

Golden ARC de Excellence award goes to MorganMyers

The Agricultural Relations Council (ARC) announced the winners of its 2022 Golden ARC Awards contest on June 22, in Milwaukee, during the group’s annual meeting. MorganMyers won the Golden ARC de Excellence Award – the contest’s best all-around entry in the campaigns division – for its “The SCN Coalition: Battling A Bug to Improve America's Soybean Profitability and Sustainability” entry in the PR Campaigns - Issues Management category. The Golden ARC Awards contest has recognized exceptional work created by public relations professionals in the agricultural industry since 1990.

This year’s Golden ARC Awards contest drew 72 entries – 27 campaigns and 45 tactics. Twenty-one entities, including individuals, agencies, companies, commodity groups and associations, submitted entries. In addition to the Golden ARC de Excellence Award, ARC presented 32 Golden ARC awards.

Category	Contestant	Entry name
<i>Campaign</i> Organization or Corporate Reputation	OBP Agency	The YOU Campaign - United Soybean Board
<i>Campaign</i> Brand Reputation	AdFarm	Trimble Easier Farming with Precision Thought Leadership
<i>Campaign</i> Public Affairs, Public Policy	Padilla	Communicating the Complexities of Methane Mitigation in Ruminant Livestock
<i>Campaign</i> Corporate Social Responsibility and Sustainability	OBP Agency	“No One Farms Alone” Mental Awareness Campaign
<i>Campaign</i> Internal	OBP Agency	Notoriously Nebraska
<i>Campaign</i> Events and Observances	OBP Agency	DEKALB Asgrow Deltapine Agronothon
<i>Campaign</i> Marketing Communications for Agricultural Audiences	Ali Cox & Company Marketing	Minturn “An Enduring Commitment to Quality” Campaign
<i>Campaign</i> Marketing Communications for Non-Ag Audiences	MSL	Shifting Soy from Side Dish to Staple
<i>Campaign</i> Agricultural Image	MorganMyers	Illinois Farm Families® Growing Your Food with Care campaign feeds parents' appetites for food transparency and builds trust in farmers
<i>Campaign</i> Issues Management	MorganMyers	The SCN Coalition: Battling A Bug to Improve America's Soybean Profitability and Sustainability
<i>Campaign</i> Open	Padilla	Rabo Industry Report Pitching

<i>Tactic</i> Annual Reports: Non-financial Annual Reports	Filament	National Dairy FARM Program 2020 Year in Review
<i>Tactic</i> Graphic Elements	Ali Cox & Company	AgCode Trade Show Materials
<i>Tactic</i> Digital & Social Media: Blogs	Farm Bureau	The Zipline
<i>Tactic</i> Digital & Social Media: Podcasts	Almond Board of California	Join the Almond Journey!
<i>Tactic</i> Digital & Social Media: Video	Almond Board of California	RESILIENCE: The Whole Orchard Recycling Origin Story
<i>Tactic</i> Digital & Social Media: Websites	Farm Bureau	Sustainability in Agriculture
<i>Tactic</i> Digital & Social Media: Social Media	Ali Cox & Company	California Beans “12 Days of Beans” Campaign
<i>Tactic</i> Webinar/Web Conferencing	Almond Board of California	Training Tuesdays Fill Knowledge Gap During COVID
<i>Tactic</i> Feature Writing	Ali Cox & Company	Sun Valley Rice dishes out variety and exceptionally high standards
<i>Tactic</i> Feature Writing	Curious Plot	Using Cottonseed to its Full Potential With Cotton Incorporated
<i>Tactic</i> Editorial/Op-Ed Columns	Kansas Farm Bureau	Capitalism and Conservation
<i>Tactic</i> Print Media Relations: Agricultural Audiences	OBP Agency	Food vs. Fuel - Three-Part Series
<i>Tactic</i> Print Publications: Magazines and Newspapers	Kansas Farm Bureau	Kansas Living Magazine
<i>Tactic</i> Print Publications: Newsletters (print or digital)	Farm Bureau	FBNews e-newsletter
<i>Tactic</i> Print Publications: Single-Issue Publications	American Farm Bureau Foundation for Agriculture	Food and Farm Facts
<i>Tactic</i> Radio Broadcast Media Relations: Agricultural Audiences	Cultivate	Dairy MAX Radio Ads
<i>Tactic</i> Special Events	C.O.next	2021 Soybean Summit: At Home Edition
<i>Tactic</i> Special Events	Almond Board of California	ROOTED IN SUCCESS: The Almond Conference 2021

<i>Tactic</i> Media Events and News Conferences	Curious Plot	Elanco Sustainability Panel at NCBA
<i>Tactic</i> Direct Mailing/Direct Response	National Cattlemen's Beef Association	2021 Cattle Industry Convention & NCBA Trade Show Postcard Series
<i>Tactic</i> Unique Tactics and Executions - Open Category	Almond Board of California	This is ALMONDCENTER!