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FOR IMMEDIATE RELEASE
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2016 Golden ARC Winners Announced

June 24, 2016 – St. Paul, MN. – Winners of the Agricultural Relations Council (ARC) 2016 Golden ARC Awards Contest were announced June 24 at the organization’s annual professional development meeting in St. Paul, Minnesota. Recipients of this year’s 28 Golden ARC Awards and 18 Merit Awards join an elite group of highly-respected leaders in agricultural public relations in the elite awards program.

For the fifth straight year the *Golden ARC de Excellence Award* was awarded. The 2016 winner was The Beef Checkoff for the entry entitled “World Health Organization Reviews Red Meat and Cancer Risk.” This year’s selected entry was from the Campaigns Division, Issues Management. The National Cattleman’s Beef Association, a contractor to the Beef Checkoff, and Ketchum Public Relations also won a Golden ARC award for the entry.

On the client side, the South Dakota Soybean Research and Promotion Council received the largest quantity of Golden ARC Awards winning five Golden ARC Awards, recognizing work submitted by their agency, FLM+. In fact, FLM+ won the most awards of the night with ten total, including five Golden ARC Awards and five merits.

The agency, broadhead., received for the most Golden ARC Awards with seven, capturing a total of nine trophies on behalf of clients The Mosaic Company, Cargill, USDA APHIS and Boehringer Ingelheim Vetmedica, Inc.

Look East took home four Golden ARC Awards and one merit for their work on behalf of the Coalition for Sustainable Egg Supply, the Center for Food Integrity, National Pork Board, National Pork Producers, Iowa Pork Board and the Greater Kansas Racing Alliance. Two agencies tied for three awards each, including one Golden ARC Award and two merits. Bringing home the honors were AdFarm and G&S Business Communications. California FFA and Elanco Animal Health were represented by AdFarm; while G&S Communications accepted their recognition on behalf of Syngenta.

Other award winners were Osborn Barr, Lessing Flynn, Filament Marketing, Charleston/Orwig, Karwoski & Courage Public Relations, G&S Business Communications, David & Associates, Woodruff Sweitzer and the American Farm Bureau Federation.

“The quality of this year’s entries again surpassed previous years’ submissions, and judges provided valuable comments and critiques for each submission to enable entrants to continue to improve their craft,” said Kristy Mach, contest manager. “The Golden ARC Awards Contest is the only award competition directed to agricultural marketing communications professionals that is not judged by our peers in agriculture. The competition is judged by public relations professionals who are not directly or indirectly linked to the entries.”

This year’s competition was judged by members of the Sunshine District Public Relations Society of America. “The judges focused on a number of objectives including audience analysis, creativity, execution and campaign results, especially measurability,” continued Mach.

Originated in 1990, the Golden ARC Awards Contest recognizes the best and brightest in agricultural public relations, and is open to both ARC and non-ARC members. The 46 categories reflect the broad scope of contemporary public relations activities.

The format and requirements for the Golden ARC awards are similar to other leading public relations awards programs, based on best practices for public relations campaigns and tactics. More information is available at the ARC website, www.agrelationscouncil.org.

A complete winners’ listing of the 2016 Golden ARC Awards Contest follows.



Congratulations to our 2016 Golden ARC de Excellence Winner

National Cattleman's Beef Association, a contractor to the Beef Checkoff, and Ketchum Public Relations

“World Health Organization Reviews Red Meat and Cancer Risk”

Daren Williams, Season Solorio, Shalene McNeill, Shawn Darcy, Elizabeth Elegant
Public Relations Campaign – Issues Management

Golden ARC Winners:

<u>Campaigns Division</u>		
Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Organization or Corporate Reputation</i>	Verdesian Life Sciences	Osborn Barr
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	National Pork Board	Lessing Flynn
<i>Campaigns Division – Agricultural Image</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Campaigns Division – Issues Management</i>	The Beef Checkoff	National Cattleman’s Beef Association, a contractor to the Beef Checkoff, and Ketchum Public Relations
<i>Campaigns Division – Public Affairs</i>	USDA APHIS	broadhead.
<i>Campaigns Division – Corporate Social Responsibility and Sustainability</i>	Coalition for Sustainable Egg Supply	Look East
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	The Mosaic Company	broadhead.
<u>Tactics Division</u>		
Category	Program Conducted for...	Winning Company
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Purina Animal Nutrition Center	Filament Marketing
<i>Tactics Division – Media Events and News Conferences</i>	Boehringer Ingelheim Vetmedica, Inc.	broadhead.
<i>Tactics Division – Video Programs</i>	America’s Farmers Grow Communities	Osborn Barr
<i>Tactics Division – Graphic Elements</i>	The Mosaic Company	broadhead.
<i>Tactics Division – Collateral/Literature</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Feature Writing</i>	Arm & Hammer Animal Nutrition	Charleston Orwig
<i>Tactics Division – Direct Mailing/Direct Response Program</i>	Cargill	broadhead.
<i>Tactics Division – Digital and Social Media: Websites</i>	United Egg Producers	Look East
<i>Tactics Division – Digital and Social Media: Blogs</i>	Leaders of In-Furrow Technology (LIFT)	Karwoski & Courage Public Relations
<i>Tactics Division – Digital and Social Media: Video</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Digital and Social Media: Social Media</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Digital and Social Media: Podcast/Audio</i>	The Mosaic Company	broadhead.

Tactics Division Continued

Category	Program Conducted for...	Winning Company
<i>Tactics Division – Digital and Social Media: Smartphone or Tablet Application (App)</i>	U.S. Grains Council	Charleston Orwig
<i>Tactics Division – Editorial/Op-Ed Columns</i>	Syngenta	G&S Business Communications
<i>Tactics Division – Annual Reports: Annual Financial Reports</i>	U.S. Grains Council	David & Associates
<i>Tactics Division – Print Media Relations for Non-Agricultural (Consumer) Audiences</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Print Publications: Magazines and Newspapers</i>	AMVAC	Woodruff Sweitzer
<i>Tactics Division – Print Publications: Newsletters</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Tactics Division – Open Category</i>	Center for Food Integrity	Look East
<i>Tactics Division – Public Service Announcements (PSAs)</i>	USDA APHIS	broadhead.
<i>Tactics Division – Special Event</i>	National Pork Board, National Pork Producers, Iowa Pork Board	Look East

Merit Winners:

Campaigns Division

Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	Syngenta	G&S Business Communications
<i>Campaigns Division – Agricultural Image</i>	CropLife America's GreenThumb Challenge	CropLife America
<i>Campaigns Division – Issues Management</i>	NCFC	FLM+
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	American Ethanol	David & Associates

Tactics Division

Category	Program Conducted for...	Winning Company
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Donaldson Clean Fuel and Lubricant Solutions	Woodruff Sweitzer
<i>Tactics Division – Unique Tactics and Execution: Open Category</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Video Programs</i>	University of Nebraska – Lincoln	FLM+

<i>Tactics Division – Special Events</i>	Leaders of In-Furrow Technology (LIFT)	Karwoski & Courage Public Relations
<i>Tactics Division – Special Events</i>	Asgrow DEKALB	Osborn Barr
<i>Tactics Division – Digital and Social Media: Social Media</i>	Greater Kansas Racing Alliance	Look East
<i>Tactics Division – Digital and Social Media: Websites</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Print Publications: Magazines and Newspapers</i>	The Mosaic Company	broadhead.
<i>Tactics Division – Print Publications: Newsletter</i>	Syngenta	G&S Business Communications
<i>Tactics Division – Media Events and News Conferences</i>	Syngenta	G&S Business Communications
<i>Tactics Division – Digital & Social Media: Blogs</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Digital & Social Media: Video</i>	Arm & Hammer Animal Nutrition	Charleston Orwig
<i>Tactics Division – Annual Reports: Annual Financial Reports</i>	Aurora Cooperative	David & Associates
<i>Tactics Division – Collateral/Literature</i>	Cargill	broadhead.