

RC ANNUAL ARRIVE

IN

JUNE 21-23, 2022

MILWAUKEE, W





June 22, 2022 Milwaukee, Wisconsin

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 agindustry
- Format and requirements are similar to other leading PR awards programs, based on best practices for PR and public affairs campaigns and tactics



Categories



- Tactics
- Campaigns
- Golden ARC de Excellence



Tactics -

Special Events



New Lumiderm® Soybean Insecticide Seed Treatment From Pioneer Doubles Spectrum of Insect Control

Date Posted: Jul 14, 2021



Brad Van Kooten, Pioneer Seed Treatment Category Leader, talks about Lumiderm®, a new insecticide seed treatment, during an event July 13 in Johnston, IA. (Chris Lusvardi photo)



Corteva Agriscience Summer Media Day 2021 "The Future of Farming"

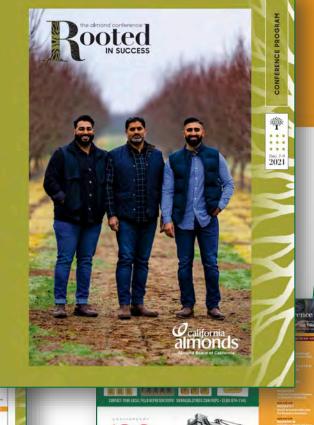
Bader Rutter

Greg Lammert, Julie Podey, Kristin Utterback, Kacey Birchmier, Jane Bachmann, Susan Shatek, Luke Kujath, Lori Hallowell, Alex Ronallo, Melissa Snyder, Eric Scherder, Jeff Seguin











ROOTED IN SUCCESS: The Almond Conference 2021

Almond Board of California

Rebecca Bailey, Jenny Nicolau, Daren Williams, James Raycraft, Taline Tabakian, Jennifer Beucler, Michelle McFadden



Special Events











ADVISOR SOYBEAN





2021 Soybean Summit: At Home Edition

C.O.nxt Brandon Maly, Rachel Peabody



Print Media Relations - Agricultural Audiences



Purina® Plus Feeder Calf Program

Combining quality nutrition, health protocols and progressive management to help deliver low-risk, high-value calves.











Filament

Wyatt Bechtel, Katie Ertmer, TeriLynne Budreau, Tanya Ciurro, Kayla Jentz











Demand for

Food vs. fuel or food AND fuel for soybean products?

Can the soybea

South American crop will pressure U.S. soybean, oil prices

Demand factors and higher prices could be changing as soybean planting gets underway in Brazil and Argentina.

Food vs. Fuel - Three-Part Series

OBP Agency

Paul Murphy-Spooner, Mace Thornton, Julie Voss Catron, Carmen Fenton, Brad Robb



Radio Broadcast Media Relations – Non-Agricultural (consumer) Audiences



"Where does your milk come from?"

Every time you purchase healthy and delicious dairy foods at your local store you are supporting a local dairy farmer like me and my family.



Dairy MAX Radio Ads

Cultivate
Brittany Brown, Anne Kimmey, Kaci Creel

"Learn more about Dairy Farm's commitments to community and the environment at dairydiscoveryzone.com"



Media Events and News Conferences







Soy Innovation Challenge Press Conference

OBP AGENCY

George Harper, Paul Murphy-Spooner, Mace Thornton, Julie Voss Catron, Brad Robb, Carmen Fenton



Media Events and News Conferences





Elanco Sustainability Panel at NCBACurious Plot
Lauren Baker





For additional information, please contact Sarah Morehouse at 317-914-7568 or Sarah Morehouse@network.elancoah.com.



Feature Writing



to timily's time beadquarters must beyons. That offers a lot of benefits, the being close to the markets, but it into comes with theep land values from

SLOOR SA 57 (600 (per scred range)

tapes on thornands of dollars of

DEEP ROOTS

In a way, the dream is about wealth

Kansas Ferm Bureau's Accidental will be discontinued this October. After years of claims, the fund is not self-nustaining and it required the organization make a change. In an efforts to create and promote health and safety programming to ensure adequately to agriculture emergencies

It's your future. Let's protect it:



KANSASLINIAMINGSTRUCOM 33

Taxing Legacies Kansas Farm Bureau **Greg Doering**



Feature Writing

Sun Valley Rice dishes out variety and exceptionally high standards

Sustainability, innovation, and industry-leading standards mean remarkable rice for Sun Valley Rice

Published Feb. 7, 2022







"Sun Valley Rice dishes out variety and exceptionally high standards"

Ali Cox & Company Marketing

Bonnie Vivatnamongkon, Madalyn Feld, Renae Bowen, Abbey Stith, Sarah Tjoa, Ali Cox



Feature Writing











Using Cottonseed to its Full Potential With Cotton Incorporated Curious Plot Lauren Baker

Editorial/Op-Ed Columns







For Contributing in the Field and on the Byline

Curious Plot Charlie O'Brien, Stephanie Loch



Editorial/Op-Ed Columns







Capitalism and Conservation

Kansas Farm Bureau Greg Doering

Capitalism and Conservation

Greg Doering, Kansas Farm Bureau

The big story in agriculture today is how carbon is going to be the next cash crop for farmers and ranchers. There are lost of headlines about how changing agricultural practices can remove carbon dioxide from the air and store it in the soil.

While the science is sound, farming practices are just one component in the complex process of accumulation of carbon in the soil. Precipitation, soil type, carbon already present and other variables all factor into just how much of the element can be sequestered underground.

What's grabbing attention is there's a nascent market blooming where private companies are paying real money to farmers and ranchers who can document increasing stores of carbon in their soils. The idea is the ag producers get some money for changing their practices while the private companies count the sequestered carbon against their own emissions.

There's a variety of reasons why companies are at the forefront of creating this market, but the primary driver is capitalism. Environmentally conscious customers and investors are demanding goods and services that have less impact on the land, air and water. Companies are responding to these signals by turning to the original conservationists — farmers and ranchers — to lessen the environmental impact of modern life.

The public at large is just now discovering what crop and livestock growers have understood for decades — capitalism and conservation are complimentary and not mutually exclusive. Farmers and ranchers understand today's investments in healthy soil, pristine air and crystal-clear water will pay dividends for generations to come.

Farmers and ranchers today are using technology and innovative practices to produce more than ever while using fewer resources. U.S. agriculture would have needed nearly 100 million more acres 30 years ago to match today's production levels.

This is especially true of livestock, which receive a lot of attention for greenhouse gases expelled yet contribute just 4 percent — and falling — of overall emissions. The dairy industry is producing 48 percent more milk with per-unit emissions down 26 percent. Pork production has soared 80 percent while the per-unit emissions have declined by 20 percent. Beef production is up 18 percent and emissions down 8 percent.

These efficiencies are driven by simple economics. Livestock emissions are falling because inputs like land and feed are expensive, so producers have a natural incentive to make the most of their resources. In short, market forces are working as they should, and U.S. agriculture is lessening its environmental footprint in addition to offsetting the carbon emissions from other industries.

For the most part, this has happened in the absence of government mandates, but that's not to say government policy doesn't have a role in further reducing the greenhouse gas emissions from agriculture.

nt shouldn't tell farmers and ranchers how to do their jobs, but policy makers can entive-based programs to speed the adoption of practices that enhance production n farms and ranches.

an reduce regulatory barriers in state and federal programs and fund basic research ners and ranchers achieve greater efficiencies and further enhance the sustainability of

ment can help facilitate the pace of adoption on proven practices, it should also orks in one field isn't always the prescription for the next. We have to trust farmers h decades and generations of land management experience, know the capacity of their roven innovators and problem solvers in their own right.

s invested as the rest of us in successful and sustainable conservation all while vide a safe, affordable and ample supply of food for a growing population.



Print Publications: Magazines and Newspapers











Kansas Living Magazine

Kansas Farm Bureau Sheridan Wimmer, Meagan Cramer, Greg Doering, Sandi Cowdin



Print Publications: Single-Issue Publications







Abilene Machine Handouts

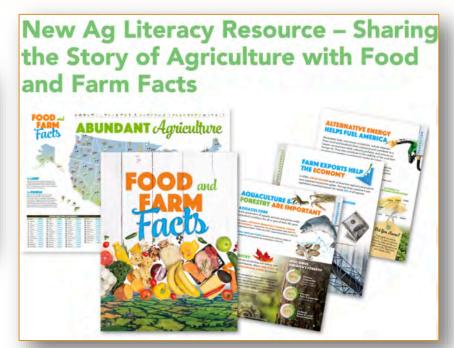
New Boston Creative Lisa Sisley, Tammy Irvine, Julie Fiedler, Anne Bryant



Print Publications: Single-Issue Publications









Food and Farm Facts

American Farm Bureau Foundation for Agriculture Cyndie Shearing, Daniel Munch, Philip Gerlach, Julia Recko



Print Publications: Newsletters-Print or Digital



Wyatt Bechtel, Katie Ertmer, TeriLynne Budreau, Tanya Ciurro, Kayla Jentz, Hayley Bolinder, Nicole Smith

Print Publications: Newsletters-Print or Digital



Farm Leader Letter Kansas Farm Bureau Sheridan Wimmer





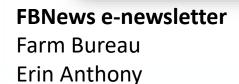




Print Publications: Newsletters-Print or Digital











Infrastructure issues facing our nation are too imporparticularly in rural communities where modernization

needed, American Farm Bureau Federation President Zippy Duvall said in a statement on the Senate passage of the Infrastructure Investment and Jobs Act earlier this week.

#ARCinMKE

Annual Reports: Non-financial annual reports



FY 2021 Annual Report

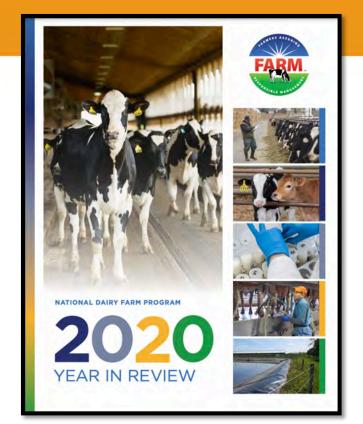
Animal Agriculture Alliance
Emily Solis, Casey Kinler, Hannah Thompson-Weeman, Kay Johnson Smith



since March 2020. Our fevorite virtual garries include Scattergories and Trivia. Over the past year. Nasilva

Annual Reports: Non-financial annual reports

2.20 Avg. MCAPs







Filament

Jenny Martin, Elizabeth Sarbacker, Kelsi Mayer, Hayley Bolinder



Graphic Element













Ali Cox & Company Marketing

Taylor Pires, Hannah van Warmerdam, Matthew Grier, Paige Brand, Sarah Tjoa, Ali Cox



Digital & Social Media: Podcasts

Tactic (2) Fodowto

Summary

Join the Almond Journey Golden ARC Awards 2021

The Almond Sound of California with Courts Go

Increase the number of channels to growers by

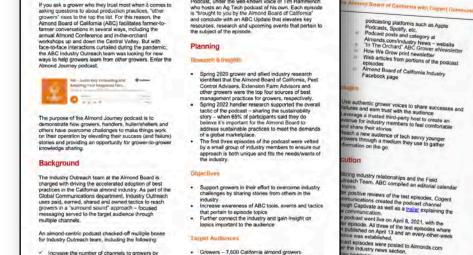
 Connect with an evolving audience as growers. become more tech savvy

Help connect growers across the state facing similar

Reach growers with business-first messages that tie to their return on investment

adding an audio format





Growers – 7,600 California almond growers

and crop advisers, and other allied industry

. Owned Channels used to promote the podcast. "The Almond Journey Podcast" hosted on Captivate and shared on all major

Secondary - Handlers, huller/shellers, past control

almonds

The Almond Board of California worked with Cogent

Communications and created the Almond Journey Podcast, under the well-known voice of Tim Hammeric oin the Almond Journey

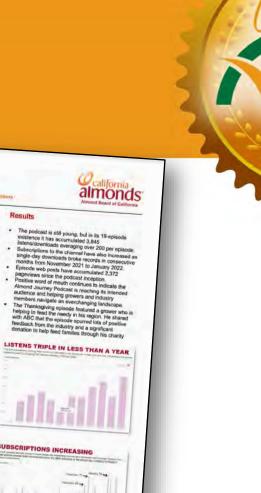
highlighting each post were included in the

ers with an open rate averaging 35%. as were periodically teased in three 7-minute as of the Almond Update' segment on AgNet a 27-dial position network throughout the

ok posts have been successful in increasing losure of the podcast reaching a total of

st was promoted on transitional slides, a nd advertisement and lapel buttons at The Conference 2021.

hard' weekly eNewsletter sent to ~7,900



Episode web posts have accumulated 2,372

SUBSCRIPTIONS INCREASING

Join the Almond Journey!

Almond Board of California

Taylor Hillman, Jenny Nicolau, Tim Hammerich, James Garner



Digital & Social Media: Video





Agriculture's Sustainability Story: It's Just What We Do Farm Bureau Terri Moore, Morgan Walker



Digital & Social Media: Video



RESILIENCE: The Whole Orchard Recycling Origin Story

Almond Board of California Brent Holtz, Jenny Nicolau, Daren Williams, Ross Thomas, David Gomar



Digital & Social Media: Blogs





Time to Grow Biofuel Use

Agriculture's Earth Day Story



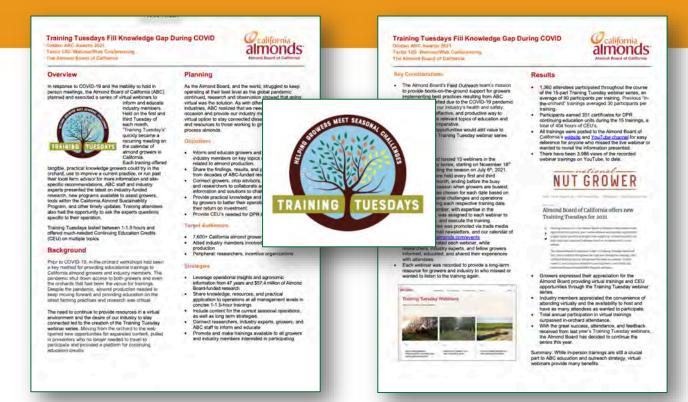
The Zipline Farm Bureau Kari Barbic, Cole Staudt



Viewpoints / The Zipline



Webinar/Web Conferencing



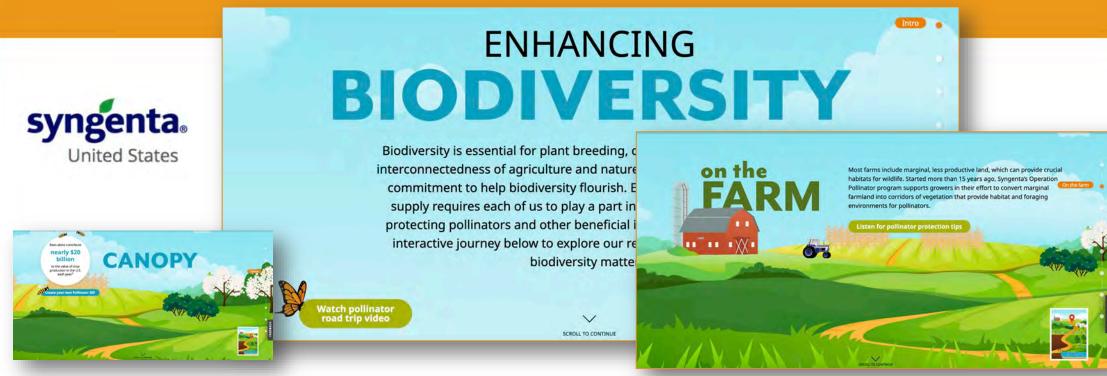


Training Tuesdays Fill Knowledge Gap During COVID

Almond Board of California Tom Devik, Josette Lewis, Sebastian Saa, Jenny Nicolau



Digital & Social Media: Websites



Exploring Biodiversity: An Interactive Web Journey

G&S Business Communications Leah Sailovic, Alison DeBenedictis, Jeff Bond, Rae Zhu, Ryland Bishop, Carrie Kaniecki, Jillian Broadbin, Kyle Turner



Digital & Social Media: Websites



#ARCinMKE





Sustainability in Agriculture

Farm Bureau Morgan Walker, Peter Mitchell, Kim Baker, Kari Barbic

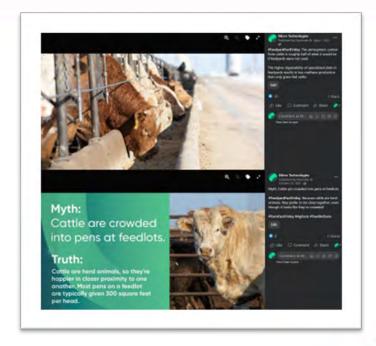


you got better farming.."

Digital & Social Media: Social Media







Micro Technologies #FeedyardFactFriday Social Media

Cultivate

Katy Kemp, Anna Bridwell, Josh Smith, Katie Johnson, Caroline Arendt, Jacob McKillip



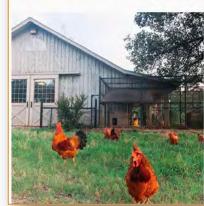
Digital & Social Media: Social Media



So now that we've talked a little bit about how to keep pigs comfortable ourbarnyard.life Let's talk about Purina's Oyster Strong System again in the summer, head on over to the Opurinafeedgreatness program and read more about your favorite species and breeds. We highly recommend Chickens need calcium to form strong Purina's Nature Match for all your egg shells. The entire process of pig friends, another key element for forming an egg can take around 24 happy, healthy pigs during all seasons hours. Purina's Oyster Strong System #ad #advertisement #purinafeed provides a supply of calcium during the #purinaleedgreatness #naturesmatch 20-ish hours it takes to form the shell #pigs #pigfarming Why is it important to us? Because it makes Ife easy!











2021 Purina Social Influencers

Filament

Danielle Burken, Hailey Johnson, TeriLynne Budreau, Jeff Hoffelt, Teyanna Marx

there's all of my ported look and

alvasabloechi i love these protos

Digital & Social Media: Social Media











California Beans "12 Days of Beans" Campaign

Ali Cox & Company Marketing Gina Ragland, Amy Roll, Madalyn Feld, Liz Franco, Evangelina Castorena, Paige Brand, Sarah Tjoa, Ali Cox



Direct Mailing/Direct Response





2021 Cattle Industry Convention & NCBA Trade Show Postcard Series

National Cattlemen's Beef Association Emily Desormeaux, Jennifer Hollingshead, Kristin Torres, Kirby Brincefield



Unique Tactics and Executions - Open Category





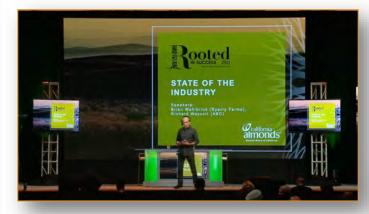
ENTER PLOT →

#ARCinMKE

Xyway™ Brand Fungicides Virtual Plot Tours Curious Plot Charlie O'Brien, Stephanie Loch

Unique Tactics and Executions - Open Category











This is ALMONDCENTER!

Almond Board of California

Brian Wahlbrink, Richard Waycott, Daren Williams, Rick Kushman, Taylor Hillman, Jenny Nicolau, Bryce Spycher, David Gomar, Ross Thomas, Iain Bible

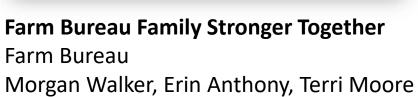




Campaigns -

PR Campaigns – Organization or Corporate Reputation













PR Campaigns – Organization or Corporate Reputation











The YOU Campaign - United Soybean Board

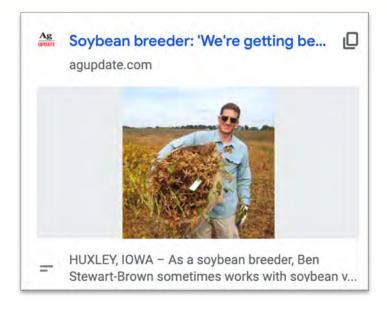
OBP Agency

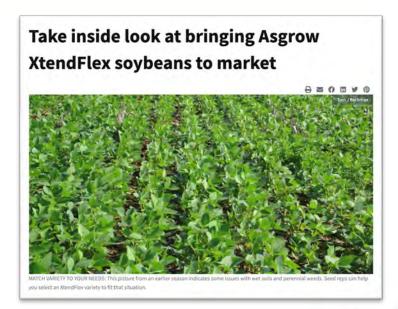
George Harper, Paul Murphy-Spooner, Mace Thornton, Laura Wolf, Joselyn Howell, Julie Voss Catron, Brad Robb, Carmen Fenton, Regina Cleary, Bob Wells



Brand Reputation







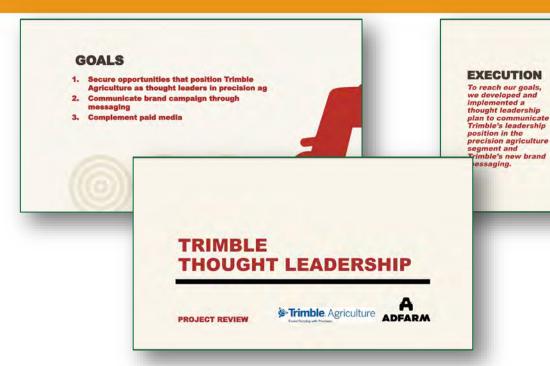
"What's in the Bag" Brand Reputation Campaign

OBP Agency Jennifer Wilken



Brand Reputation





Trimble Easier Farming with Precision Thought Leadership AdFarm Julie Warner, Rosie Thoni, Flavia Lledo, Morgan McNally

TACTICS

- Create spokespeople bios + LinkedIn and headshot recommendations
- Research thought leadership opportunities
- Monthly media monitoring
- Develop a media pitch calendar
- Conduct outreach

RESULTS

- . Equipped 7 spokespeople with bios + recommendations
- · 16 media pitches written
- · 3 successful media pitches
- World Ag Expo seminar application submitted

· Initiated conversation leading

- **SUCCESSFUL MEDIA PITCHES** Interview + story review complete: DTN/Progressive Farmer story for print in February 2022 Issue
 - Tips to help you succeed with precision ag · Jesse Chisholm, spokesperson

- · Precision solutions using multiple brands of equipment Clip from interview included in Precision Ag Dealer podcasi

POTENTIAL REACH

- . DTN/Progressive Farmer print + online · 380,000 print circulation
- 237,010 website unique visitors
- 53,000 average monthly website visitors
- · Precision Farming Dealer Podcast 18,333 monthly website pageviews
- Grainews
- · 21,400 circulation
- · National Farm Machinery Show · 300,000 approximate attendance
- · World Ag Expo
- 102,000 approximate attendance



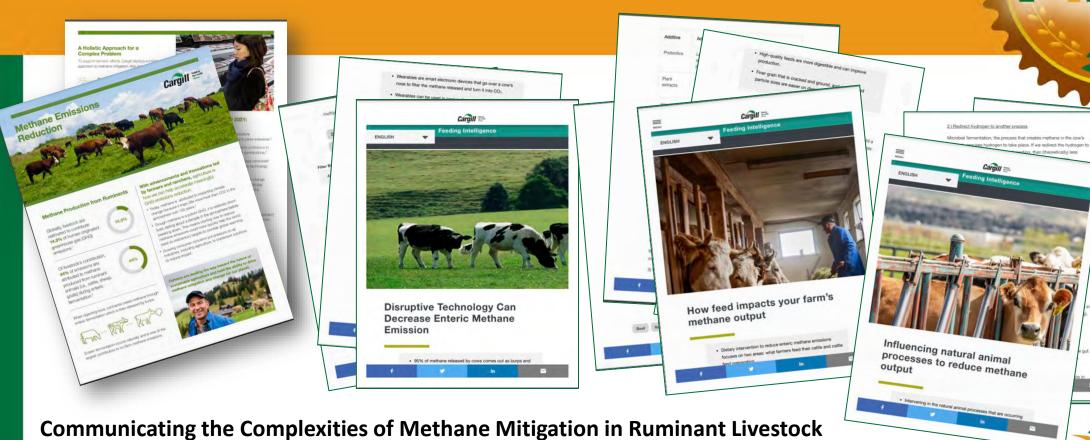
FARM EQUIPMENT



PRECISION



PR Campaigns - Public Affairs, Public Policy



#ARCinMKE

Communicating the Complexities of Methane Mitigation in Ruminant Livestoc Padilla Amy Jensen

Crisis Communications



Kansas Fire Response

Kansas Farm Bureau
Brenden Wirth, Meagan Cramer, Sheridan Wimmer



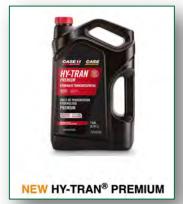


#ARCinMKE

Marketing Communications - Agricultural Audiences











CNH Industrial Parts & Service Lubricant Launch

AdFarm

Rosie Thoni, Gayle Wint, Dena Gomez

Marketing Communications -**Agricultural Audiences**

50 years. Celebrating the past. Innovating for the future.





Micro Technologies Digital Ad Campaign

Cultivate

Katy Kemp, Anna Bridwell, Josh Smith, Jacob McKillip









Marketing Communications - Agricultural Audiences









Minturn "An Enduring Commitment to Quality" Campaign

Ali Cox & Company Marketing

Nicole Stokman, Matthew Grier, Jennifer Nash, Renae Bowen, Matt Falkenthal, Aaron Almquist, Abbey Stith, Sarah Tjoa, Ali Cox



Marketing Communications - Non-Ag Audiences



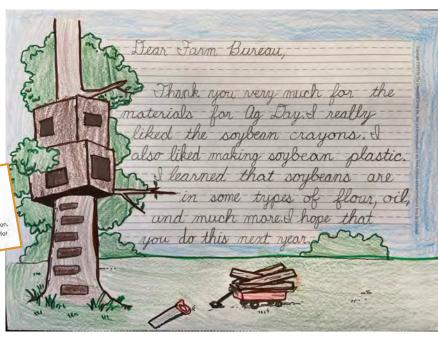
Classroom Kits

Kansas Farm Bureau Agricultural Education Classroom Kits

Kansas Farm Bureau Spricultural Education Classroom Kits

Kansas Farm Bureau Supports teachers and their classrooms by providing accurate and engaging resources about the Kansas Farm Bureau Spriculture and the Kansas Soybean Commission, agriculture industry, Partnering with the Kansas Farm Bureau Foundation for Agriculture and the Kansas Soybean Commission, agriculture industry, Partnering with the Kansas Farm Bureau Foundation for Purchase by County Farm Bureau associations for three different ready-for-use kits have been assembled and are available for purchase by County Farm Bureau associations for Spring 2021.

Ag Education Classroom KitsKansas Farm Bureau
Edie Doane









Marketing Communications - Non-Ag Audiences

MSL





WE GENERATED A TON OF BUZZ BY TELLING SOY'S STORY FROM FARM TO FORK.

Vicki Nesper, Sierra Mackie, Sarah Zets, Paige McLaughlin, Nataly Lopez, Miranda Bukantz, Michelle Heaphy, Joy Blakeslee, Jenna Hulse, Isaac Hubley, Emma Kirkpatrick, Danielle Fox, Ashley Pilgrim, Ari McDaniel, Callie Turgeon, Mike Greenwood, Kandi Bradford, Mace Thornton, Paul Murphy-Spooner, Lisa Humphreys



PR Campaigns - Agricultural Image



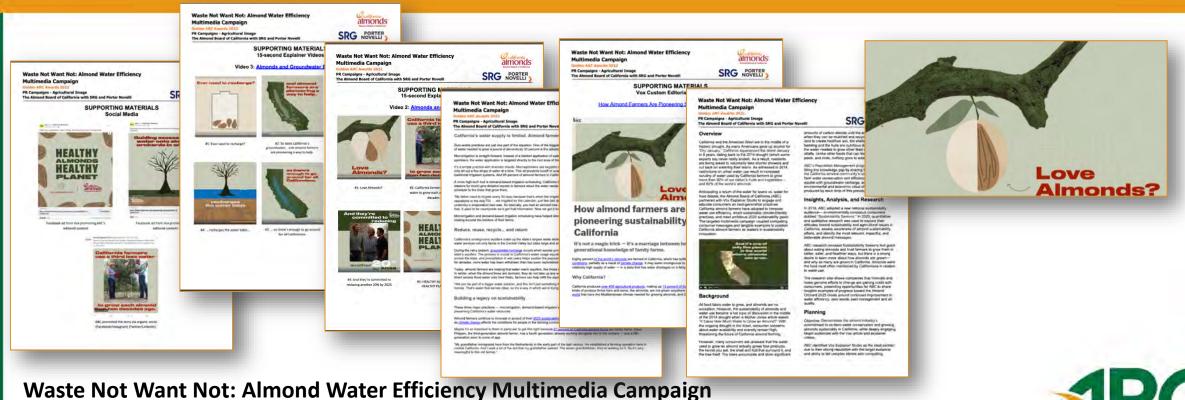


Kansas Farm Bureau Meagan Cramer, Jancey Hall, Sheridan Wimmer, Sandi Cowdin



#ARCinMKE

PR Campaigns - Agricultural Image



Waste Not Want Not: Almond Water Efficiency Multimedia Campaign

Porter Novelli

Danielle Veenstra, Kiku Severson, Laurie Tewksbury, Anna Hedlund, Becky Edwards



PR Campaigns - Agricultural Image



feeds parents' appetites for food transparency and builds trust in farmers
MorganMyers
Betty Haynes, Lindsay Mitchell, Gracie Pierson, Jenny Ring, Rachel Peabody, Kendra Anderson



PR Campaigns - Issues Management







Taking a slow moving vehicle (SMV) on the road?

Road Safety Campaign Highlights Awareness for Motorists

Tailgate Talk



The orange triangular Slow Moving Vehicle (SMV) sign warns drivers of a vehicle traveling under 25 mph. It is not simply a reflector, it is a warning to slow down. These signs are for the exclusive use of SMV vehicles. It is unlawful to use the signs for marking driveways or any other purpose.

Find Me Driving - Maryland Soybean Board

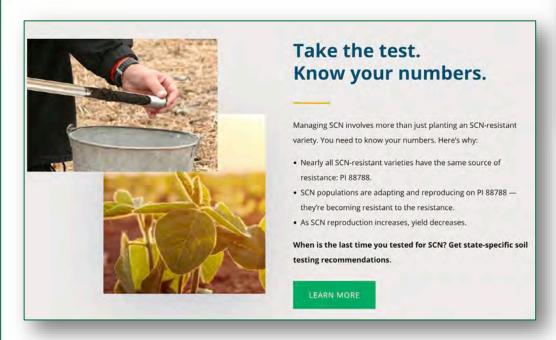
OBP Agency

George Harper, Meghan Fullington, Stanley Gaffrey, Bob Wells, Steve Washburn



PR Campaigns - Issues Management





Igniting more soybean growers to actively manage SCN



The SCN Coalition: Battling A Bug to Improve America's Soybean Profitability and Sustainability

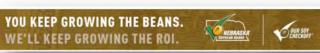
MorganMyers

Dr. Greg Tylka, Dr. Sam Markell



Internal











OBP Agency

George Harper, Meghan Fullington, Stanley Gaffrey, Bob Wells, Steve Washburn



Corporate Social Responsibility and Sustainability







"No One Farms Alone" Mental Awareness Campaign
OBP Agency
Jennifer Wilken









Events and Observances









"Spreading kindness one

carton at a time"



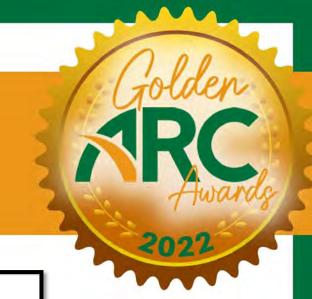


Filament

Malerie Koberle, Breinne Hendrickson, Danielle Burken

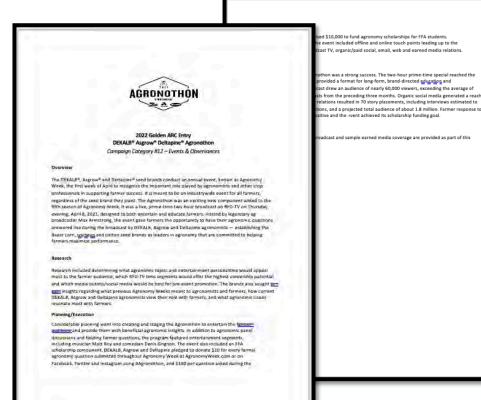


Events and Observances





DEKALB Asgrow Deltapine AgronothonOBP Agency
Randy Myers, Claire Latch

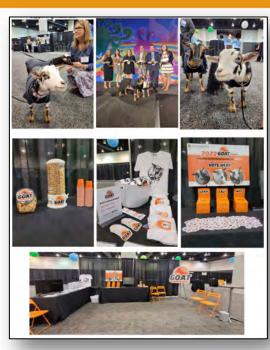




Open Category







G.O.A.T. Games at the 2021 Agri-Marketing Conference

Filament

Abby Breseman, Tanya Ciurro, Nicole Smith, Shelby Veum, Ed Peck, Pam Getschman, Bowen Brunner, Aislinn Bartholomay, Nate Mueller, Leah DiPasquale, Hayley Bolinder, Noah Kelber



Open Category



"This [report] came from a lot of different directions," says Steve Nicholson, senior grains and oilseeds analyst, Rabobank and the report co-author. "But one of them was quotes by veteran farmers who said that sometimes, high prices are not necessarily our best friend." He acknowledges that after being beat up by the market for seven years of decresse outlook for anything to be happy about. "So now, let's use this opportunity to our advi The Rabobank report points to a fact many farmers understand — as crop prices rise, so do input costs. The black for this season and perhaps next. But the report shows that input costs have a history of escalating Debt load and the PrarmProgress. were solid. Due to a long That move, however, did p ter this season. Meanwhile, fertilizer costs broadly "As we looked at it then, because we're a debt fin financing so that you had a he table," Nicholson says, noting that marketing e off margins. "It's the same thing with and take risk off the table, why not? I'm not poor, he advises. banking team and not 2021 and beyond. the lessons in cost cutti Inputs and the fut Consider management steps with healthy crop prices The best crop prices in a few years may give you breathing room, but what tactics can help set a strong course for the future? When times are tough, and the penny pinching is critical, you're on top of every part of the business. But as prices rise for key commodity crops, this is no time to let your guard down. That's the message being

delivered in a new report from Rabobank — but while there's good news, there's caution, too.

#ARCinMKE



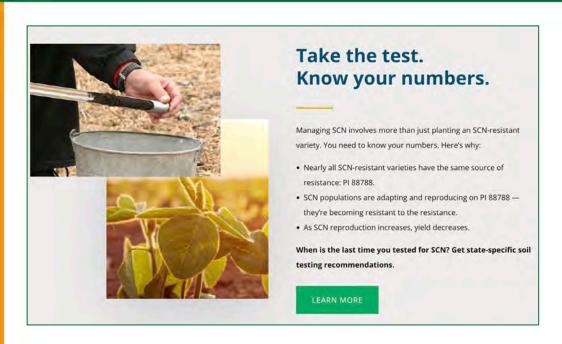
— Golden ARC de Excellence —

Previous Golden ARC de Excellence Winners

- 2021: "Deltapine Cotton 2020 Virtual NPE Summit Media Engagement" from OBP Agency
- 2020: "A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives" from Padilla
- 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 Cattlemen'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



Golden ARC de Excellence PR Campaigns - Issues Management







The SCN Coalition: Battling A Bug to Improve America's Soybean Profitability and Sustainability

MorganMyers

Dr. Greg Tylka, Dr. Sam Markell



Congratulations

MorganMyers





