





June 14, 2023
Des Moines, Iowa

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

Categories



- **Tactics**
- **Campaigns**
- **Golden ARC de Excellence**



--- Tactics ---

Special Events

Kinze Oldest Running Cart Contest



OBP Agency
Randy Myers

ARC
#ARC2023

Special Events

State Fair of Texas Youth Livestock Auction



Cultivate

Daryl Real, Susan Brosin, Brittany Brown, Anne Kimmey, Nikki Jones, Heather Brown, Josh Smith, Katie Johnson, Katy Kemp, Candace Cooper, Gregory Beck



Special Events



TELUS Agriculture & Consumer Goods - North Carolina Community Board Launch



Padilla
Erika Poppelreiter

TELUS Agriculture & Consumer Goods

Home / [Blog and resources](#) / New North Carolina Community Board to donate \$1M to local charities

A wide-angle aerial photograph of a city skyline, featuring several tall skyscrapers and a mix of urban buildings under a clear blue sky.

New North Carolina Community Board to donate \$1M to local charities

December 8, 2022

Fund will be disbursed to organizations across the state dedicated to helping youth thrive, including those battling food insecurity

ARC
#ARC2023

Print Media Relations - Agricultural Audiences

United Soybean Board Lock and Dam Press Release



OBP Agency

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

NEWS RELEASE

Lock and Dam Renovation Funding Key to Global Competitiveness of U.S. Soy

United Soybean Board, four Qualified State Soybean Boards, Iowa Corn Promotion Board and the Soy Transportation Coalition propose funding key supply chain link on the Mississippi River.

ST. LOUIS (Nov. 29, 2021) — To ensure continued and reliable delivery of U.S. soybean exports to customers around the world, the soybean checkoff plans to fund pre-engineering and design work to enhance and maintain Lock and Dam #25 on the Upper Mississippi River — a U.S. infrastructure asset critical for efficient barge traffic.

"The river system in the United States is our lifeline and one of U.S. Soy's biggest advantages over our competitors," said **Meagan Kaiser, USB farmer-leader and soybean farmer from Missouri**. "It's vital that our supply chain remain strong and reliable so we can continue to market our products and provide the most sustainable, reliable nutrient source for our customers. Soybean farmers understand this, which is why the checkoff is working to modernize U.S. infrastructure and return value back to the farm."

United Soybean Board (USB), the Soy Transportation Coalition, Illinois Soybean Association, Iowa Soybean Association, Minnesota Soybean Research and Promotion Council, Missouri Soybean Merchandising Council and Iowa Corn Promotion Board are proposing a \$1 million investment to offset pre-engineering and design work expenses required to move the project forward. A [new video](#) from USB explains the cooperative effort.



Print Media Relations – Agricultural Audiences



Bayer North Carolina Grower Story Pitch

COTTON
FARM LIFE
FARM OPERATIONS

SOUTHEAST
FarmPress

Jonathan Evans lost his sight but not his feel and dreams for farming
Jonathan Evans lost his sight in a farm accident on Aug. 3, 1998, but it didn't stop his farming career.

[John Hart](#)
August 2, 2022
60 Min Read

Keith and Ann Evans and son Jonathan Evans are all actively involved in their family cotton and soybean farm in Nash County, N.C. [COTTON HART](#)

At around 5 p.m. on Aug. 3, 1998, an incident occurred near Nashville, N.C. in a cotton field in Rose Long Road just down from the home and shop of Keith and Ann Evans that would forever change the life of the Evans family.

That day, Keith's brother, Steve Evans, was working with Keith's 18-year-old son Jonathan irrigating cotton while Keith was at another farm spraying cotton. Jonathan was looking after the irrigation system and Steve came to help move the reel. When Keith had finished spraying, he drove down the road to see if Jonathan and Steve needed any help.

Jonathan and Steve were moving the irrigation reel. Keith pulled the irrigation cart through the field and then drove the tractor back to the reel. When Jonathan went to open the water valve to the underground riser, the clamp came off and the valve hit Jonathan in the face.

It was a catastrophe.

"When I found him, Jonathan was laying on the ground and blood was pouring. We called the rescue squad. They didn't know what to do. They've never seen anything like that. I felt flight flew Jonathan to Duke (University Medical Center in Durham) where he had a 14-hour operation. Three days later, he had another 17-hour operation," Keith recalls.

In a Farm Press file photo, Jonathan and Keith Evans check the nozzles on their Refogator RG 1300 sprayer. The father and son were featured on the cover of the March 14, 2018 issue of Southeast Farm Press for their dicamba stewardship efforts. [John Hart](#)

The family has long been recognized for their dicamba stewardship efforts and were featured on the cover of the March 14, 2018 issue of Southeast Farm Press for their success in safely using dicamba.

Jonathan is looking at all angles on how to be more efficient and I applaud him for that. What sets him apart is his hunger for more knowledge about farming," says Charlie Cahoon, North Carolina State University Extension weed specialist for cotton and corn.

Cahoon says Jonathan is always asking questions, always looking for ways to improve the operation and do things better. Cahoon notes that dicamba stewardship is still a passion for the family and Jonathan is always looking at ways to improve his herbicide program.

Jonathan says he likes the challenges of cotton farming. He really likes to do his homework on cotton varieties, finding the varieties that will best yield on his different soil types.

"I like cotton the best because you have a little more influence on it. It takes more management. You can manipulate it more," Jonathan says.

OBP Agency
Al Fava



Print Media Relations – Non-Ag Audiences



Purina Feed Cost Management Tip



Filament

Sara Beth Johnson, Wyatt Bechtel, Katie Ertmer, Jena Swanson



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



American Royal Rodeo Media Relations



AdFarm

Julie Warner, Allyssa King



Media Events and News Conferences

Agoro Carbon Alliance Range and Pasture Media Lunch and Learn



Padilla

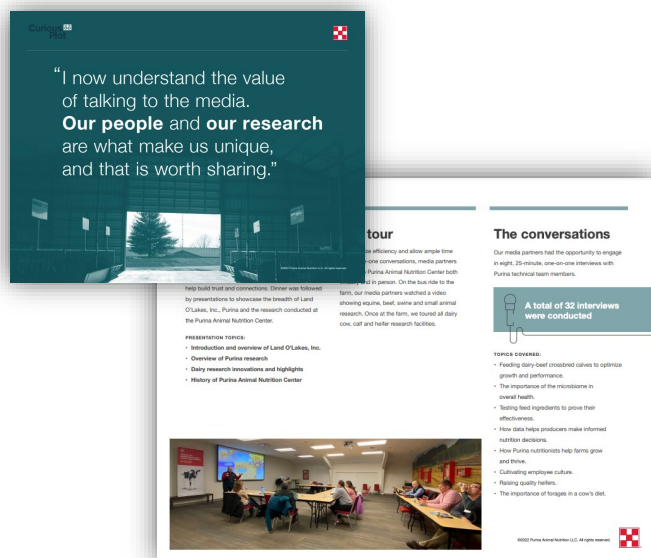
Erin Hilke-Wicker, Amy Jensen, Ashley Bruner, Amber Foster



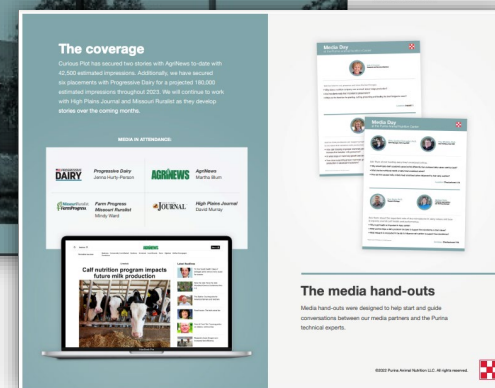
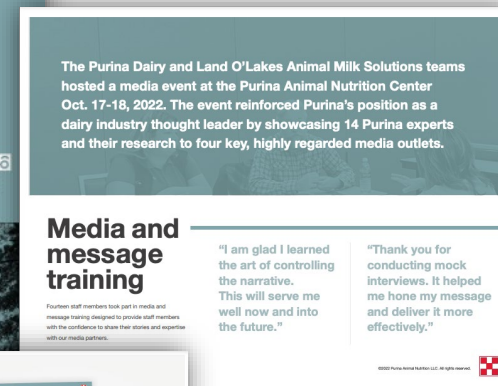
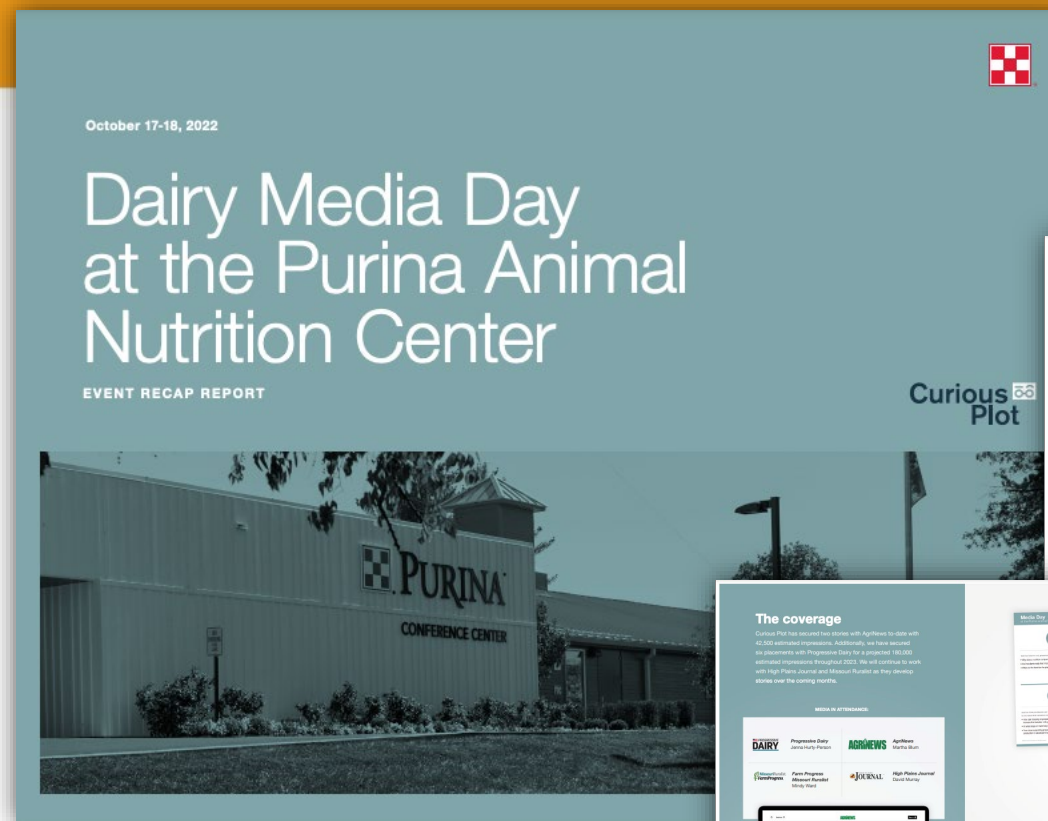
Media Events and News Conferences



Purina Dairy Media Day



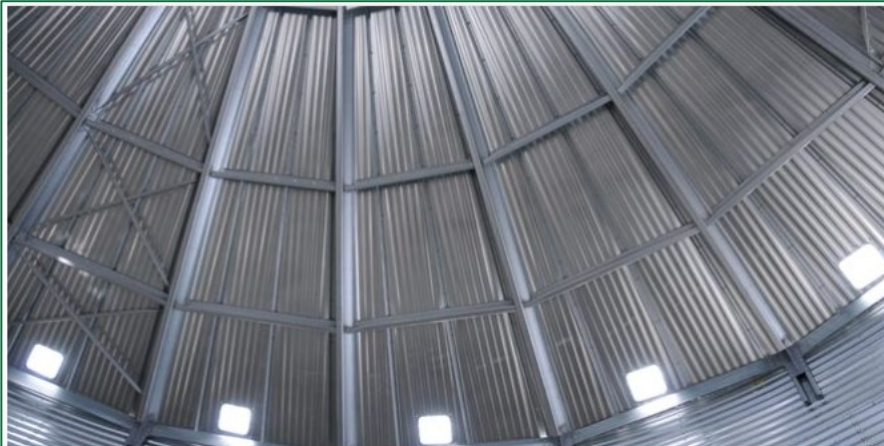
Curious Plot
Natalie Compart, Calli Jo Seeger



ARC
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Feature Writing

GSI Grain System Customer Articles



NEW GRAIN SYSTEM IMPROVES EFFICIENCY, MARKETING FLEXIBILITY

OBP Agency
Randy Myers

New grain system aids marketing flexibility

SEAFORD, Del. — Until last year, Tull Farms sold its grain at harvest to several local elevators located within a 10-mile radius.

A new grain system — completed in time for the 2021 harvest — has opened up new marketing opportunities and supported expansion of the operation.

“We were looking to grow our farm,” said Brian Tull, who runs the corn, soybean and wheat operation with his father, Ben in Seaford, Del. “We purchased 300 acres last year and picked up 300 rented acres the year before that. You can grow acre-wise, but I wanted more flexibility to harvest and sell grain when I wanted to. I also like being able to offer a higher-quality product by conditioning and drying my own grain.”

The new system, designed and installed by GSI’s Delmarva dealer, Westwood Farms, Inc., included two 48-foot diameter dry grain storage bins, each with 80,000 bushels of storage capacity, and two 15,000-bushel capacity bins for storing wet grain.

The system has a high-capacity upper compartment for drying grain. Once dried, the grain is dumped into the holding area below for storage of more than 32,000 bushels.

A smaller cooling/aeration fan captures heat from the previously dried grain and pushes it upward to help dry the next load.

A 5,600 bushel-per-hour drag pit, a 6,000 bushel-per-hour, 113-foot-tall elevator for moving grain also adds to the system’s capacity for unloading and loading of grain.

Last season, Tull delivered some of his grain during harvest to the local elevators — which freed up space to store and dry additional grain on his farm.

That allowed him to hold the rest

See **SYSTEM**
Page 15

With his previous grain storage system, Iowa farmer Jay Fritz dealt with harvest bottlenecks and spent too much time transporting his grain to a local elevator. A recent expansion program solved both issues, providing improved efficiency and grain marketing flexibility.



System ...

Continued from Page 2

to market during the winter and take advantage of higher grain prices.

“We captured a better basis by storing grain through the winter rather than selling it at harvest, which improved our cash flow. It also opened new marketing opportunities,” he said.

For example, Tull was able to sell some soybeans on the export market for the first time.

“We never could have done that before,” he said. “Without enough storage, we could not have taken advantage of that opportunity.”

Tull had an electrician install additional controls for other functions, such as operating the grain elevator and opening slide gates to discharge grain from bins and hopper tanks.

“I can monitor and control the system from literally anywhere in the world,” he said.

Tull said his operation, now 2,000 acres in size, is poised for continued growth.

The system was designed to be able to add another 80,000-bushel tank and a drag conveyor.

“With more revenue, I can pay off the new grain system and put that money back into our business. And that will give us the ability to grow even more.”

Jason City, is a third-generation operation producing corn and soybeans. Prior to the expansion, ed of two old grain dryers and three smaller storage bins. In 2019, local GSI dealer Ag Advantage ble-stacked portable dryer with a capacity of 1,500 to 2,200 bushels per hour.

Feature Writing



Addressing Agronomic Challenges: FMC CropLife Contributor Series

The Economics of Disease and Fungicides Don't Just Start and End with Yield



By Matthew Wiggins | February 21, 2022

It seems like fungicides used to be a taboo word. A lot has changed in regard to the foliar disease

According to the [USDA NASS](#), from 2010 to 2020, the use of fungicides increased from 8% to 17% – a 112.5% increase. All things considered, time. This leads to the question: what is driving

What Lies Beneath: How Organic Matter is Influencing Crop Protection Strategies

January 17, 2022



About soil these days. We all know it's arguably one of the most important factors in crop protection, and it's one that continues to work harder and harder for the

"Carbon credits" and "carbon sequestration" took off across the industry. Soil has been the predominant focus of those conversations. As the industry moves forward, the opportunities posed by improved soil health and crop protection products will see themselves garner attention as the

Spotting a Growing Invasive Threat: Spotted Lanternfly



By Alix Whitener | April 12, 2022



The number of invasive species we deal with seems to increase annually. From fields to orchards to vineyards, and even urban environments, invasive species can spread quickly and cause distress to growing environments, due in part to a lack of natural predators and the interconnected nature of commerce.

The spotted lanternfly, *Lycorma delicatula*, is a prime example of one we've been tracking, and one specialty crop operations should be keeping an eye on. Native to Asia, spotted lanternfly was first detected in the U.S. eight years ago in Pennsylvania. Since then, the pest has spread to more than 11 states across the East Coast and Midwest.

A Paradigm Shift: What to Watch for in Earlier Planted Soybeans



By Matthew Wiggins | December 7, 2021



The stake in the ground for when to plant soybeans keeps getting moved up earlier and earlier in the spring. It's a shift that's become more prevalent in the last five years.

Primarily, growers are planting their soybeans before or at the same time as their early corn crop. In 2021 alone, many acres of soybeans were planted in the first two weeks of April or, depending on geography, the last two weeks of March. We used to be lucky if soybeans were in the ground sometime between May 1 and May 15, but that's changed.

Curious Plot
Ellen Butterfield, Charlie O'Brien



Editorial/Op-Ed Columns

Surviving Summer

Kansas Farm Bureau
Kim Baldwin



Surviving Summer

Kim Baldwin, McPherson County farmer and rancher
Published 7/18/2022

It's ironic how I checked my weather app multiple times daily as we harvested wheat in June. We wanted to get the crop out of the fields before the summer storms rolled in, which always offers the potential of damaging hail or winds and could put harvest on hold while things would need to dry up.

Now that harvest is over, I check my weather app multiple times daily to see if there is a small chance of rain or lower temperatures in the July forecast.

No matter the number of times I tap on the weather app on my phone, no matter what 10-day forecast I look at, and no matter who the meteorologist is on the television, the triple digits have not budged, and I've accepted that we're in for an excessively hot, dry spell.

The crops currently growing on our farm are on a combination of dryland and irrigated acres. The sorghum, corn and soybeans growing on our dryland acres will soon show how much they can truly tolerate drought. The crops on our irrigated acres will also show their heat tolerance.

While I am concerned for the crops that will not see a break in hot, dry temperatures as they attempt to grow, I'm incredibly concerned about the animals and the people.

While there will be many people who will seek refuge in air-conditioned environments, farmers and ranchers will continue to be out in the elements ensuring their livestock have plenty of water and the irrigation systems are maintained and continue to run. They will also be out in these elements when things go down and need fixed.

Early in my marriage I remember spending a couple very long, hot days helping my husband and father-in-law repair an irrigation well in triple-digit heat. While we made sure to stay hydrated, the heat was oppressive. It had a toll on my body, and it took me a number of days to "get back to normal."

Aside from the continued work farmers and ranchers will be doing on their farms during this heat, youth fairs are right around the corner. As a kid, I looked forward to taking my cattle to the summer fair.

I've been in the barns for a few days with my friends during fair time. We'd have the animals on our showboxes while our cattle rested with misters and fans pointed on them. There was always an endless supply of ice-cold water and pouches stored in large coolers nearby. The random pop-up showers in the wash racks in the evenings after the animals had been fed, and the cool air that came out for the night was also guaranteed.

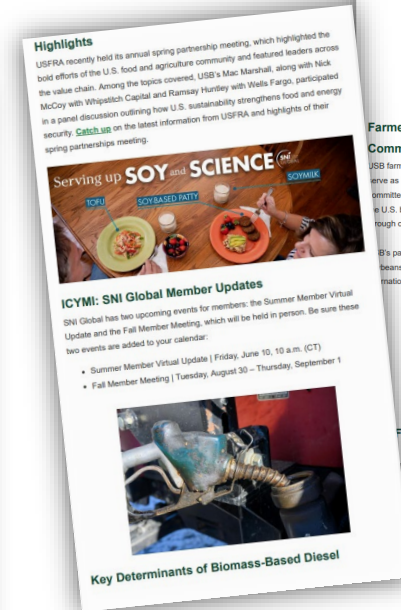
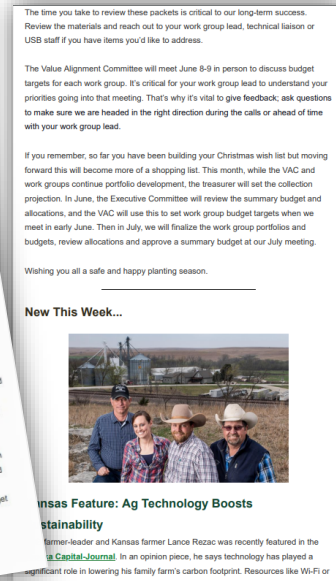
As the kids enjoy their fair experiences this year, I know they will be challenged to keep their livestock hydrated and cooled while they also live in this heat.

During a heat spell, it is my hope that your loved ones, co-workers and neighbors are staying hydrated. Keep extra water on hand – including in your vehicles – and know when it's time to take a break and then take it. Appreciate those who spend extra time outdoors and offer grace to those who come home exhausted from the heat while caring for the crops and livestock.

Heat will pass; but while we're living in it, keep track of others and yourself.

Editorial/Op-Ed Columns

USB Sustainability Op-Ed Campaign



OBP Agency

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



Print Publications: Magazines and Newspapers



Kansas Living Magazine



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

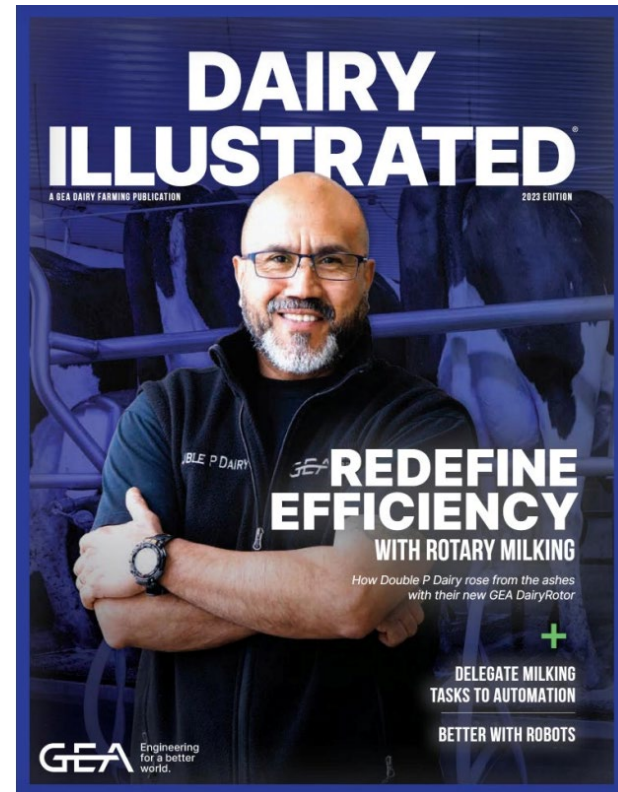


Print Publications: Single-Issue Publications

GEA 2022 Dairy Illustrated

Filament

Kelsi Mayer, Jenny Martin, Lindsey Tjugum



ARC
#ARC2023

Print Publications: Single-Issue Publications

2023 Exhibitor Prospectus

#CATTLECON23
MEET THE MOST INFLUENTIAL LEADERS AND INNOVATORS IN THE BEEF CATTLE INDUSTRY.

CattleCon23 provides an invaluable forum where cattlemen and women from across the country can gather to network, learn, share innovative ideas and set policy for the industry.

Position your company at the forefront of the beef industry! Take advantage of the opportunity to showcase your solutions and services to more than 8,000 influential cattlemen and women.

WHO SHOULD EXHIBIT?

The NCBA Trade Show attracts over 350 companies providing all types of products, services and the latest in technology to the cattle industry. Some of the products and services displayed at the NCBA Trade Show include:

- Animal Health Products
- Animal Identification
- Associations/Organizations/Government
- Business/Finance/Insurance/Marketing
- Computer/Software Packages
- Consulting Services
- Equipment/Trainers/Marketing
- Feed/Feed Additives & Accessories
- Fencing Equipment & Accessories
- Hay Equipment & Accessories
- Herd Management/Chutes/Trails
- Information/Classification
- Publications/Media/Broadcast Media
- Retail/Art/Furniture/Accessories
- Seed Products/Feed/Feed Control/Herds/Herds
- Structures/Buildings
- Veterinary/Breeding
- Genetics/CMA
- Processor/Packer

For a complete list of current exhibitors visit convention.ncba.org.

Mark your calendar

NCBA TRADE SHOW DATES & LOCATION

New Orleans Ernest N. Morial Convention Center
900 Convention Center Blvd
New Orleans, LA 70009

SHOW HOURS

Wednesday, February 1
6:30pm - 8:30pm - Welcome Reception

Thursday, February 2
8:00am - 5:00pm

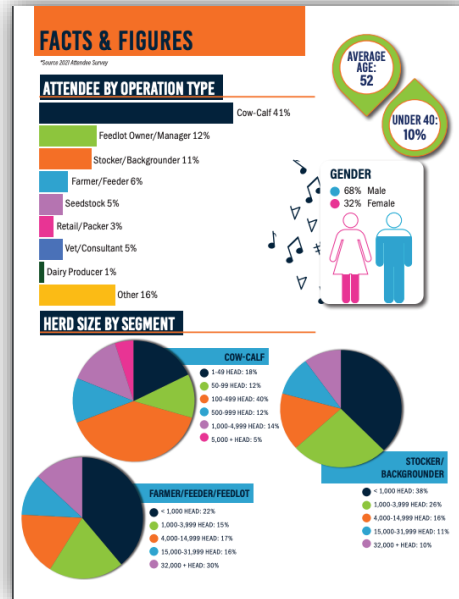
Friday, February 3
8:00am - 4:00pm

MOVE-IN
Sunday, January 29
8:00am - 2:00pm - Overlaid Equipment/Trailers ONLY

MOVE-OUT
Friday, February 3
4:00pm - 10:00pm

Saturday, February 4
8:00am - 12:00pm

YOUR CUSTOMERS WILL BE HERE. MAKE SURE YOU ARE TOO!



Exhibitor PROSPECTUS

Get JAZZED IN NEW ORLEANS

CATTLE INDUSTRY CONVENTION & NCBA TRADE SHOW
FEBRUARY 1-3, 2023

EXPAND YOUR BRAND

Increase your exposure and make the most out of your exhibiting experience at the 2023 NCBA Trade Show. Take advantage of these exclusive opportunities to reach over 8,000 cattle industry attendees available only to NCBA Trade Show Exhibitors.

SPOTLIGHT PACKAGE

Want to feature or debut a product in New Orleans? The Spotlight Package is the perfect way to promote a new, enhanced or existing product. Sponsorship includes promotion in the mobile app, mentions in the Beef Resource Guide, a floor sticker with the Product Spotlight logo and listing in the National Cattlemen's.

INVESTMENT: \$2,500

AUDIENCE: BLOOD-CONVENTION PARTICIPANTS

ADDITIONAL PACKAGE

Drive traffic to your booth by sponsoring an aisle sign. Your company name and logo will hang from the directional aisle signs in the trade show. This is an excellent way to get your brand name high above the show floor and in front of the participants you want to see!

INVESTMENT: \$2,500

AUDIENCE: BLOOD-CONVENTION PARTICIPANTS

CATTLEMEN TO CATTLEMEN PRODUCT FEATURE

The Product Feature is a 2-4 minute segment filmed on-site in New Orleans by a Cattlemen to Cattlemen reporter. Your segment can include interviews and product highlights. The feature will air in one episode, for a total of three airings.

INVESTMENT: \$2,500 - \$3,500

AUDIENCE: 15 Million Cattlemen to Cattlemen viewers

COUNTDOWN TO THE SHOW

The only e-mail-based sponsorship available. Reach attendees with a banner ad and 5th word description in the weekly countdown e-mail sent to registered attendees.

INVESTMENT: \$1,000/e-mail, \$2,750/two e-mails

AUDIENCE: BLOOD-CONVENTION PARTICIPANTS

ENHANCED EXHIBITOR LISTING IN THE BEEF RESOURCE GUIDE

Stand out from the crowd with this affordable add-on. Add your show logo and company description to the mobile printed guide and make it easy for attendees to find you. Advertising opportunities also available visit convention.ncba.org for all the details.

INVESTMENT: \$250

SPONSORSHIP OPPORTUNITIES

Make an impact on the 2023 Cattle Industry Convention & NCBA Trade Show attendees with your sponsorship. Your company can be one of the first to interact with future customers before, during and after the show!

By committing to one of our sponsorship opportunities today you can join this group of exhibitors who have chosen to take their brand presence to the next level.

We have multiple sponsorship packages to choose from for every price range - put your brand on a unique and unforgettable marketing component (most of the 2023 Cattle Industry Convention & NCBA Trade Show).

Contact us for a customized sponsorship package: corporatesponsorship@ncba.org
504.694.0005
convention.ncba.org/trade-show/sponsorships

MEMBERSHIP OPPORTUNITIES

ALLIED INDUSTRY PARTNER

MEMBER BENEFITS

- Special listing for prime location at NCBA annual trade show and associated events (including booth space)
- Account & assistance with key issues by leadership in NC
- Special listing in the Beef Resource Guide
- Listing in many issues of the National Cattlemen's
- A complimentary link on NCBA.org representing the entire beef industry
- Opportunity to utilize the Allied Industry logo
- Member recognition in the National Cattlemen's
- Special Convention & Summer Business Meeting recognition
- Partner annual investment \$3,000

Stand out on the show floor!

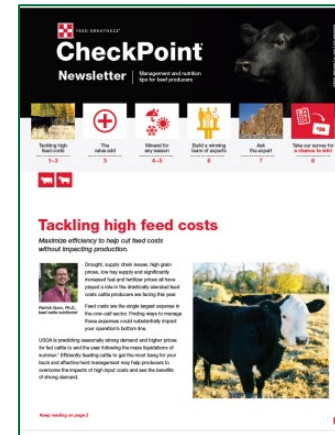
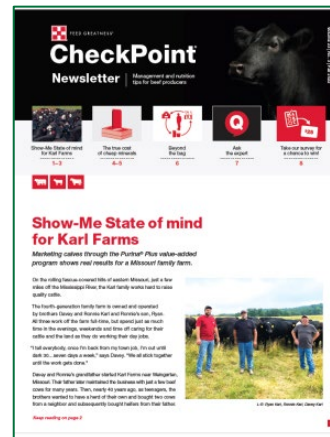
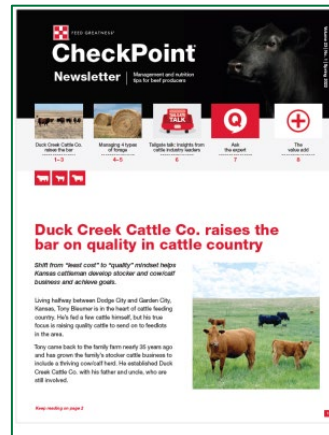


National Cattlemen's Beef Association



Print Publications: Newsletters-Print or Digital

Purina® CheckPoint® Newsletter



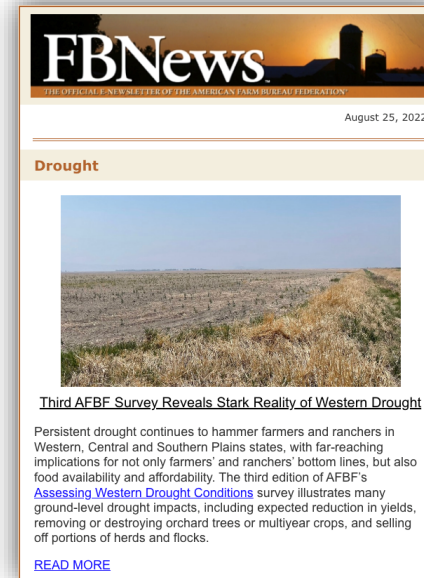
Filament

Wyatt Bechtel, Sarah Beth Johnson, Hayley Bolinder, Katie Ertmer, Jena Swanson, TeriLynne Budreau

Print Publications: Newsletters-Print or Digital



FBNews digital newsletter

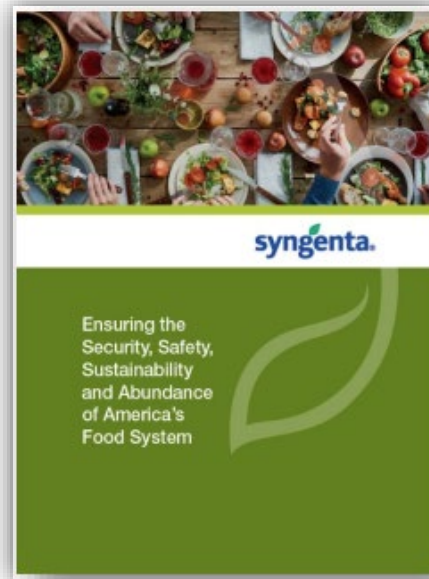


American Farm Bureau Federation
Erin Anthony



Collateral/Literature

Syngenta Ensures the Security, Safety, Sustainability and Abundance of America's Food System




G&S Business Communications
Paul Minehart, Chris Tutino, Brad Bremmer, Leah Sailovic

Collateral/Literature

EarthOptics 'Secrets Below the Surface' Advertorial







Soil visibility so complete you can almost see the future.

Use our proprietary sensor technology to precisely measure the health and structure of your soil.

EarthOptics is a soil data measurement and mapping company. Our technologies create accurate, real-time data maps — including compaction, carbon, moisture, nutrients and more — that give you all the insights you need to unlock the full potential of soil.

Learn more at earthoptics.com



ADVERTORIAL

Real intelligence starts with digging deeper into your soil
Innovative ag technology unlocks secrets below the surface.

Military and space technology combine to reveal the secrets below the surface and give growers new and detailed insights into soil health. EarthOptics technology helps growers understand science-based tillage and fertility decisions, compaction, and accurate carbon measurement that improve ROI.

EarthOptics GroundDel™, a sensor suite mounted to an ATV, side-by-side or tractor — is driven over the field. The sensors, combined with new artificial intelligence (AI), build a digital twin of the soil in the field. EarthOptics measures how soil varies, producing dozens of data points per second and generating more data points in a field than a grower has experienced with any other method of soil analysis.

EarthOptics verifies accuracy in the field by taking dense soil samples. After the GroundDel sweeps the field with its sensors the data is then transferred to AI, which produces a higher-accuracy, high-resolution map on all soil attributes. AI gets smarter over time so fewer physical samples are required to achieve a high level of accuracy.

Carbon measurement: With the carbon market becoming a booming opportunity for growers, accurate measurement of soil carbon is more important than ever.

Combining traditional soil samples with the results from GroundDel sensor data, EarthOptics delivers high-resolution maps with accurate total field carbon measurements. It detects year-over-year changes that demonstrate the carbon sequestered in the soil during a crop season. Soil is measured everywhere on the field — delivering efficiency and higher accuracy to agricultural carbon markets.

Tillage mapping: Even moderate compaction can inhibit root growth. Soil compaction reduces drainage and aeration while increasing runoff and erosion. Deep tillage loosens the soil, but it's a costly and time-consuming process.

To solve this problem, EarthOptics sensor technology measures soil compaction and provides actionable information to adjust management practices, saving growers time and money. This mapping system identifies and measures soil compaction down to a depth of three feet and quantifies the extent of the compaction, in addition to changes in soil texture, carbon content, conductivity and nutrient properties.

TillMapper™ takes the collected data and creates a 3D tillage prescription. Tractor and tillage equipment use the measurement sensor system to support real-time variable depth tillage. Growers can use a customized tillage prescription that can be adjusted to their preferences, including compaction threshold, max tillage depth and anticipated crop. The output can be exported as either a multi-depth prescription or a binary tillage prescription. As a result, growers have the information and ability to till only where needed and to quantified levels.

Soil Fertility: Every grower understands the need for soil fertility information. Tracking N, P, and K is the backbone of most soil analysis. EarthOptics takes that old system and leaps forward to give growers the elemental and nutrient analysis on crops in a manner that is actionable and easy to digest.

The result of this technology is real measurements, actionable results, and a new efficiency. Visit EarthOptics.com to get started this fall.



Deeper Soil Insights Through Innovation and Proven Performance

EarthOptics features:

- Higher accurate data maps that include soil compaction, carbon sequestration, moisture levels, nutrients and more
- Industry first science-based real-time tillage mapping that enables farmers to understand compaction and know exactly where to till, when to till and how deep to till — all of which provides increased crop savings
- The ability to quantify physical amount of carbon in the soil
- Real measurements, actionable results

How it Works: EarthOptics measures how soil varies, producing dozens of data points per second and generating more information from a field than a grower has ever experienced with any other method of soil analysis.

Proprietary software and technology, powered by EarthOptics' built-in digital twin of the soil in the field. After sensors are driven over the field, collected data is transferred to artificial intelligence (AI) and machine learning to produce a higher-accuracy, high-resolution map on all soil attributes. EarthOptics verifies accuracy in the field by taking dense soil samples, but it gets smarter over time so fewer physical samples are required to achieve a high level of accuracy. When used on the soil management team, EarthOptics also provides all farm soil visualization and sample tillage analysis.

Compared to other technology, EarthOptics stands out for its ground-breaking use of precision sensors and robust data to support real-time mapping in a complex field. The result is 100 times greater measurement coverage and over 10 times improved overall carbon quantification for growers of limited resources — at significantly lower cost and with higher accuracy.

Results in Action:

- **Growers:** Get high-quality practical data about the condition of your fields to make informed decisions with lower risk, completed a significantly faster time — with increased detail and level of care.
- **Food Companies:** Tap into the ability to make a climate-smart product and drive brand value with verification of other responsible claims.

SoilMapper Technology Platform: Sensor technology and mapping methodologies produce timely and accurate soil measurements and support industry third parties, all available in one convenient app.

TillMapper™: A real-time mapping system and methodology precisely identifies the areas and depths where each individual field is compacted and quantifies risk beyond the extent of the compaction. Using the data, growers can control and adjust the depth of tillage to their needs, ensuring that the data is adjusted to their preferences, including compaction threshold, max tillage depth and anticipated crop.

Carbon Mapper™: A real-time mapping system and methodology precisely identifies the areas and depths where each individual field is compacted and quantifies risk beyond the extent of the compaction. Using the data, growers can control and adjust the depth of tillage to their needs, ensuring that the data is adjusted to their preferences, including compaction threshold, max tillage depth and anticipated crop.

Soil Fertility™: A real-time mapping system and methodology precisely identifies the areas and depths where each individual field is compacted and quantifies risk beyond the extent of the compaction. Using the data, growers can control and adjust the depth of tillage to their needs, ensuring that the data is adjusted to their preferences, including compaction threshold, max tillage depth and anticipated crop.

Additional products, including 100-Stepger and Fast Stepger, are coming soon!

The result of this technology is real measurements, actionable results, and a new efficiency. Visit EarthOptics.com to get started this fall.



Get a Demo

Join with a demo from EarthOptics. Trained field technicians are available to provide a demo of the system and answer any questions you may have. Contact us today to schedule a demo.

info@earthoptics.com or call (703) 228-3318

See your field in a new way with EarthOptics.

Padilla
Erin Hilke-Wicker



Annual Reports: Non-financial annual reports

AFBF 2022 Impact Report



American Farm Bureau Federation
Cyndie Shearing, Terri Moore, Philip Gerlach, Glen Fuenmayor

Annual Reports: Non-financial annual reports



Cargill Mycotoxins Report

Global Analyses by Mycotoxin and Ingredient

Ingredient	Mycotoxin	Analyses	% Contaminated Above Food Detection Limit	% Contaminated Above Food Safety Threshold	Average Contamination (ppb)
CORN (corn and corn byproducts)	Aflatoxin (AFI)	66,001	80%	10%	1.0
	Fumonisin (FUM)	39,343	77.6%	10%	1.0
	Ochratoxin (OTA)	4,031	60.4%	10%	1.0
	T2 toxin (T2)	6,930	64.7%	10%	1.0
	Zearalenone (ZEN)	63,241	79.3%	10%	1.0
CEREALS (wheat, barley, oat, rice, sorghum, millet, rye, triticale, other)	Aflatoxin (AFI)	19,094	80.1%	10%	1.0
	Fumonisin (FUM)	2,433	69.9%	10%	1.0
	Ochratoxin (OTA)	2,773	68.2%	10%	1.0
	T2 toxin (T2)	2,451	63.9%	10%	1.0
	Zearalenone (ZEN)	36,339	88.8%	10%	1.0
OILSEEDS (soybean, rapeseed, canola, sunflower, cottonseed, palm, sesame, other)	Aflatoxin (AFI)	2,317	70.8%	10%	1.0
	Fumonisin (FUM)	2,565	49.9%	10%	1.0
	Ochratoxin (OTA)	2,458	60.7%	10%	1.0
	T2 toxin (T2)	1,966	56.8%	10%	1.0
	Zearalenone (ZEN)	3,906	40.8%	10%	1.0
OTHER (beet, potato, other)	Aflatoxin (AFI)	4,738	88%	10%	1.0
	Fumonisin (FUM)	1,514	79.7%	10%	1.0
	Ochratoxin (OTA)	471	43.9%	10%	1.0
	T2 toxin (T2)	366	84.2%	10%	1.0
	Zearalenone (ZEN)	327	83.2%	10%	1.0

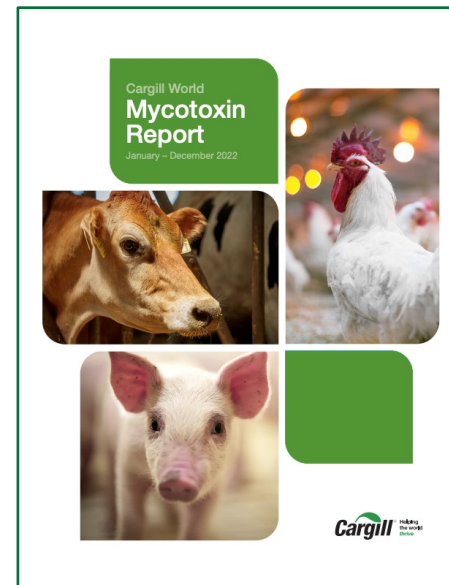
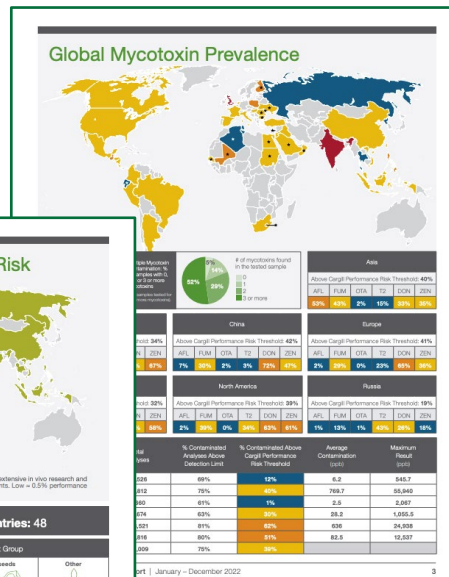


Analyses: 311,009 Countries: 48

Ingredient	Total Analyses	Total Analyses by Region
Corn	64,526	211,762
Cereals	44,812	71,647
Oilseeds	9,880	32,880
Other	11,874	4,390

Total Analyses by Region

Region	Analyses	% Contaminated Above Food Detection Limit	% Contaminated Above Food Safety Threshold	Average Contamination (ppb)
Asia	30,158	80.1%	10%	1.0
Central & South America	31,828	80.1%	10%	1.0
Europe	77,042	80.1%	10%	1.0
Middle East & Africa	10,897	80.1%	10%	1.0
North America	10,891	80.1%	10%	1.0
Russia	6,448	80.1%	10%	1.0



Cargill Performance Risk Thresholds (ppb)

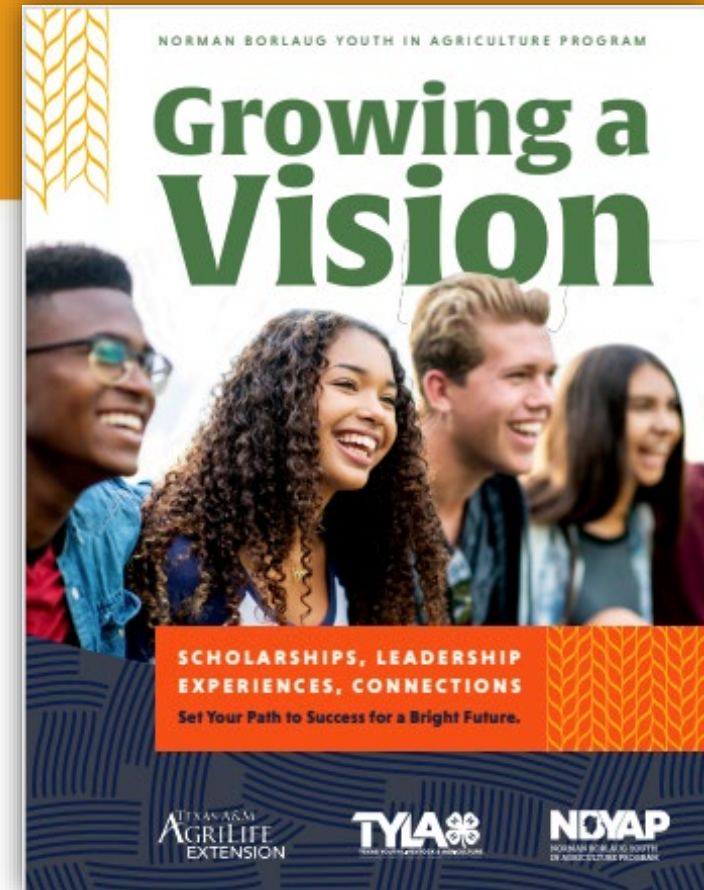
Ingredient	Global	Asia	Central & South America	Europe	Middle East & Africa	North America	Russia
Aflatoxin (AFI)	10	10	10	10	10	10	10
Fumonisin (FUM)	500	500	500	500	500	500	500
Ochratoxin (OTA)	25	25	25	25	25	25	25
T2 toxin (T2)	25	25	25	25	25	25	25
Zearalenone (ZEN)	25	25	25	25	25	25	25

Padilla
Marika Kelly



Graphic Elements

Norman Borlaug Youth in Agriculture Program Flyer



Cultivate

Dottie Goebel, Meghan Mangold, Josh Smith, Katie Johnson



Graphic Elements

Missouri Soybean Mural Wall



OBP Agency
Baylee Asbury, Samantha Turner, Carlee Buckner, Katy Walker



Digital & Social Media: Podcasts



Inside Ag

KFB's Podcast Inside Ag

For more than a century, Kansas Farm Bureau has served Kansas farmers and ranchers through advocacy, education and service. This podcast provides an in-depth view of issues that impact Kansas farm and ranch families.



Kansas Farm Bureau
Shelby Varner



Digital & Social Media: Video

Micro Technologies Customer Spotlight Videos



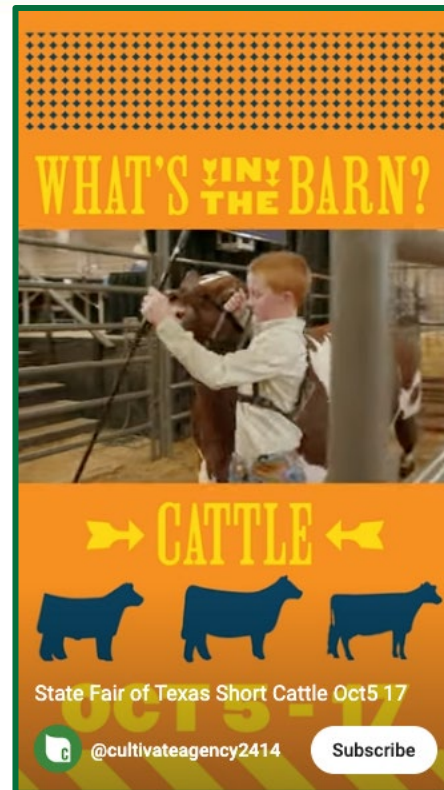
Cultivate

Jacob McKillip, Anna Bridwell, Katy Kemp, Caroline Arendt, Brian Hogue

Digital & Social Media: Video



State Fair of Texas Hype Videos



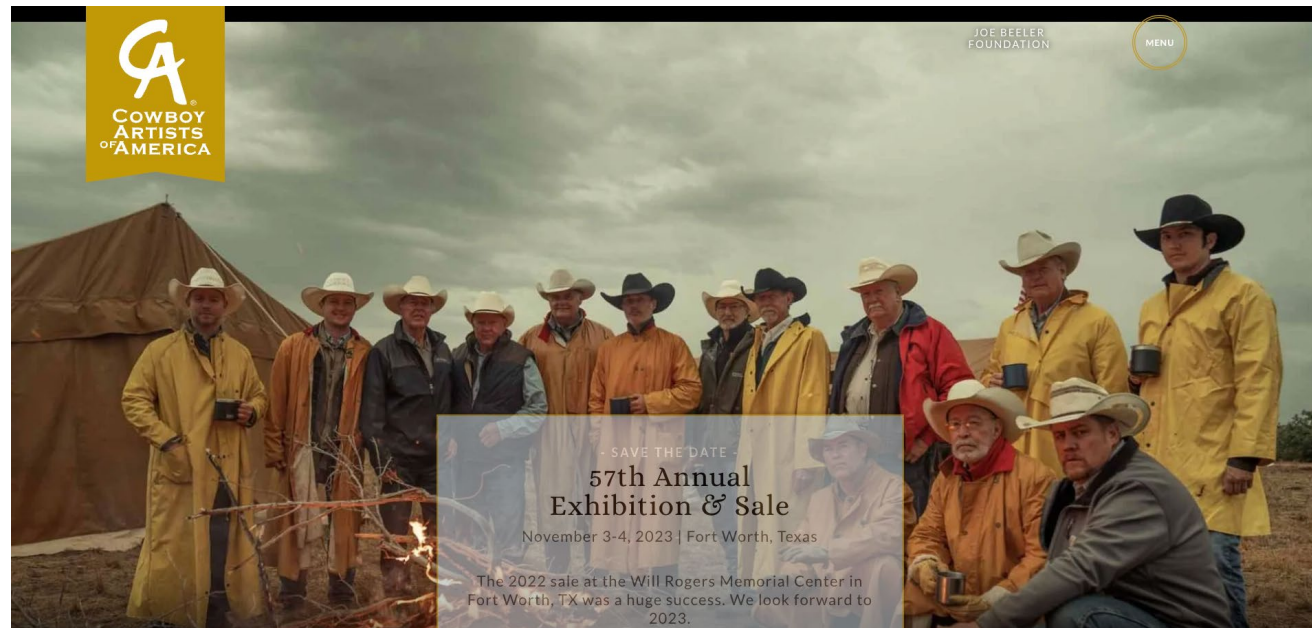
Cultivate

Daryl Real, Lindsay Utter, Anne Kimmey, Candace Cooper, Gregory Beck



Digital & Social Media: Websites

Cowboy Artists of America



Cultivate

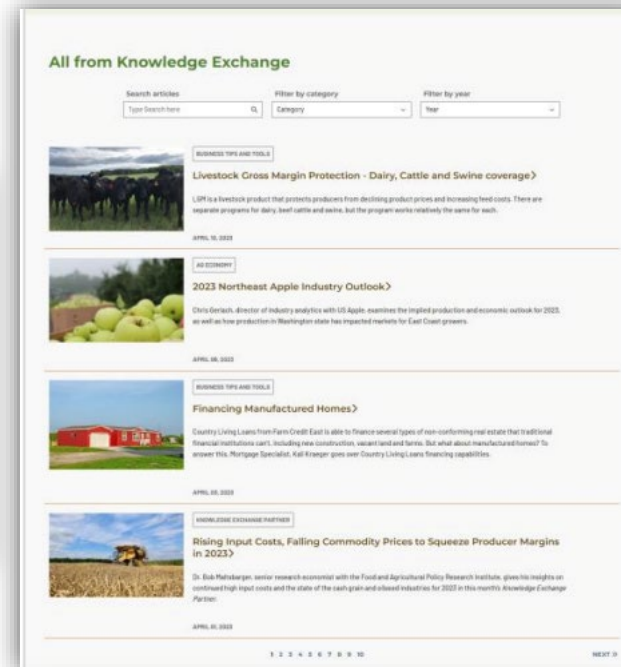
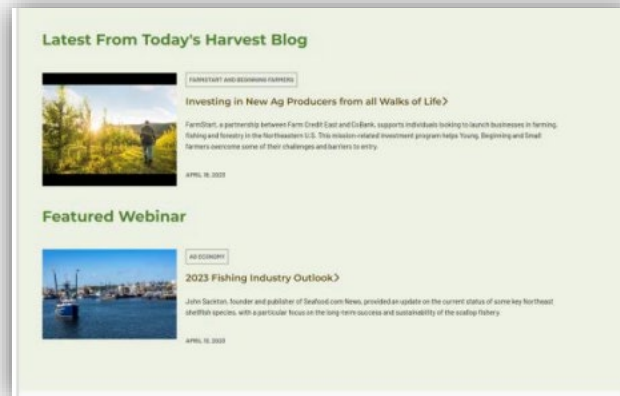
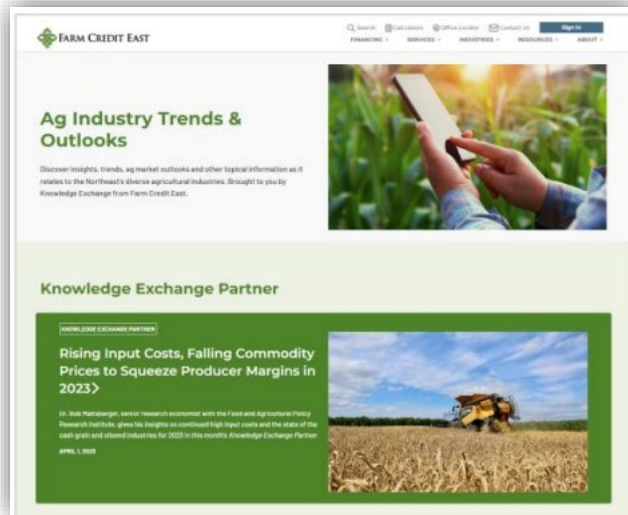
Jordan Simmons, Anna Bridwell, Josh Smith, Katie Johnson, Katy Kemp



Digital & Social Media: Websites



FarmCreditEast.com



Farm Credit East
Kristie Matuszewski, Erika Quick, Derrick Komarinski



Direct Mailing/Direct Response

Reviton® Better Burndown Accordion Direct Mail



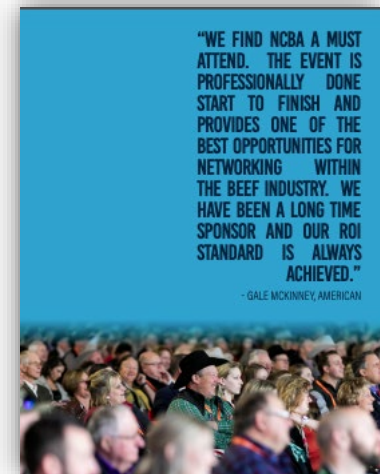
Filament

Emily Keiser, Aaron Dunajeski, Jon Anderson, Kendall Riskedal

Direct Mailing/Direct Response



2023 Trade Show Prospect Mailing



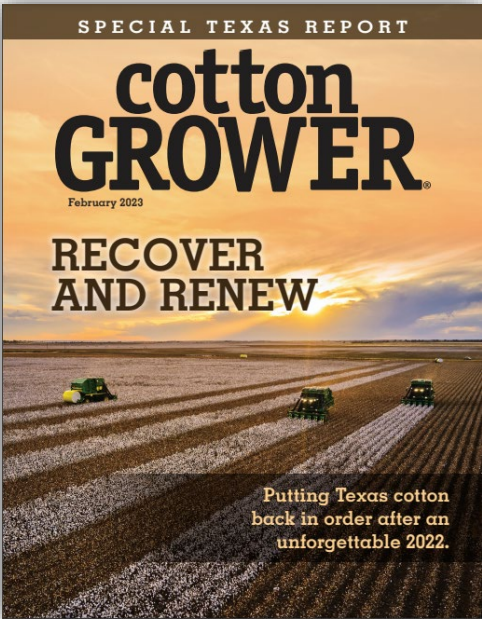
National Cattlemen's Beef Association
Emily Desormeaux, Kirby Brincefield, Kristin Torres, Lorie Liddicoat



Unique Tactics and Executions - Open Category



Deltapine Special Texas Report



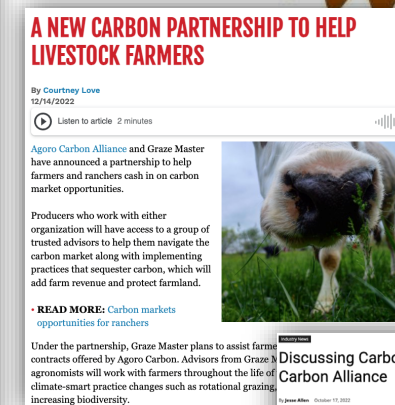
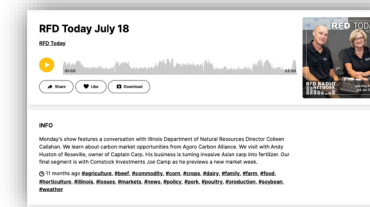
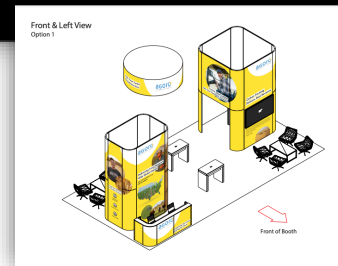
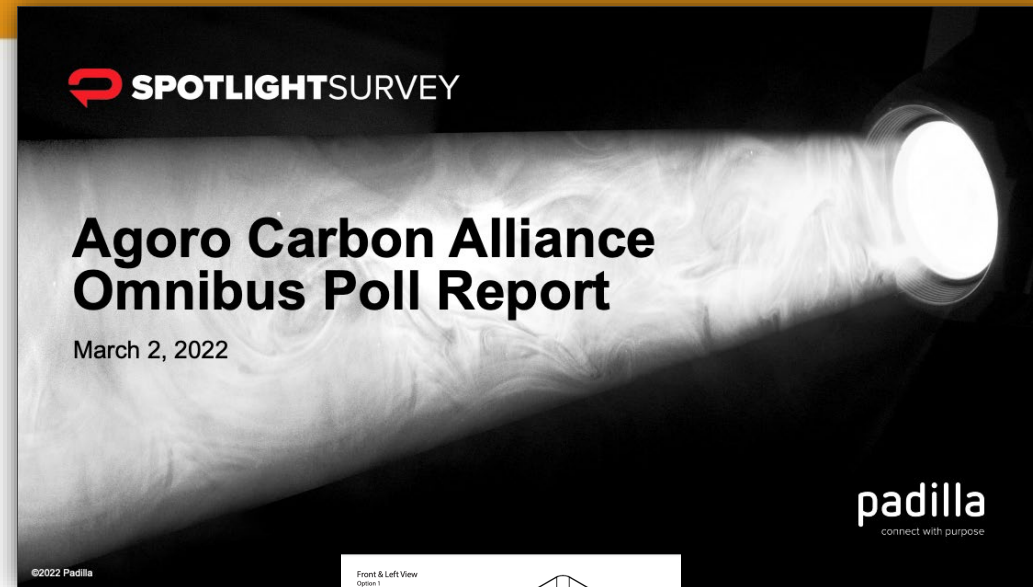
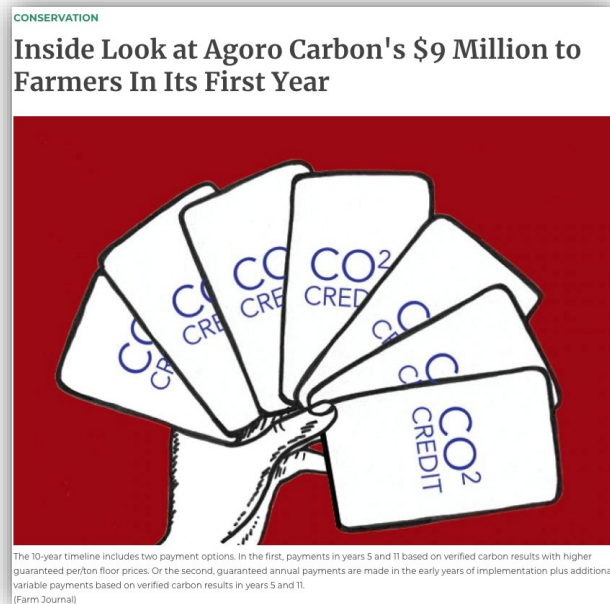
OBP Agency
Lauren Roberts, Claire Latch, Al Fava





— Campaigns —

PR Campaigns – Organization or Corporate Reputation



Agoro Carbon Alliance PR Campaign
Padilla

Erin Hilke-Wicker, Amy Jensen, Marika Kelly, Ashley Bruner, Amber Foster



Brand Reputation



GEA Corporate Campaign

Filament

Lindsey Tjugum, Kelsi Mayer, Sydney Brooks, Haley Summers, Jenny Martin

Brand Reputation



A Full-Spectrum Approach to Crop Protection

WHERE TO BUY

REQUEST INFO

MODES OF ACTION

Multiple modes of action make Theia® fungicide a broad-spectrum tool for resistance management and IPM with no cross resistance to other fungicides.



Antimicrobial Compounds

Various antifungal and antibacterial metabolites kill plant pathogens by breaking down cell walls and membranes.



Plant Health

Natural resistance mechanisms (SARs) are activated allowing the plant to defend itself against pathogens.



Competition

Theia® out-competes pathogens for the nutrients and space needed to cause damage by producing protective biofilms and siderophores that claim available iron.



Shield your investment and your crops with Theia® fungicide.

THEIA FUNGICIDE OFFERS THE ULTIMATE IN CROP PROTECTION BECAUSE:



Theia fungicide was selected from >100,000 microbes using AgBiome's in-house platform to provide a high level of disease control.



Theia fungicide provides broad-spectrum foliar and soilborne disease control by blocking fungal and bacterial pathogens and activating crops' natural defenses.



Theia fungicide offers excellent control on diseases known to devastate high-value fruit and vegetable crops.



Theia fungicide is an excellent complement to AgBiome's Howler® fungicide — attacking different diseases with distinct modes of action.



Theia fungicide is OMRI listed allowing it to be used in organic in addition to conventional systems.

AgBiome Theia Fungicide Launch

AdFarm

Rosie Thoni, Syvenna Siebert, Liz Gaston, Matilda Mel

ARC
#ARC2023

Marketing Communications - Agricultural Audiences



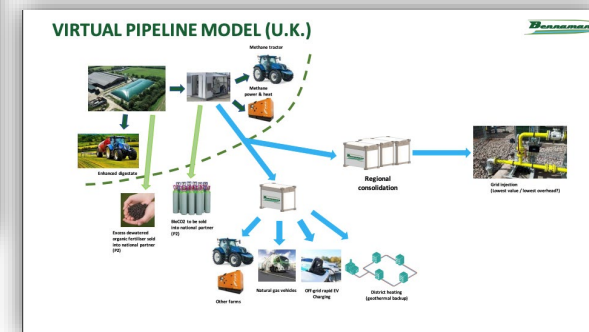
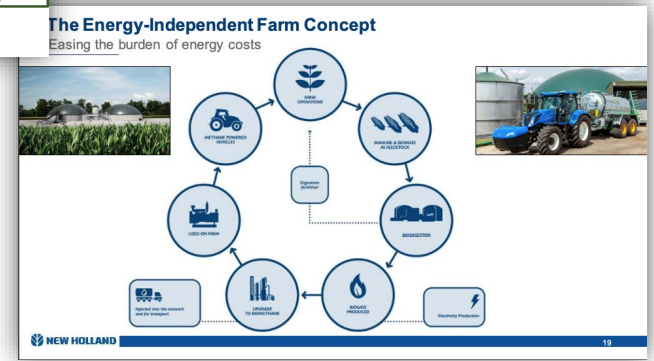
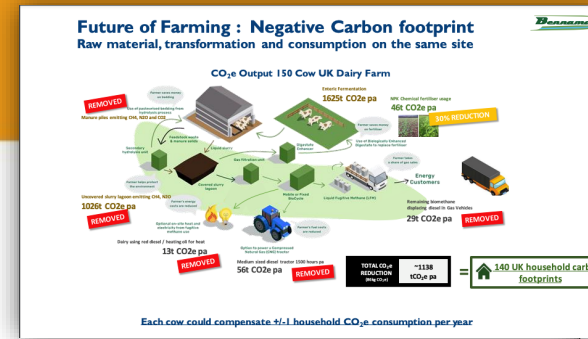
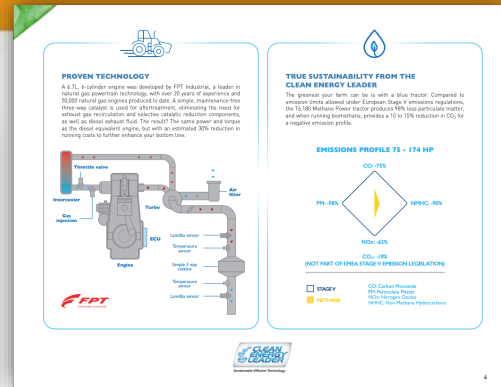
Syngenta Launches New Sustainability Standard

G&S Business Communications

Liz Hunt, Chris Tutino, Leah Sailovic, Carrie Kaniecki, Kennedy Fowler



Marketing Communications - Agricultural Audiences



Fueling The Future

Curious Plot

Charlie O'Brien, Ellen Butterfield



Marketing Communications - Non-Ag Audiences

5 QUESTIONS FOR A RANCHER



Kenley Carpenter – Jackson County

My husband, Bryce, and I run a cow/calf operation consisting of Angus/Charolais crossbreeds in Jackson County, all while chasing around our 2-year-old son, Calvin. We have around 160 cows, half of which are spring cows and half fall cows (meaning that's when they'll have their babies). We also have a custom calving business, where we feed the cattle, check the heifers and cows throughout the day, provide calving assistance and ensure the health of the calves until they leave the farm. We also have 1,100 acres of native grasses, fescue, prairie and broome to maintain.

What three things matter most to you as a rancher? I think the three most important things about being a rancher are family, faith and transparency.

Family is what got me here. My dad taught me everything I know and stirred this passion within me. My husband is a very patient man who understands I don't have a typical Monday-through-Friday job.

Faith can be construed in different ways – not just a spiritual faith (though I think that's important) but also faith in yourself and in your system. You have to believe what you're doing is important and that you can accomplish anything you set your mind to.

I feel we also must be completely transparent about what we do. There are some ugly parts of ranching we don't necessarily want the world to see, but how can we expect consumers to trust us if we don't show them all aspects of what we do?

What is the spring calving season like? "Organized chaos" is the best way I can describe spring calving season, which can last from January to May. On average, we'll have 100 heifers (pregnant with their first calf) and 300 cows to monitor for when they have their babies, or "calve out." We pride ourselves in our care of the heifers and check them every three to four hours, even overnight. My dad and I split those checks: He goes at midnight, I go at 3 a.m., and he goes again at 6 a.m. That way, he sleeps from 12 to 6 a.m. and I sleep until 3 a.m. It's a great system for us!

What does sustainability mean to you? To me, sustainability means I have something to pass down to my kids and future grandkids. When you look at the big picture, sustainability means managing the land we have so it continues to produce a quality product. I need to make sure I pass along my passion and drive to future generations and show them hard work pays off. Sustainability comes down to leaving a legacy and constantly growing and moving forward – not being so stuck in our ways that we avoid change.

Where do you see the future of your operation going? Honestly, my vision of our future operation doesn't look much different than it does today. I want to maintain what we have and continue to be passionate about what I do, and I never want that spark to go out. Technology or methods will be developed in the future that could vastly change the way we do things. Ideally, I hope to have something to pass on to my kids and their kids.

What is one thing you wish consumers knew about your operation? I wish consumers knew how much heart we put into our product and how much we care for our animals. We love our cows and know they can't give us their best if we don't give them ours. We spend our days – all 365 of them – putting our animals' needs above our own. Regardless of the weather, we're out there making sure our animals have good food, water and shelter.

To learn more about the Carpenter family, visit www.kansaslivingmagazine.com/carpenter

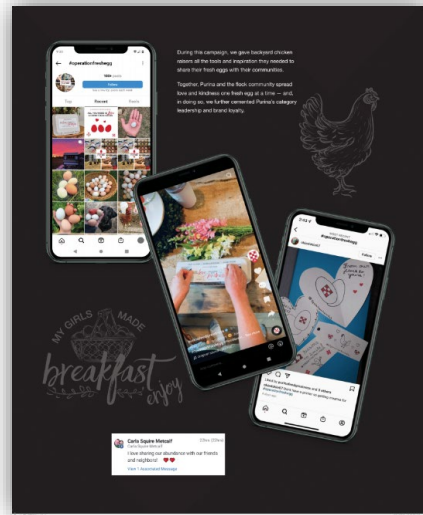
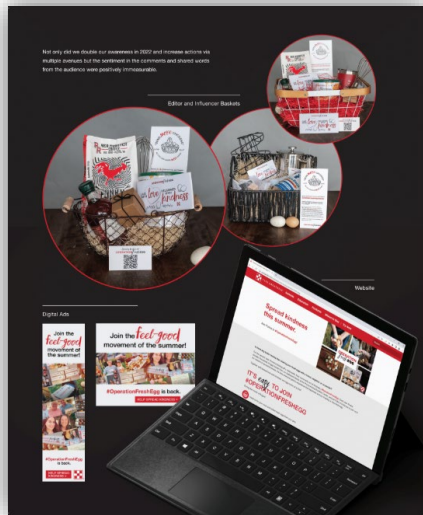
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5 Questions for a Farmer or Rancher

Kansas Farm Bureau
Sheridan Wimmer

Marketing Communications - Non-Ag Audiences



Purina Flock's Operation Fresh Egg Filament

Malerie Koberle, Breinne Hendrickson, Danielle Burken, Leah DiPasquale, Eden Bitner, Paige Keefer, Katie Sieger, Kiley Heckman, Tom Mazula



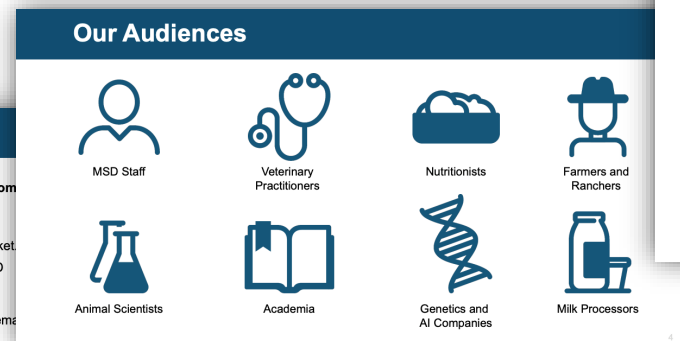
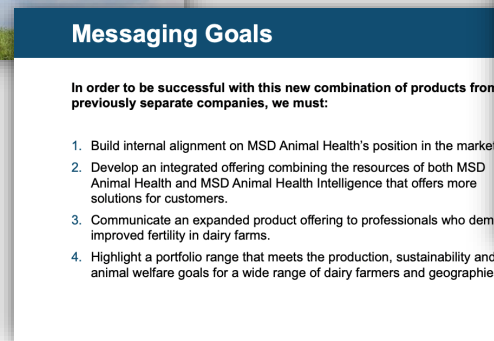
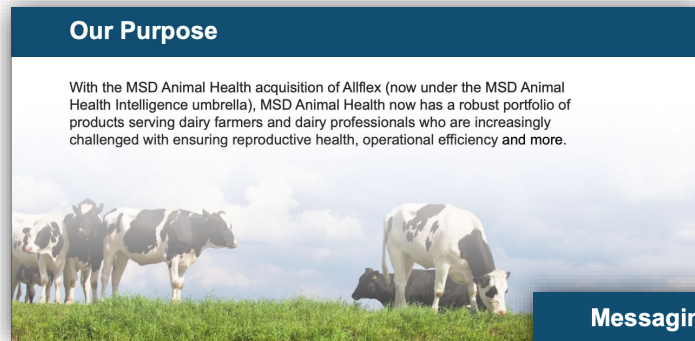
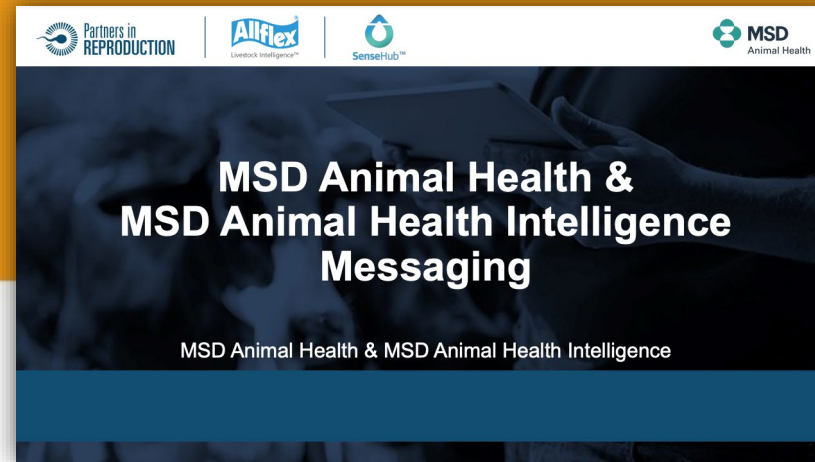
PR Campaigns - Agricultural Image



Sustainability on the Farm
Kansas Farm Bureau
Meagan Cramer, Heather Newell



Internal



Merck Animal Health Reproductive Solutions Messaging

AdFarm

Rosie Thoni, Haley Mallory, Siddartha Torres, Mia Beyerl



Corporate Social Responsibility and Sustainability



KEEP YOUR MIND IN MIND

KEEP YOUR MIND IN MIND
Social Media Caption: Taking it one step at a time to help you find ways to improve your mental health.
READ MORE HERE:
bit.ly/mind_in_mind

SCAN THE QR CODE WITH YOUR SMARTPHONE CAMERA TO ACCESS ARTICLE:

EXERCISE FOR YOUR MENTAL HEALTH
Social Media Caption: Your health is important whether it be your physical or mental health.
READ MORE HERE:
bit.ly/exercise_mentalhealth

SCAN THE QR CODE WITH YOUR SMARTPHONE CAMERA TO ACCESS ARTICLE:

DON'T BE AFRAID TO ASK FOR HELP
Mick Rausch, Sedgwick County

Mick farms in Sedgwick County and understands how tough it can be to admit when things don't feel right. He encourages anyone struggling with anxiety or depression to get help because Rural Minds Matter.

45 bit.ly/video_askforhelp

DON'T IGNORE THE SYMPTOMS
George Hunsinger, Douglas County

George farms in Douglas County and compares ignoring your mental health to bankruptcy. Don't ignore the symptoms.

bit.ly/video_mentalhealthsymptoms :30

KSRE MATERIALS

The following is a rack card with information regarding signs of stress, coping strategies and resources produced by K-State Research and Extension and Kansas Farm Bureau. You can find this resource on the county intranet in the [Rural Minds Matter folder](#).

Managing Farm and Ranch Stress

Common signs of stress:

- Headache
- Trouble sleeping or dozing
- Constant worry
- Difficulty keeping or a desire to sleep more than normal
- Getting angry or easily irritated
- Increased nervousness, concentration or decreased ability to think
- Irritability about little things
- Sense of frustration, anger
- Feeling discouraged, hopeless
- Conflict with family members

Managing stress and developing coping skills are important to your farm team health and well-being. Here are some ideas that may work for you.

Coping strategies may include:

- Get at least 7-9 hours of sleep a night
- Take regular 5- to 10-minute breaks throughout the day
- Pray, meditate or journal
- Engage in at least 30 minutes of physical activity each day
- Focus on factors you can control
- Refuse to get bogged down by mistakes

Resources:

- Farm Bureau: <https://www.kansasfb.org/>
- K-State Research and Extension: <https://www.k-state.edu/>
- Kansas Department of Agriculture: <https://www.kansas.gov/>
- National Suicide Prevention Resource Center: <https://www.nsrc.org/>
- National Suicide Prevention Hotline (NSPL): 800-273-8255 (TALK)
- Crisis Text Line (4373): Text "Hi" to 782891

Project funded by the USDA National Institute of Food and Agriculture. Award # 1009-2000-0001

KANSAS LIVING MATERIALS

The following are posted on kansaslivingmagazine.com and contain impactful information regarding, addressing and dealing with mental health issues.

WAYS TO DEAL WITH DEPRESSION AND ANXIETY

Social Media Caption: There are many things people can do to help manage their mental health, here is a list of things that could help you.

READ MORE HERE:
bit.ly/dealing_depression_anxiety

SCAN THE QR CODE WITH YOUR SMARTPHONE CAMERA TO ACCESS ARTICLE:

Rural Minds Matter

Kansas Farm Bureau

Sheridan Wimmer, Meagan Cramer, Sandi Cowdin, Greg Doering, Jennifer Alonso, Shelby Varner



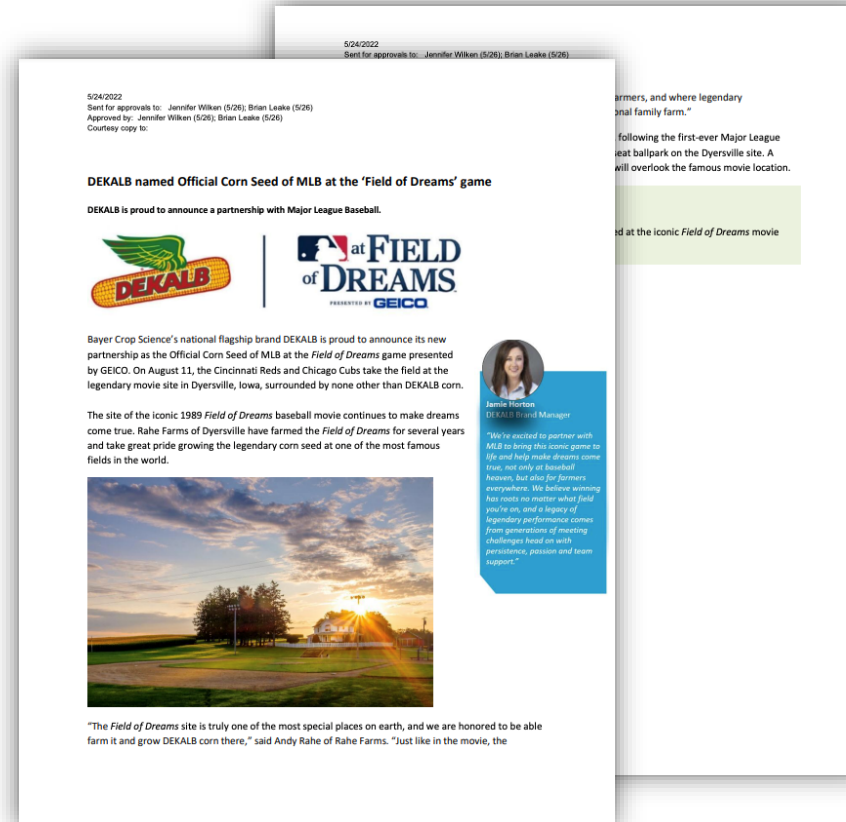
Events and Observances



DEKALB® Brand + Field of Dreams

OBP Agency

Jennifer Wilken, Flo Kesselheim





— **Golden ARC de Excellence** —

Previous Golden ARC de Excellence Winners

- 2022: “The SCN Coalition: Battling A Bug to Improve America’s Soybean Profitability and Sustainability” from MorganMyers
- 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



Golden ARC de Excellence



DEKALB® Brand + Field of Dreams

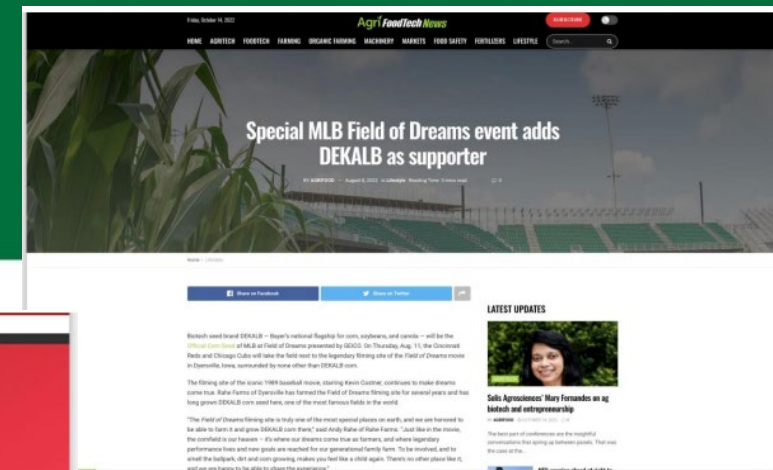
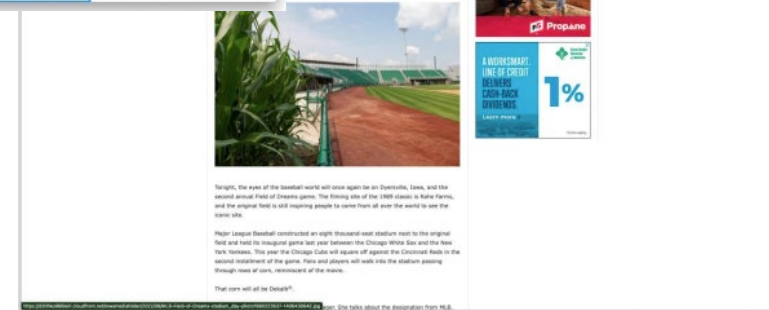
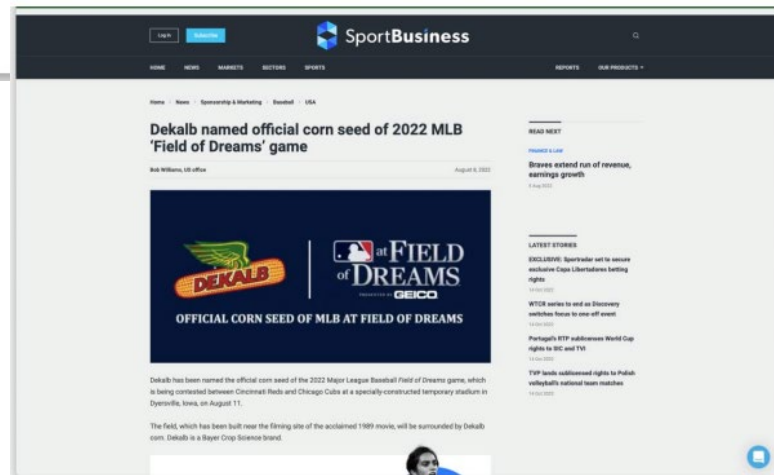
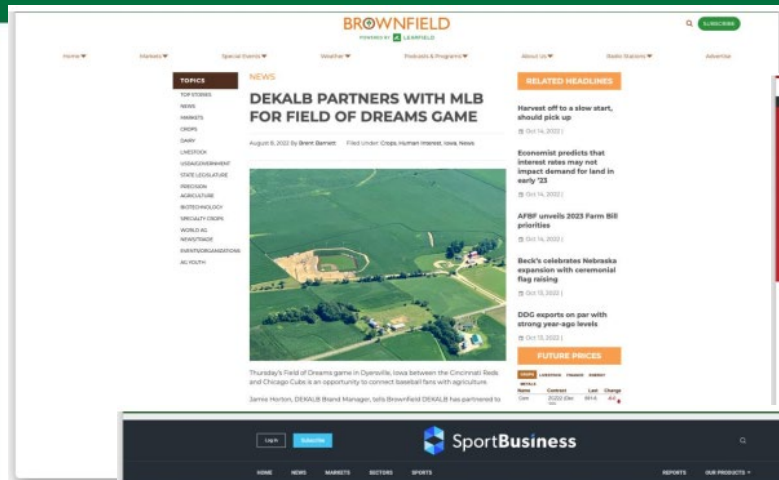
OBP Agency

Jennifer Wilken, Flo Kesselheim



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Golden ARC de Excellence



Congratulations!

OBP Agency

Jennifer Wilkin | Flo Kesselheim





2023

Golden
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Awards

