanding why they should eat more, people continue to struggle with how this can be accomplished.

We believe in the importance of emphasizing the emotional, cultural and lifestyle—as well as the health—benefits of enjoying a wide variety of produce to drive long-term sustainable habits. How do we do this? We support research and education on the important role of fruits and vegetables as emotion-based motivators for behavior change. It is our belief that the path to better health is through behavior change. That's why we convene value chain and industry stakeholders, health professionals, thought leaders and influencers to identify solutions to increase Americans' fruit and vegetable consumption.

If consumers take away one thing, it should be this: the single most important thing people can do to live happy, healthy, and active lives is to eat fruits and vegetables every single day.

Produce for Better Health Foundation



OUR PEOPLE

PBH is committed to helping everyone achieve a happier and healthier life with fruits and vegetables. As part of our most recent discovery process, we wanted to better understand the next generation of produce consumers—Millennial and Gen Z populations. Combined, they represent the largest and one of the most important demographic groups in the United States. They are the current and future parents of the next generation of fruit and vegetable consumers.

We live in a 'disruptive society' where new rules of engagement, influencers and platforms are forcing us to rethink our strategies and tactics. And that's good news, as it means there is an opportunity for more efficient and effective communication on the why and the how of increased fruit and vegetable consumption. This younger generation of consumers has an inherent interest in what they eat, and they understand that the foods they choose impact their physical health and how they feel. The problem is, many still struggle to actually achieve success in their food choices.

Produce for Better Health Foundation



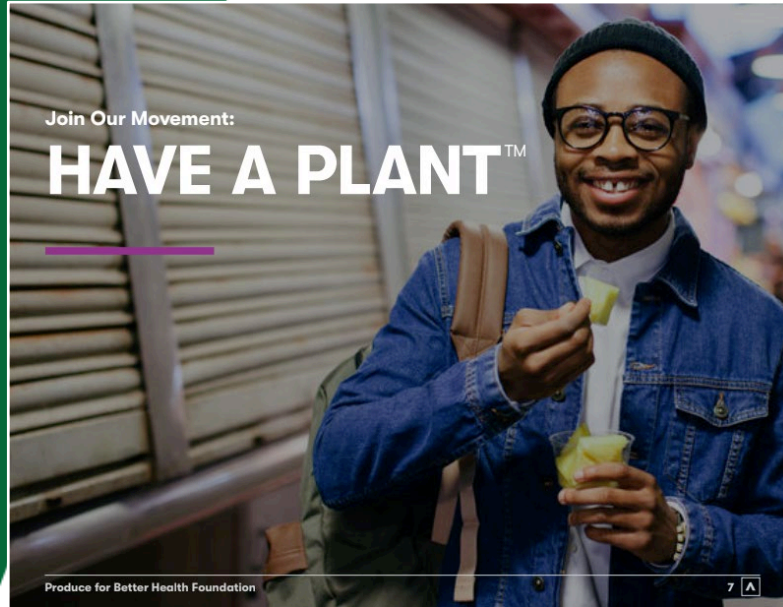
A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives

Padilla

Wendy Reinhardt Kapsak, MS, RD, Michelle Kijek



Golden ARC de Excellence



OUR COMMUNICATIONS CORE

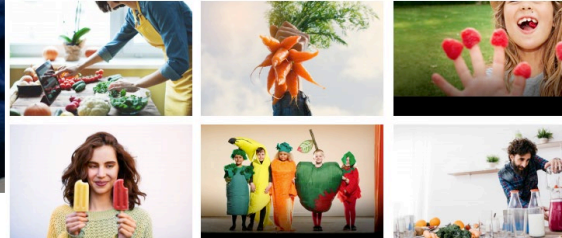
Core Content Pillars

Messages are organized into four main pillars based on key areas of focus. These messages were developed to demonstrate how

OUR BRAND

Our brand is bold, passionate, joyful, optimistic, straight-talking. Photography used in communications should reflect those attributes. Fresh, authentic and quirky are attributes consistent with our tone and brand approach. Avoid industry-typical stock

images, and keep in mind that our target audiences are Gen Zs and Millennials – the next generations of consumers we want to reach and influence.



Produce for Better Health Foundation

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OUR VOICE

How do we turn our learnings into more impactful communications with our audience? By shifting from "lecturing on why" to "celebrating the how."

When communicating about PBH and its mission – whether on social media, the PBH website, our e-newsletters or beyond – it is critical that the brand tone of voice aligns with our bold and movement-driven target audience: Millennials and Gen Z consumers. The tone should be fresh, active, supportive and youthful; encouraging; and never accusing. The copy needs to be highly personalized (kill the marketing speak); talk the way a friend or family member would talk. Celebrate the joys of eye-appealing, healthier plant-centric eating choices, and all the ways our target can enjoy these delicious and satisfying eating experiences.

Produce for Better Health Foundation

11

A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives

Padilla

Wendy Reinhardt Kapsak, MS, RD, Michelle Kijek



Congratulations

Padilla

**2020 Golden ARC de Excellence
Winner**



Golden ARC Awards

2020 Ceremony