2018 GOLDEN ARC AWARDS
CONTEST
WE INVITE YOU TO STEP INTO THE WINNERS’ CIRCLE OF AGRICULTURAL PR

THANK YOU TO ALLTECH FOR MEETING LOGO

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STEP INTO THE Winner’s Circle OF AGRICULTURAL PUBLIC RELATIONS

AG RELATIONS COUNCIL 2018 ANNUAL MEETING

JUNE 20-21 • LOUISVILLE, KENTUCKY
ABOUT THE GOLDEN ARC AWARDS

• Began in 1990, came to be recognized as the most esteemed award in the agricultural public relations industry

• Reflects many hats worn by today’s PR practitioner, with categories recognizing everything from full campaigns to tactics

• Honors stellar work created by professionals in the ag industry

• Format and requirements are similar to other leading PR awards programs, based on best practices for PR and public affairs campaigns and tactics
1. Tactics
2. Campaigns
THE RACE IS ON ...

Tactics Division:

Special Events
MERIT AWARDED TO:

Tactics Division:
Special Events

“Illinois Soybean Association
Chicago Open House”

Illinois Soybean Association, Morgan Myers
Tactics Division:
Special Events

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

Mace Thornton, Will Rodger, Ray Atkinson, Cyndie Shearing, Erin Anthony, Kari Barbic, Shiloh Perry, Anna Burkholder
STEP INTO THE WINNERS’ CIRCLE...

Tactics Division:
Special Events

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

Osborn Barr, Monsanto
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Special Events

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

Osborn Barr, Monsanto
THE RACE IS ON ...

Tactics Division:

Print Media Relations – Agricultural Audiences
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Print Media Relations: Agricultural Audiences

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

Charleston | Orwig, CoBank
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Print Media Relations: Agricultural Audiences

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

Charleston | Orwig, CoBank
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Print Media Relations: Agricultural Audiences

“Improve Profitability with Dormancy Weed Control Program”

Bader Rutter
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Print Media Relations:
Agricultural Audiences

“Improve Profitability with Dormancy Weed Control Program”

Bader Rutter
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Print Media Relations: Agricultural Audiences

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

Cary New, Archer Malmo
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Print Media Relations:
Agricultural Audiences

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

Cary New, Archer Malmo
THE RACE IS ON ...

Tactics Division:

Media Relations:
Media Events and News Conferences
MERIT AWARDED TO:

Tactics Division:
Media Relations: Media Events and News Conferences

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

Pam Molitor, Brad Bremer
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Media Relations: Media Events and News Conferences

“Compeer Financial Launch Media Event”

Charleston | Orwig, Compeer Financial
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:

Media Relations: Media Events and News Conferences

“Compeer Financial Launch Media Event”

Charleston | Orwig, Compeer Financial
THE RACE IS ON ...

Tactics Division:

Editorial / Op-Ed Columns
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Editorial / Op-Ed Columns

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

Brad Bremer, Pam Molitor
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Editorial / Op-Ed Columns

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

Brad Bremer, Pam Molitor
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Editorial / Op-Ed Columns

“2017 Rabo AgriFinance National Cattlemen Columns”

Sarah Kolell
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Editorial / Op-Ed Columns

“2017 Rabo AgriFinance National Cattlemen Columns”

Sarah Kolell
THE RACE IS ON ...

Tactics Division:

Print Publications:
Magazines and Newspapers
MERIT AWARDED TO:

Tactics Division:
Print Publications: Magazines and Newspapers

“Crop Insurance Today”

Laurie Langstraat
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Print Publications: Magazines and Newspapers

“Montana Farm Bureau Spokesman”

Rebecca Colnar, Bobbi Burow
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Print Publications:
Magazines and Newspapers

“Montana Farm Bureau Spokesman”

Rebecca Colnar, Bobbi Burow
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:

Print Publications: Magazines and Newspapers

“National Cattlemen”

National Cattlemen's Beef Association
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Print Publications:
Magazines and Newspapers

“National Cattlemen”

National Cattlemen's Beef Association
THE RACE IS ON ...

Tactics Division:

Print Publications: Single-Issue Publications
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Print Publications: Single-Issue Publications

“Food and Farm Facts”

Cyndie Shearing, Julia Recko, Veronica Nigh, Philip Gerlach
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Print Publications: Single-Issue Publications

“Food and Farm Facts”
Cyndie Shearing, Julia Recko,
Veronica Nigh, Philip Gerlach
THE RACE IS ON ...

Tactics Division:

Print Publications: Newsletters, Print or Digital
MERIT AWARDED TO:

Tactics Division:
Print Publications: Newsletters, Print or Digital

“California Almonds Outlook Newsletter”

Padilla, Almond Board of California
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Print Publications: Newsletters, Print or Digital

“FBNews e-newsletter”

Erin Anthony
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Print Publications:
Newsletters, Print or Digital

“FBNews e-newsletter”

Erin Anthony
THE RACE IS ON ...

Tactics Division:

Annual Reports: Non-Financial Annual Reports
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Annual Reports: Non-Financial Annual Reports

“2017 AFBF Impact Report”

Cyndie Shearing, Mary Burns,
Sarah Brown Dirkes, Glen Fuenmayor
STEP INTO THE WINNERS’ CIRCLE ...
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Annual Reports: Non-Financial Annual Reports

“2017 Illinois Farmland Values Report”

Jean Merry, Carroll Merry
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Annual Reports: Non-Financial Annual Reports

“2017 Illinois Farmland Values Report”

Jean Merry, Carroll Merry
THE RACE IS ON ... 

Tactics Division:

Graphic Elements
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Graphic Elements

“Living Acres: Migration Infographic”

Nate Gilbraith, Amy Jensen, Jolleen Vasile
STEP INTO THE WINNERS’ CIRCLE …

The Great Monarch Migration

A 3,000 mile journey

Monarch butterflies can be found everywhere in the spring for months of eastern Mexico. This site offers the ideal weather conditions that support the butterflies need.

Beginning in March the butterflies known as the Migration Generation start to make their way north from Mexico to begin their spring treks. When the monarchs get to Texas or Illinois, they begin to lay their eggs, which hatch into what is known as the First Generation.

A majority of monarch butterflies travel along the I-35 Corridor

Monarchs only lay their eggs on Milkweed, which is the sole food source for their larvae.

Nectar Plants serve as fuel for nature butterflies

To learn more about Living Acres, visit Facebook.com/BASFLivingAcres

Results
The infographic is
- 960 pixels wide
- 676 pixels high
- 2.228 MB

Credits
Designer: Jolleen Vasile
Project Team: Amy Jensen, Nate Gilbraith

“Living Acres: Migration Infographic”

Nate Gilbraith, Amy Jensen, Jolleen Vasile

Tactics Division:
Graphic Elements
THE RACE IS ON ...

Tactics Division:

Digital and Social Media: Video
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Video

“Performance Profiles Video Series”

Osborn Barr, Monsanto
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Video

“Performance Profiles Video Series”

Osborn Barr, Monsanto
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Digital and Social Media: Video

“Farmers Squashed by Labor Shortage”

Will Rodger, Kari Barbic
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Digital and Social Media: Video

“Farmers Squashed by Labor Shortage”

Will Rodger, Kari Barbic
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Video

“Binging with Eggs”

American Egg Board, Ketchum
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media:
Video

“Binging with Eggs”

American Egg Board, Ketchum
THE RACE IS ON ...

Tactics Division:

Digital and Social Media:
Webinar / Web Conferencing
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Webinar / Web Conferencing

“ILSoyAdvisor Webinar Series”

Illinois Soybean Association, Charleston | Orwig
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Digital and Social Media:
Webinar / Web Conferencing

“ILSoyAdvisor Webinar Series”

Illinois Soybean Association, Charleston | Orwig

[ILSoyAdvisor Website Screenshot]

About ILSoyAdvisor Webinars
ILSoyAdvisor hosts webinars throughout the year, on topics ranging from soil health and specific weed management to improving profitability and ROI. Each webinar is worth one or more continuing education units (CEUs) for Certified Crop Advisers.
THE RACE IS ON ...
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Social Media

“#ProtectCropInsurance Social Media Toolkit”

Kerry Lynch, Sarah Hubbart
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division: Digital and Social Media: Social Media

“#ProtectCropInsurance Social Media Toolkit”

Michael Torrey Associates, Crop Insurance and Reinsurance Bureau, Kerry Lynch, Sarah Hubbart
STEP INTO THE WINNERS’ CIRCLE …

Tactics Division:
Digital and Social Media: Social Media

“Enlist One herbicide launch”

Annie Spencer, Melissa Norby
STEP INTO THE WINNERS’ CIRCLE …

No matter which ENLIST they choose, they will get exceptional weed control at the on-target application of COLEX-D technology.

“The application of ENLIST went as planned. It stayed on the leaf, we applied it, and it has control the Palmer pigweed in the field.”

— Tim Luckey, Tennessee

“Weed control and rapid emergence are key outcomes for growers.”

“Enlist One herbicide launch”

Annie Spencer, Melissa Norby
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Social Media

“Syngenta Vegetable Seeds 150th Anniversary”

Pam Molitor, Brad Bremer
STEP INTO THE WINNERS’ CIRCLE …

Vegetables 150th Anniversary
Corporate Communications
Social Media Campaign
July-August 2017

Monday, July 31 – Twitter
We’re celebrating 150 years in the vegetable seeds business. http://bit.ly/2kuWcv #Syngenta

Wednesday, Aug. 9 – Instagram
Did you know California and Arizona grow 98% of the lettuce sold in the U.S.? Rapfact #SyngentaVeg

We are dedicated to innovation in vegetables and consumers #SyngentaVeg

2,500 varieties of vegetables
Over 150 varieties (selected each year)

Wednesday, Aug. 9 – Facebook
A taste of VEG

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

Friday, Aug. 11 – Twitter
Search for us on Twitter, #SyngentaVeg – dating back 150 years. Check out our varieties: http://bit.ly/2kuWcv #SyngentaVeg

Friday, Aug. 11 – Facebook
A taste of VEG

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

Wednesday, Aug. 2 – Facebook
The average American eats over 4 lbs. of broccoli each year. Meet our varieties: http://bit.ly/2kuWcv #SyngentaVeg

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

Tactics Division:
Digital and Social Media: Social Media

“Syngenta Vegetable Seeds 150th Anniversary”

Pam Molitor, Brad Bremer
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Social Media

“Fueling Greatness From Farm to Finish Line”

Breanna Welke, Michelle Cook
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Digital and Social Media: Social Media

“Fueling Greatness From Farm to Finish Line”

Bellmont Partners,
Midwest Dairy,
Breanna Welke, Michelle Cook
THE RACE IS ON ...

Tactics Division:

Digital and Social Media:
Smartphone or Tablet Application [App
STEP INTO THE WINNERS’ CIRCLE ...

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

“Ag Across America”

American Farm Bureau Foundation for Agriculture (AFBFA)
STEP INTO THE WINNERS’ CIRCLE …

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

“Ag Across America”

American Farm Bureau Foundation for Agriculture (AFBFA)
THE RACE IS ON ...

Tactics Division:

Video Programs
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Video Programs

“Bushels to Bourbon Video”

Osborn Barr, Monsanto
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Video Programs

“Bushels to Bourbon Video”

Osborn Barr,
Monsanto
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Video Programs

“Nutrients for Life: In the Classroom”

Trista Cady, Harriet Wegmeyer
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Video Programs

“Nutrients for Life: In the Classroom”

Trista Cady, Harriet Wegmeyer
THE RACE IS ON ...

Tactics Division:

Unique Tactics and Executions – Open Category
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Unique Tactics and Executions – Open Category

“Illinois Soybean Association Transportation Network Involvement Tour”

Illinois Soybean Association, Morgan Myers
STEP INTO THE WINNERS’ CIRCLE ...

Tactics Division:
Unique Tactics and Executions – Open Category

“Illinois Soybean Association Transportation Network Involvement Tour”

Illinois Soybean Association, MorganMyers
1. Tactics
2. Campaigns
THE RACE IS ON ...

Campaigns Division:

Organization or Corporate Reputation
STEP INTO THE WINNERS’ CIRCLE …

Campaigns Division:
Organization or Corporate Reputation

“2017 National Pollinator Week Multi-Stakeholder Campaign”

Ann Bryan, Karyn Ostrom
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:
Organization or Corporate Reputation

“2017 National Pollinator Week Multi-Stakeholder Campaign”

Ann Bryan, Karyn Ostrom
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:
Organization or Corporate Reputation

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

Meghan Pusey, Marion Roth, Season Solorio, Alisa Harrison
STEP INTO THE WINNERS’ CIRCLE …

Campaigns Division: Organization or Corporate Reputation

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

Meghan Pusey, Marion Roth, Season Solorio, Alisa Harrison
STEP INTO THE WINNERS’ CIRCLE ...  

Campaigns Division:  
Organization or Corporate Reputation

“National Agronomy Week”  

Osborn Barr, Monsanto
STEP INTO THE WINNERS’ CIRCLE …

Campaigns Division: Organization or Corporate Reputation

“National Agronomy Week”

Osborn Barr, Monsanto
THE RACE IS ON ...

Campaign Division:

Internal
MERIT AWARDED TO:

Campaign Division:
Internal

“Merck Ruminant Master Class”

AdFarm, Merck
THE RACE IS ON ...

Campaigns Division:

Public Affairs
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:  
Public Affairs

“Pyrethroid/Bifenthrin Registration Review Advocacy”

FMC, Lisa Homer, Joan Olson, Charlie O'Brien
Campaigns Division: Public Affairs

“Pyrethroid/Bifenthrin Registration Review Advocacy”

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

STEP INTO THE WINNERS’ CIRCLE ...

DON’T LET THE EPA Dictate Your Crop Protection Plans. Comment Today!

Defend bifenthrin from unnecessary EPA restrictions. The EPA assessment for the pyrethroid class of insecticides could drain farmers’ choices in crop protection products. The agency’s risk assessment is based on oversimplified science and could place farmers and FMC at a disadvantage. Take action in the protection of your crops.

Act today to defend bifenthrin

1. Sign and forward your comments on our post-management product containing bifenthrin to your State Rep.
2. Contact your own local, county and state representatives and the local office of the EPA. Explain why bifenthrin is an integral part of pest management and the importance of bifenthrin in controlling economic pests. Continue to do this until July 7, 2017.

Submit your comments to the EPA

Find the contact information for your state’s EPA website and fill out the comments. You can also write a personal letter to the EPA explaining the importance of bifenthrin in your region.

STEP INTO THE Winner’s Circle OF AGRICULTURAL PUBLIC RELATIONS

A6 RELATIONS COUNCIL 2019 ANNUAL MEETING

June 20-21 • Louisville, Kentucky
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:
Public Affairs

“American Farm Bureau Tax Reform Campaign”

Mace Thornton, Will Rodger, Ray Atkinson, Pat Wolf
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:
Public Affairs

“American Farm Bureau Tax Reform Campaign”

Mace Thornton, Will Rodger, Ray Atkinson, Pat Wolf
THE RACE IS ON ...

Campaigns Division:

Marketing Communications for Agricultural Audiences
MERIT AWARDED TO:

Campaigns Division:
Marketing Communications for Agricultural Audiences

“ILSoyAdvisor Campaign”

Illinois Soybean Association, Charleston | Orwig
THE RACE IS ON ...

Campaigns Division:

Marketing Communications for Non-Ag Audiences
MERIT AWARDED TO:

Campaigns Division:
Marketing Communications for Non-Agricultural Audiences

“#GiveaCrop Campaign”

Sarah Macedo, Genevieve O'Sullivan, Sarah Edison
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:
Marketing Communications for Non-Ag Audiences

“REAL Makers Foodservice Advertising Campaign”

Ketchum Food B2B
STEP INTO THE WINNERS’ CIRCLE …

Campaigns Division: Marketing Communications for Non-Ag Audiences

“REAL Makers Foodservice Advertising Campaign”

Ketchum Food B2B
THE RACE IS ON ...

Campaigns Division:

Agricultural Image
MERIT AWARDED TO:

Campaigns Division:
Agricultural Image

“#RealPigFarming”

Claire Masker, Kevin Waetke, Jess Held, Laura Plumb, Scott Siepker
THE RACE IS ON ...

Campaigns Division:

Corporate Social Responsibility
and Sustainability
Campaigns Division:
Corporate Social Responsibility and Sustainability

“PPO Stewardship PR Campaign”

FMC, Lisa Homer, Joan Olson, Charlie O'Brien
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:
Corporate Social Responsibility and Sustainability

“Hams Across America”

Kevin Waetke, Claire Masker, Jess Held,
Laura Plumb, Scott Siepker
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division: Corporate Social Responsibility and Sustainability

“Hams Across America”

Kevin Waetke, Claire Masker, Jess Held, Laura Plumb, Scott Siepker
THE RACE IS ON ...

Campaigns Division:

Open Category
MERIT AWARDED TO:

Campaigns Division:
Open Category

“Hutches for Hope” Public Relations Campaign”

Kim Parr, Andy Collins
STEP INTO THE WINNERS’ CIRCLE ...

Campaigns Division:
Open Category

“National Beef Quality Audit”

Josh White, Jesse Fulton, Betty Anne Redson, Walt Barnhart
STEP INTO THE WINNERS’ CIRCLE …

Campaigns Division: Open Category

“National Beef Quality Audit”

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

Golden ARC Award Winners

and

Merit Award Winners
PREVIOUS GOLDEN ARC DE EXCELLENCE WINNERS

• 2017: “The Levesol™ Promise Campaign,” from West Central Distribution and Karwoski & Courage Public Relations


• 2015: “Sugar’s Last Stand – Transforming Urban Legends to Make Hawaiian Sugarcane Sweet Again,” by Hawaiian Commercial & Sugar Company

• 2014: “Zoetis Achieves Global Company Debut in Eight Months,” to Ketchum on behalf of Zoetis

• 2013: “Estate Tax Campaign,” American Farm Bureau Federation

• 2012: “Oink Outings: A Passion for Pork from Farm to Fork,” from Minnesota Pork Board and Minnesota Pork producers, with agency Weber Shandwick
STEP INTO THE WINNERS’ CIRCLE …

Golden ARC de Excellence 2018 Winner:

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

National Cattlemen’s Beef Association
Meghan Pusey, Marion Roth,
Season Solorio, Alisa Harrison
RETHINK THE RANCH

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

RANCHER RECIPES

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

SUMMERTIME MEATLOAF

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

SEE RECIPE ➤
Beef Is Back for Dinner as Marketers Woo Nostalgic Millennials

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

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

10 MORE BEEF RECIPES CERTIFIED BY THE AMERICAN HEART ASSOCIATION®

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

In a study published in the American Journal of Clinical Nutrition, researchers from Penn State University found that people who participated in the Beef or Optimal Carbohydrate (OCHO) study, consuming lean meat daily, as part of a balanced, healthy diet, experienced 10 percent decreases in LDL, or "bad" cholesterol, and a 16 percent decrease in triglycerides, which are fats in the blood.

The Beef. It's What's For Dinner recipes were certified in 2011. Since then, the Beef. It's What's For Dinner campaign has been focused on developing additional recipes that meet the American Heart Association® nutritional requirements and were officially certified with the Heart-Check Mark in early 2018.

- Beef Stuffed with Savory Onions & Dates
- Beef Croissant with Pomegranate Chutney and Balsamic Glaze
- Beef Pot Roast with Cider Gravy and Maple Sweet Potatoes
- Beef Tips Steak with Asparagus & Truffle Cream
- Classic Beef Tenderloin Roast with Cider Gravy
- Holiday Meal Beef Medallions with Cranberry Balsamic Sauce
- Indian Beef Flatbread & Arroz
- Brussels Sprout Baked Fritters with Feta Dip with Peppers and Sweet Peppers
- Spicy Korean-Style Beef & Cucumber Appetizer
- Tangy Lime-Glazed Beef with Broiled Onions
EXPLORING THE BEEF LIFECYCLE

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

JOAN RUSKAMP

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

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

1. Bear Valley Ranch, Parkfield, CA
   Beef. It's What's For Dinner
   2:38

2. Easterday Ranches, Pasco, WA
   Beef. It's What's For Dinner
   2:45

3. The People Behind Beef
   Beef. It's What's For Dinner
   1:35

4. Triple U Ranch, Washta, IA
   Beef. It's What's For Dinner
   2:49

5. Tyson Beef Packing Plant, Dakota City, NE
   Beef. It's What's For Dinner
   2:51

6. Barthle Brothers Ranch, Dade City, FL
   Beef. It's What's For Dinner
   2:26
Congratulations

Golden ARC de Excellence Winner

NCBA
THANK YOU.