

Campaigns Division

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>	National Cattleman's Beef Association	National Cattleman's Beef Association and Ketchum
<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.

Tactics Division

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	CharlestonIOrwig
<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	CharlestonIOrwig
<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

Congratulations to our 2016 Golden *ARC de Excellence Winner*

National Cattleman’s Beef Association, Ketchum

“World Health Organization Reviews Red Meat and Cancer Risk”

Daren Williams, Season Solorio, Shalene McNeill, Shawn Darcy, Elizabeth Elegant

Public Relations Campaign – Issues Management