



Golden ARC Awards

October 27, 2021
Richmond, Virginia



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



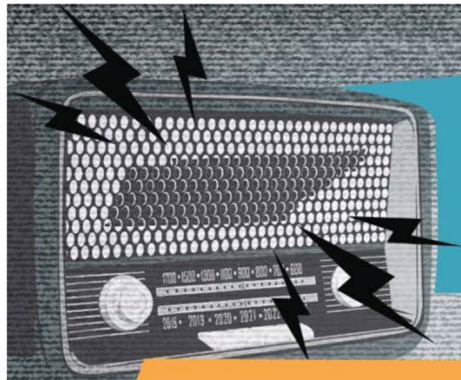
Content

- Tactics
- Campaigns
- Golden ARC de Excellence



Tactics

Special Events



We interrupt this regularly
scheduled program to bring you an
important update...

THE CATTLE INDUSTRY CONVENTION
& NCBA TRADE SHOW
is moving to
AUGUST 10-12, 2021



The 2021 Cattle Industry Convention & NCBA Trade Show Rescheduling
National Cattlemen's Beef Association
Emily Desormeaux, Jennifer Hollingshead, Kristin Torres

Special Events

CYBER HERBICIDE FOR SOYBEANS SET FOR 2021 FROM CORTEVA AGRISCIENCE
CYBER IS A PREEMERGENCE PREMIX HERBICIDE THAT CONTAINS 3 HERBICIDE SITES OF ACTION

by Gil Gullickson
1/16/2020

NEW TECH COMING IN SEED TRAITS

by Gil Gullickson
1/30/2020

Corn or Soybeans? How to Choose Your Most Profitable Crop for 2021

PLANTING STRATEGIES

Andy Fordice

Enlist system gives you control

By Anna Hastert - November 12, 2020 3:22 pm



Corteva Agriscience -- Virtual Media Events

Bader Rutter

Kacey Birchmier, Jane Bachmann, Lori Hallowell, Vanessa Barr, Ashley Schaible, Luke Kujath, Jenn Lee, Drew Harris, Emily Hoeft

Special Events



ASA Banquet & 100th Anniversary Celebration

David & Associates

Jill Wagenblast, Kendra Murphy Pirk, Dave Buchholz, Todd Bierman



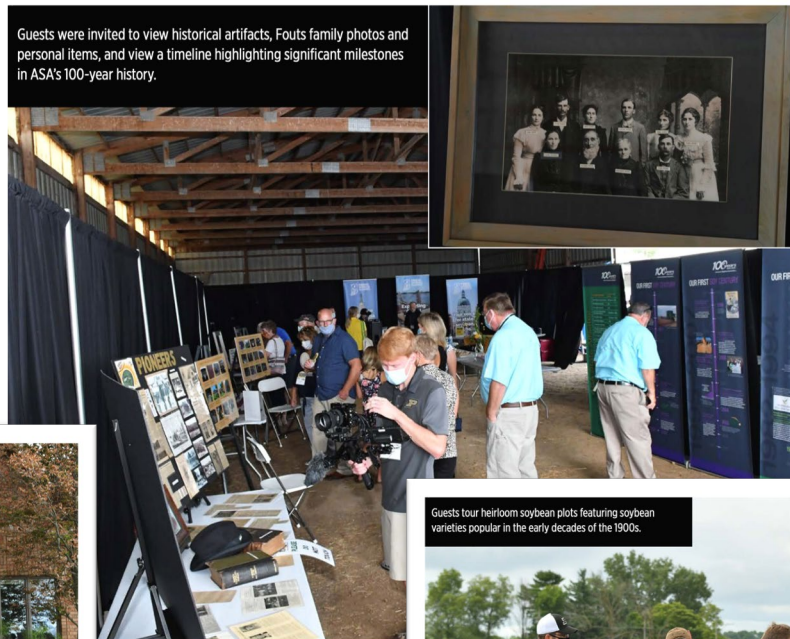
Special Events



Vintage farm equipment was on display along with modern equipment, illustrating the tremendous change in farming practices and technology over the years.



Guests were invited to view historical artifacts, Fouts family photos and personal items, and view a timeline highlighting significant milestones in ASA's 100-year history.



Descendants of the Fouts brothers were guests of ASA during the event and are shown here on the front steps of the home that currently stands on Soyland Farm.



Guests tour heirloom soybean plots featuring soybean varieties popular in the early decades of the 1900s.



Working with the Indiana Soybean Alliance, ASA applied for and received approval to establish an Indiana state historical marker at the Fouts Farm designating the site as the birthplace of the American Soybean Association.



ASA Fouts Soyland Farms Event

David & Associates

Jill Wagenblast, Denise Hart, Lauren Taylor, Kenda Resler Friend, Dave Buchholz

Print Media Relations-Ag Audience



Elanco Animal Health
2900 Innovation Way
Greenfield, IN 46140

FOR IMMEDIATE RELEASE
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SARAH.MOREHOUSE@network.elancoah.com

Increxxa™ (tulathromycin injection) Now Available for U.S. Cattle Producers
Proven tulathromycin molecule with more than 15 years of performance in the field and more than 400 independent studies^{1,2}

GREENFIELD, Ind. (March XX, 2021) – Elanco Animal Health Incorporated (NYSE: ELAN) today announced the U.S. launch of Increxxa™ (tulathromycin injection) for the treatment of bovine respiratory disease (BRD). Increxxa quickly targets the site of infection in the lungs for fast-acting performance combined with a long half-life, giving cattle more time to bolster an effective defense against BRD.³ The launch marks a new option for producers to complement the company's already extensive portfolio of BRD solutions. ³Clinical relevance is unknown.

"BRD contributes to 40-50% of all cattle mortality. We recognize what a challenge it can be for the cattle industry and are excited to offer Increxxa to veterinarians and producers, giving them yet another solution to help combat this respiratory disease in cattle," said Jose Simas, executive vice president, U.S. farm animal business at Elanco. "Like all Elanco products, veterinarians and producers can be confident that Increxxa is held to the company's uncompromising standard of potency, uniformity and quality," Simas added.

"Studies consistently show tulathromycin, the active ingredient in Increxxa, helps decrease the negative effects of BRD, such as morbidity and mortality, when used metaphylactically," noted Bill Pfister, executive director, U.S. beef at Elanco. "This can lead to more profits by avoiding return trips to the hospital pen and getting cattle back to the feedbunk."²

With the availability of Increxxa, producers have another viable option to help support the responsible use of antibiotics in their herds. Elanco believes we must all do our part because advancing antibiotic stewardship is important to both public and animal health. Similar to actions in public health, Elanco is committed to the responsible stewardship of antibiotics in veterinary medicine.

ABOUT BOVINE RESPIRATORY DISEASE
Factors putting cattle at risk for BRD include weaning, age, undernutrition, parasites, handling, dust, acidosis, commingling, transportation, time, weather, season and vaccination/immune status.

Respiratory problems account for the highest percentage of deaths in cattle and calves due to nonpredators.⁴ Additionally, BRD accounts for 70-80% of all feedlot morbidity and 40-50% of all mortality.⁴ In feedlot operations, more than 95% of herds are impacted by BRD.⁵ BRD has a variety of impacts on beef cow-calf productivity. In addition to mortality, calves that survive summer pneumonia typically have reduced weaning weights.⁶

ABOUT INCREXXA

Increxxa is indicated for the treatment of BRD and control of respiratory disease in cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. It is also approved for treatment of infectious bovine keratoconjunctivitis (IBK) associated with *Moraxella bovis* and treatment of bovine foot rot (interdigital necrobacillosis) associated with *F. necrophorum* and *P. levi*.

In suckling calves, dairy calves and veal calves, Increxxa is indicated for the treatment of BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

More information on the entire Elanco cattle portfolio is available at elancolivelock.com.

IMPORTANT SAFETY INFORMATION

Not for human use. Keep out of reach of children. Do not use in animals previously found to be hypersensitive to the drug. Increxxa has a pre-slaughter withdrawal time of 18 days. Do not use in female dairy cattle 20 months of age or older. For complete safety information call: 800-428-4441.

For more information about Increxxa, producers should consult their veterinarian or Elanco representative. For technical product information or to report an adverse event, call 800-422-9874. For customer service, call 877-352-6261.

ABOUT ELANCO

Elanco Animal Health Incorporated (NYSE: ELAN) is a global leader in animal health dedicated to innovating and delivering products and services to prevent and treat disease in farm animals and pets, creating value for farmers, pet owners, veterinarians, stakeholders, and society as a whole. With nearly 70 years of animal health heritage, we are committed to helping our customers improve the health of animals in their care, while also making a meaningful impact on our local and global communities. At Elanco, we are driven by our vision of Food and Companionship Enriching Life and our Elanco Healthy Purpose® Sustainability/ESG Pledges – all to advance the health of animals, people, and the planet. Learn more at www.elanco.com.

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References

- ¹Vitarno, N., 2014, "Understanding the pharmacokinetics of tulathromycin: a pulmonary perspective." Journ. Vet. Pharm. and Therap., 211
- ²Nickell J., 2010, "Metaphylactic antimicrobial therapy for bovine respiratory disease in stocker and feeder cattle." Vet. Clin. of N. Am. Food Anim. Pract., 285
- ³USDA Feedlot 2011 Part IV: Health and Health Management on U.S. Feedlots with a Capacity of 1,000 or
- ⁴Hilton W., 2014, "BRD in 2014: Where have we been, where are we now, and where do we want to go?" Anim. Health Res. Reviews, 120
- ⁵National Animal Health Monitoring System 2011, "Health management on U.S. feedlots." <https://www.aphis.usda.gov/>
- ⁶Griffin D., 2009, CHAPTER 102 - Respiratory Disease Treatment Considerations in Feedyards. Food Anim. Prac. 2009, Pages 559-519. <https://doi.org/10.1016/B978-141603581-6.10102-2>

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Nebraska Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
North Dakota Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
Pennsylvania Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
South Dakota Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
US Ag Net	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
Wisconsin Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link

Ag Approval Media Coverage April 19, 2021

Media	Content
Media	Angus Beef Bulletin EXTRA and Feed-Calf Marketing Guide in the Glimpses and Gadgets column.
Feedstuffs	Sarah Morehouse pitched Sarah Mudhead and confirmed they will cover the story.
Veterinarian	Online coverage here: https://www.bovinevetonline.com/news/new-products/increxxa-available-us-cattle-producers
Animal Health & Notes	Friday, Feb. 26 Edition: Elanco announced that the FDA has approved increxxa (generic tulathromycin injection) for the treatment of bovine respiratory disease and swine respiratory disease. (company press release)
7's	Online coverage here: https://www.drovers.com/news/industry/increxxa-available-us-cattle-producers Also appeared in March print issue.
4	FLMH spoke with editor and they will cover. We may have the opportunity for an interview, pursuing now.
4 Beef Wire	https://www.nationalbeefwire.com/news/increxxa-tulathromycin-injection-approved-by-fda-for-u-s-cattle-and-swine-producers-and-veterinarians
4 Up	Interview aired on April 17 (at 8:30 into show) also featured on Ranch It Up website.
V	Interview with Dr. Bruce Hoffman aired at 12 p.m. CST, Friday, Feb. 26.
4 Ranch Audio News	WR included in the News of the Range column in the April issue. Estimated audience of 22,100 across 13 states (including IL, AR, KS, MO, OK, TX) plus additional national coverage on RFD-TV.

Approval Round Up:

Ag Connection	Headline	Link
Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link
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Ag Connection	FDA Approves First Generic Tulathromycin for Cattle & Swine	Link

Increxxa™ Product Launch
FLM Harvest
Julie Lux, Lauren Baker, Naomi Mortensen, Lana Beckard, Leslie Cope

Print Media Relations-Ag Audiences



Dairy MAX National Dairy Month Press Kit

Perishable News.com

School Nutrition Enhanced Through Dairy Solutions

Reedy awarded \$2,500 scholarship

Dairy MAX PR and National Dairy Month Press Kit

Cultivate

Brittany Brown, Anne Kimmey, Jordan Manning

The image displays a collection of promotional materials for Dairy MAX and National Dairy Month. On the left, a "Dairy MAX National Dairy Month Press Kit" is shown, featuring a "World of Dairy" logo, a "National Dairy Month is Around the Corner" announcement, and a "Kids Activities" section. In the center, a "Dairy MAX National Dairy Month Press Kit" is displayed, including a "World of Yum" section with recipes, a "World of Goodness" section with a recipe, and a "Kids Activities" section with a maze. On the right, a screenshot of the "Perishable News.com" website is shown, featuring a "School Nutrition Enhanced Through Dairy Solutions" article. Below the website screenshot, a newspaper clipping from "THE LINCOLN COUNTY NEWS, IRI-COUNTY HERALD & STROUD AMERICAN" dated Thursday, June 18, 2020, is displayed. The article, titled "Reedy awarded \$2,500 scholarship," reports on a scholarship awarded to a student named Reedy. The article includes a photo of Reedy and a quote from him about his love for dairy.

Print Media Relations, Non-Ag
Audiences

**Cattle industry expected to lose
billions amid coronavirus pandemic:
'We are suffering right now'**



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FOX News Channel piece on COVID-19-s impact on the cattle business
Texas & Southwestern Cattle Raisers Association
Katrina Huffstutler

Radio Broadcast Media Relations, Ag Audiences



Rural Report
Kansas Farm Bureau
Greg Doering



Radio Broadcast Media Relations, Ag-Audience



2021 Golden ARC Awards

Tactics Category – 3E, Radio Broadcast Media Relations – Agricultural Audiences
DEKALB® Asgrow® Brownfield Radio Managing for Profit Series

Planning

In 2020, the DEKALB® and Asgrow® seed brands participated in a sponsored content partnership with Brownfield Radio to share agronomic information during the planting and harvest seasons. This media relations program featured a series of three-minute, recorded radio interview segments with the brand's technical agronomists. The interviews aired on Brownfield's Midwest network affiliate and were posted on its website homepage.

The target audience was corn and soybean farmers in the Midwest. Objectives included:

- Communicating agronomic information to help farmers maximize their yearlong crop performance, maximizing yield potential and profitability.
- Demonstrating the added value that the DEKALB and Asgrow brands provide farmers through the knowledge and expertise of their technical agronomists.

Creativity/Quality

OBP developed the Managing for Profit interview topics and interview outlines, with input from the technical agronomists. Interviews were then recorded and edited by one of Brownfield's veteran broadcasters. The resulting segments were of high quality, combining non-branded, agronomic content with some product information in a non-promotional format.

Execution

The 2020 Managing for Profit program included 11 interviews — four during the pre-plant and planting season, and the remaining eight during the pre-harvest and harvest seasons. Most of the segments featured agronomists, but some farmers and DEKALB Asgrow marketing product spokespersons also participated.

Topics included managing corn diseases, new technology for soybean weed control, how farmers can work effectively with their agronomist and the use of the Climate FieldView™ digital platform to help farmers make data-driven decisions. New DEKALB and Asgrow products and the brands' plant breeding process were also discussed.

Results

The Managing for Profit interview series achieved its goals of communicating high-quality, agronomic information to a large farm audience while demonstrating the knowledge and expertise of the brands' technical agronomists. Each interview aired on the largest ag radio network in the country, reaching more than 500 affiliate radio stations in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota and Wisconsin, with a combined audience of over 2.5 million. The Brownfield

site audience is estimated at 75,000 to 100,000 unique monthly visitors. The DEKALB and Asgrow brands have made Managing for Profit an annual component of their marketing communications program because of its success delivering professional content that has a positive impact on farmer success.

OBP: The Managing for Profit series was a sponsored media relations program. However, OBP does not disclose financial information relating to client marketing programs.

Managing for Profit 2020 Interviews

Link below provides access to three sample Brownfield Managing for Profit interviews aired during 2020. The dates and topics are:

- April 8 – Managing corn diseases
- September 9 – Field data analysis
- November 18 – The DEKALB Asgrow plant breeding process

drive.google.com/drive/folders/114AoVsh9C_1Mee8e0Xn-4T0UzQ-nWdI?usp=sharing
Contact Randy.Myers@obpagency.com if you experience any difficulty accessing these files.

BROWNFIELD
AG NEWS FOR AMERICA

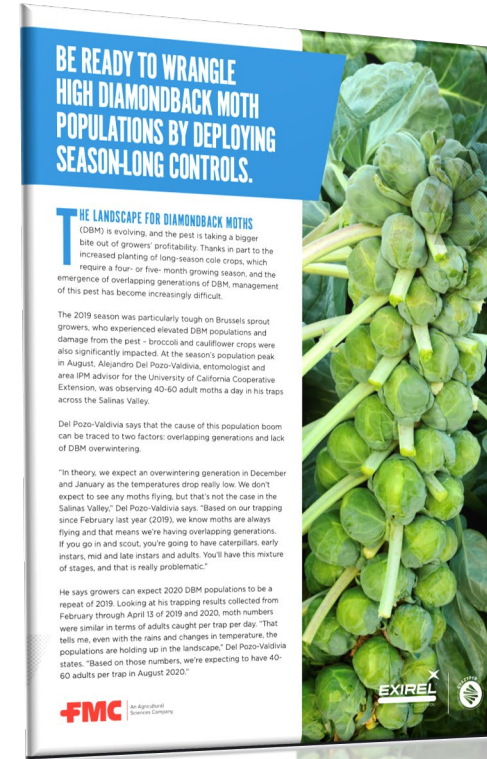
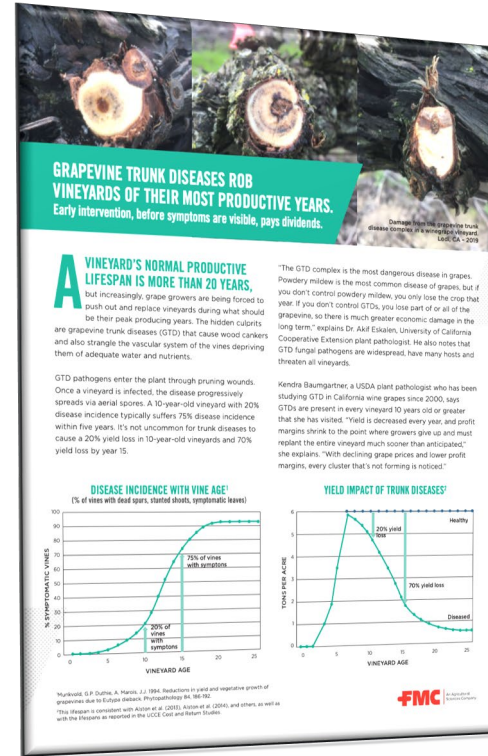
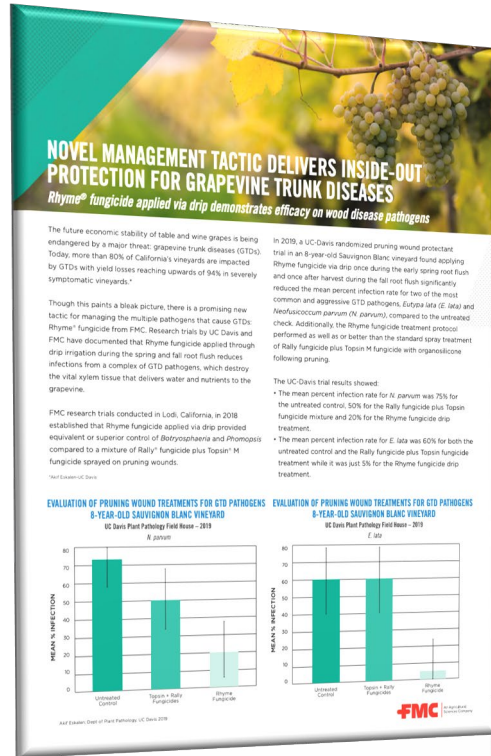


DEKALB Asgrow Brownfield Radio Managing for Profit Series

OBP Agency

Randy Myers, Bri Gilomen

Feature Writing

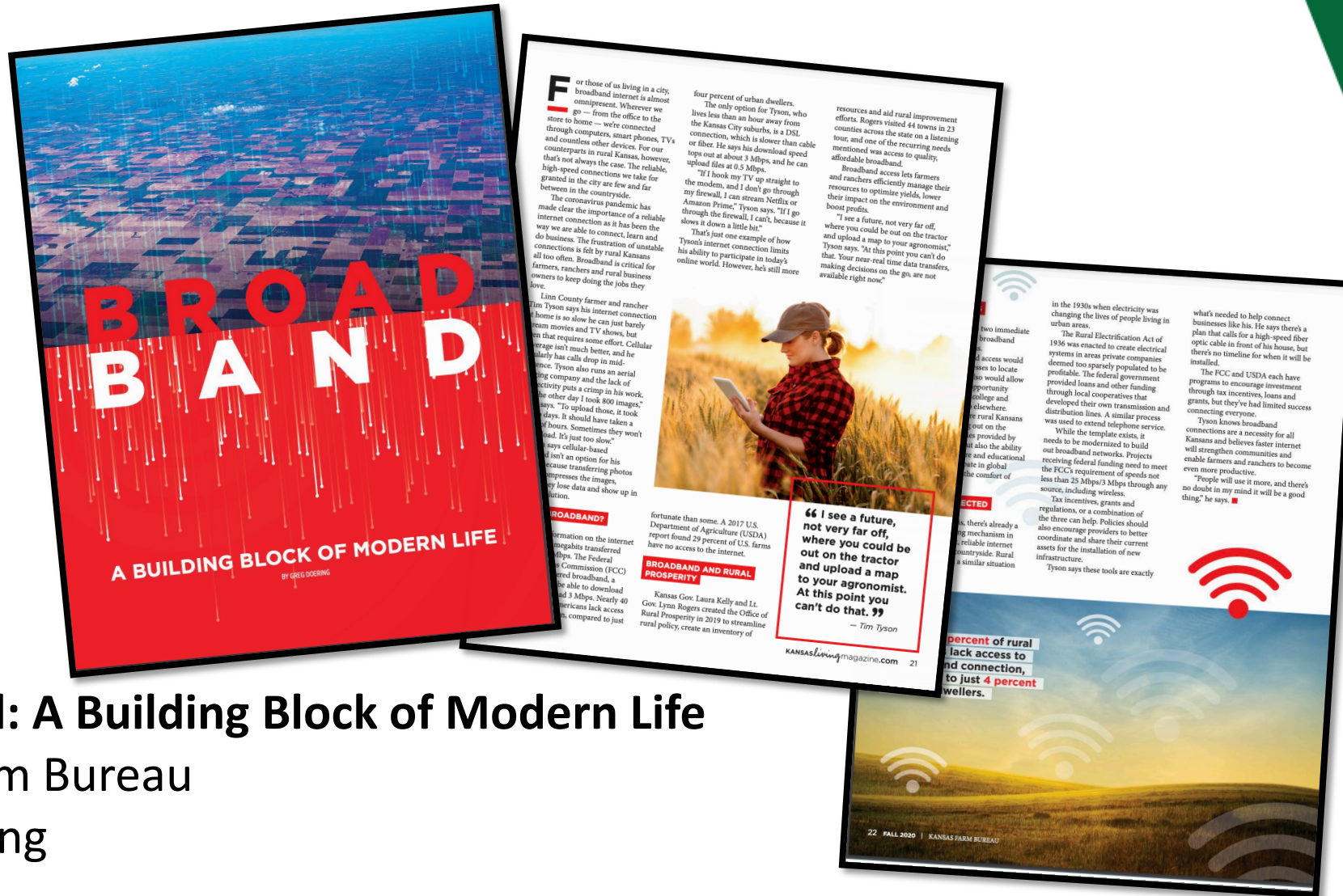


AgriPulse West Article Series

FLM Harvest

Joan Olson, Jenna Hasara, Abby Emch, Laura Talaska, Lana Beckard

Feature Writing



Broadband: A Building Block of Modern Life
Kansas Farm Bureau
Greg Doering

Editorial/Op-Ed Columns



The Eternal Hope of Farmers

Kansas Farm Bureau
Jackie Mundt

The Eternal Hope of Farmers

Jackie Mundt, Pratt County farmer and rancher

When I left my corporate job and moved to rural Kansas, I was making decisions for the good of my future family. Sometimes those decisions are at odds with my self-desires. We don't have a fancy house, high-speed internet or many of the creature comforts one finds in bigger cities.

Through the recent weeks of turmoil, my sense of irony keeps touting the rewards of this country life. I never feel cooped up because I can walk for a mile in any direction and not be in danger of encountering neighbors. Eating fewer meals out of the house has inspired me to put a dent in my "war chest" (freezer) of home-raised beef. My years of dealing with less-than-ideal internet has given me a sense of Zen when increased traffic causes frustrating hang-ups for everyone else working from home too.

Honestly, the thing I am most grateful for in this time of crisis is the sense of solid, constant purpose our farm-centered life brings. I have friends who are climbing the walls because they feel lost and purposeless with their worlds on hold. Others are completely overwhelmed shouldering new burdens and doing their best to make it through this storm. In perspective of all that is happening in the world, farmers' lives remain largely the same.

Spring is a busy time on the farm. We are planting crops, spraying fields, working cattle and other livestock, prepping equipment for summer harvest or irrigation and ramping up for the "busy season." Even though much of the rest of the world is on hold, farms are the original essential industry: feeding the world.

Recently, I was asked to provide some insight into how farmers would make the decision on whether to plant crops this year. It was a logical question to a nonfarmer, but I was flummoxed. I had never really thought of it as a choice before.

Farmers are smart, logical people. Every day they use their knowledge of many subjects like plant physiology, animal nutrition, accounting and economics to name a few to maximize their potential yields and hedge against current market conditions. The one place farmers may not use logic is in career choice.

The decision to farm often comes back to the solid, constant purpose of feeding others. A purpose that is sweetened by everyday moments validating the choice. A feeling of wonder in seeing newborn calves on shaky legs and seeking out its mother to nurse. A silent cheer of excitement for newly planted crops as they break through the ground. Laughter at the site of calves playing "reindeer games." The sigh of relief when raindrops finally fall after days of having "the feeling in your bones." The cordial sight of fields of wheat waving with all their might. The sense of purpose that comes from every truck leaving your farm going off to feed the world.

So even in uncertain times, farmers forget logic and plant a crop or buy cattle and they tell themselves prices will go up, the weather will cooperate, everything will work out. Farmers have an almost eternal sense of hope that the future will be better.

During this unprecedented time of challenge, I encourage everyone to think like a farmer. Here is to hoping prices will go up, the weather will cooperate and everything will work out.



Editorial/Op-Ed Columns



Biodiversity - Key to Sustainably Feeding a Growing Global Population

G&S Business Communications and Syngenta

Caydee Savinelli, Chris Tutino, Brad Bremer

Speeches



Presidential Address Texas & Southwestern Cattle Raisers Association Katrina Huffstutler, Jeremy Fuchs

I look forward to seeing you all in person soon.

Back at the TSCRA Policy Conference, U.S. Trade Representative's chief negotiator, Greg ~~Quay~~ gave us an update on a trade agreement with Japan that was so fresh the ink wasn't dry yet.

I'm happy to report that since then, not only was that deal implemented but so were the phase-one agreement with China and the U.S.-Mexico-Canada Agreement, which officially ended NAFTA about two months ago.

It has been a historic year on the trade front, [cut to USMCA photo] and I was privileged to follow officers and ag leaders from across the country at the White House earlier this year when President Trump signed USMCA.

Despite the challenges we've all faced since March, I can't tell you how proud I am of us and our response. From our staff working around the clock with government officials to and leaders taking on tough issues like working to achieve better price discovery for cow in our cattle markets, it was truly a monumental effort. There is still much to be done, but work over the last several months has set the stage for our industry to emerge from the and more resilient than ever.

I'm also proud that through it all, our work on other important issues has not missed a beat. Property rights, water, fake meat and dozens of other issues have continued to be at the TSCRA's policy initiatives.

I won't go into ~~g~~ of the details since we have a fantastic slate of speakers to do that, but TSCRA's actions over the last year have demonstrated one thing to all of you:

We are an association made up of and led by cow-calf producers for cow-calf producers. Challenges may arise, we will be here to help you navigate tumultuous times with mean thought out solutions that address the needs of you and your family.

And while we're an association deeply rooted in rich heritage and tradition, we want you to continually evolve to make sure we're always equipped to serve you well.

I'm thrilled with what we've accomplished and where we are headed and would like to thank you for getting us to where we are today.

Hello |

I'm Bobby McKnight, president of Texas and Southwestern Cattle Raisers Association.

While I wish we were together in person today, it's still a pleasure to be able to speak with you, and to share what your association has been working on since our last meeting, about a year ago in San Antonio.

And what a year it's been!

On March 11, the Novel Coronavirus Disease, or COVID-19, was declared a pandemic. Two days later, a national emergency was declared in the United States. Immediately, Texas and Southwestern Cattle Raisers Association went to work, distributing factual and beneficial information to you across a variety of platforms.

We created and curated news cattle raisers could use and shared it across multiple platforms.

We worked with reporters at national outlets like MSNBC, NBC News, Fox News and Telemundo. In major Texas markets like Dallas/Fort Worth and Austin. And in newspapers of all sizes across Texas — all to tell your story during this challenging time. We talked about supply chain disruptions, low cattle prices and panic buying.

But most of all, we talked about resilience. About how cattle raisers are just about the toughest bunch of people out there. How our members have been through a lot in 143 years, and we'll get through this, too. And how no matter what's happening in the world, the cattle still need care.

When restrictions kept us from gathering in person, we took our educational programming online. Through the spring, we offered weekly market outlook webinars to help cattle raisers make tough decisions during even tougher times. Because, again, work never stops for the American rancher.

Pandemic or not, the world kept turning. And nowhere is that sentiment more valid than within the realm of policy and politics.



Print Publications: Magazines and Newspapers



Dave Wilson Nursery "Your Legacy Is Our Legacy" Print Ads

Ali Cox & Company Marketing

Ali Cox, Sarah Tjoa, Clayton Beltran, Yulianna Cisneros

Print Publications: Magazines and Newspapers



Kansas Living Magazine

Kansas Farm Bureau

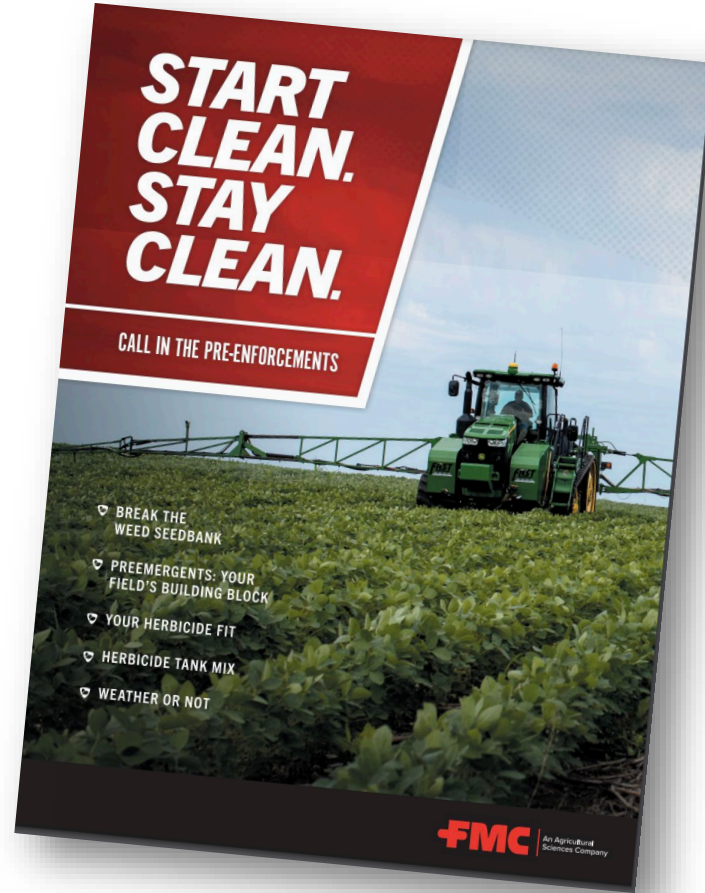
Sheridan Wimmer, Greg Doering, Meagan Cramer, Sandi Cowdin

Print Publications: Single-Issue Publication

Start Clean, Stay Clean Flip Book

FLM Harvest

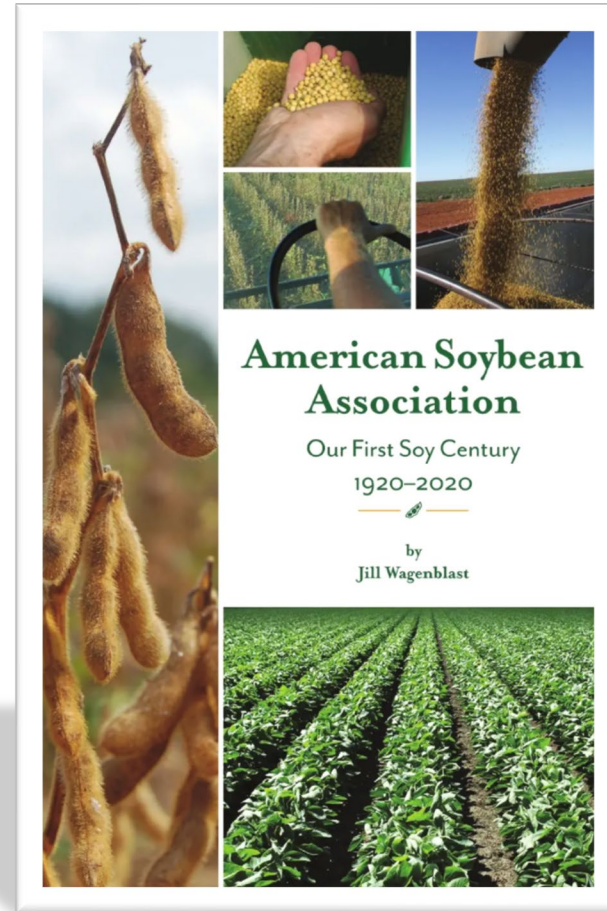
Nicola Freeman, Charlie O'Brien, Justin Peterson, Lana Beckard, Bryan Pohl, Kate Loomis, Laura Szymanski



Print Publications: Single-Issue Publication

100years
1920-2020
American Soybean Association®

ASA 100th Anniversary Commemorative Book
David & Associates
Jill Wagenblast



Print Publications: Newsletters-Print or Digital



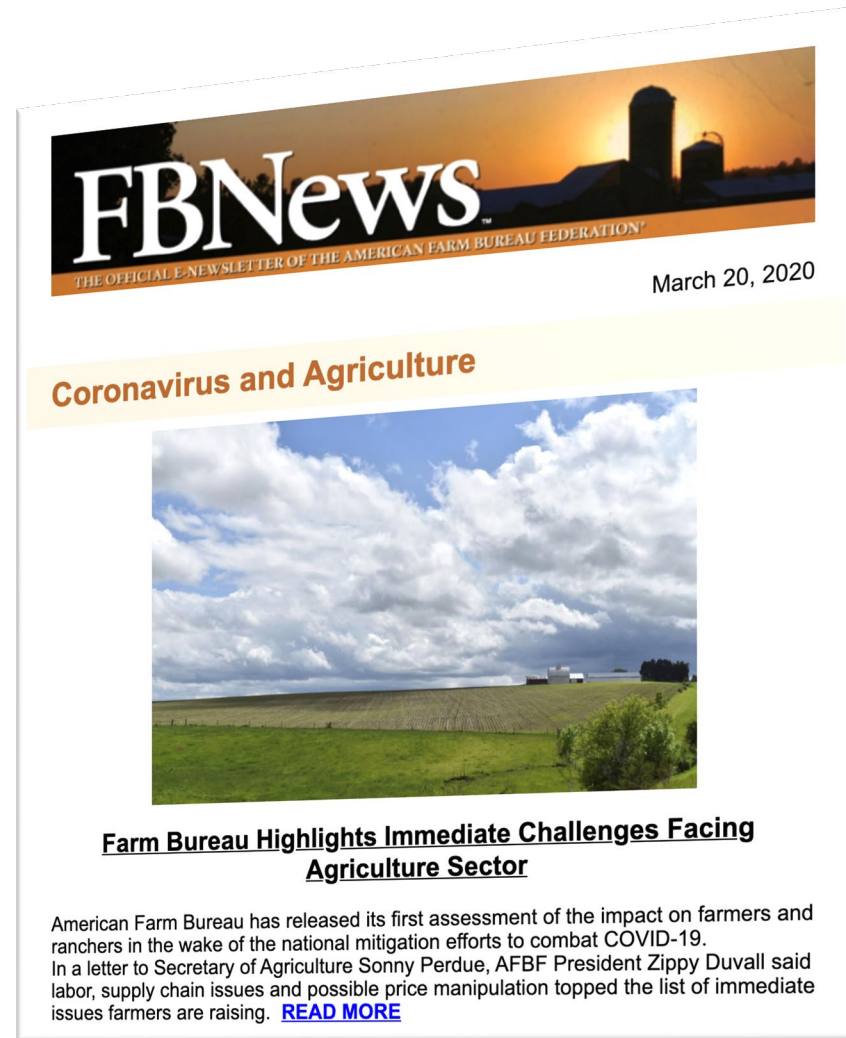
Corteva Agriscience - Range and Pasture eSteward

Bader Rutter

Laura Svec, Erik Johnson, Karli Pryor, Lori Hallowell

Print Publications: Newsletters-Print or Digital

FBNews e-newsletter
American Farm Bureau Federation
Erin Anthony



Collateral/Literature

Positive Response from the Field

“Kudos! The data/science is solid and I really appreciate the change of pace look with some of the data/graphs!”
—Sara Allen, CHS Agronomy, Illinois


“This is an excellent and concise tool. Great for growers and retailers.”
—Nick Hustedde, FMC Technology

Ag.FMC.com link to [Breaking the Weed Seedbank](#)

FLM / HARVEST


Assets Were Leveraged Across Platforms

- ❖ Shared with ag media reporters.
- ❖ FMC sales and agronomy team used in meeting presentations to growers and retailers.
- ❖ Featured on FMC website and landing pages.
- ❖ Native and paid social media posts.



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— Customer

Breaking the Weed Seedbank - E-Book





Breaking the Weed Seedbank E-book

FLM Harvest

Nicola Freeman, Lana Beckard, Madi Kurvers, Abby Emch, Bryan Pohl, Joan Olson

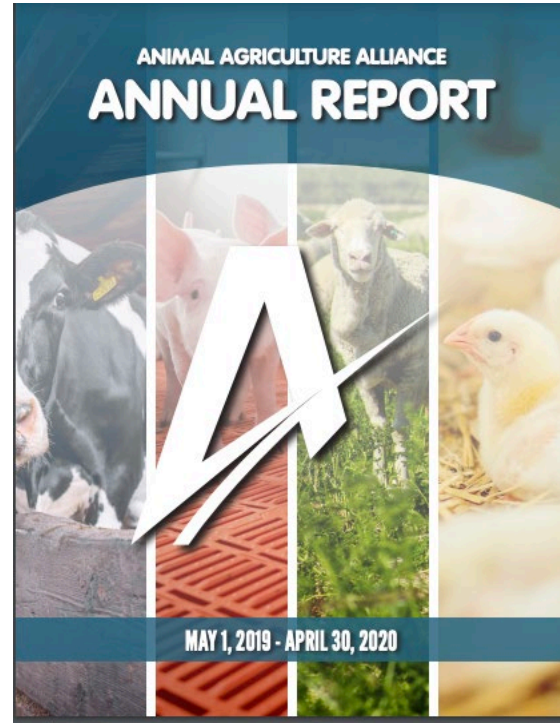
Collateral/Literature



Riverbend Wagyu Brand Guide
Ali Cox & Company Marketing
Ali Cox, Clayton Beltran



Annual Reports: Non-financial annual reports



Animal Agriculture Alliance Fiscal Year 2020 Annual Report

Animal Agriculture Alliance

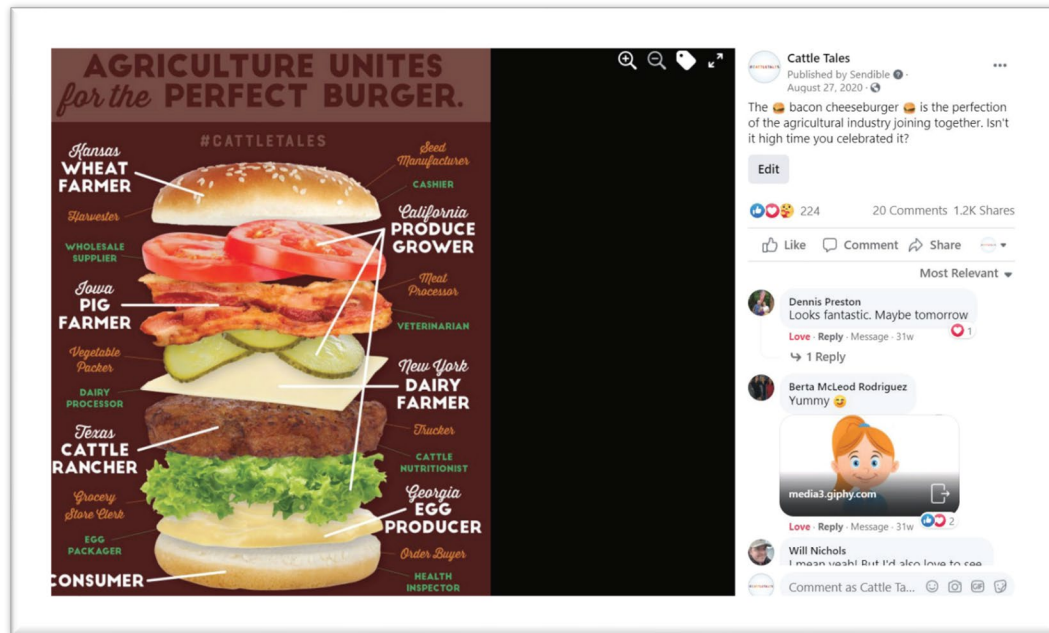
Emily Solis, Casey Kinler, Hannah Thompson-Weeman

Annual Reports: Non-Financial annual reports



2020 AFBF Impact Report
American Farm Bureau Federation
Cyndie Shearing, Terri Moore, Glen Fuenmayor

Graphic Elements



Cattle Tales Building a Perfect Burger
Cultivate

Katy Kemp, Anne Kimmey, Katie Johnson, Jill Johnson, John Robinson

Digital & Social Media: Podcasts

How Farmers Are Caring for
the Environment



Farmers Respond to COVID-19



Mental Health Matters in
Rural America



Farmside Chat Podcast

American Farm Bureau Federation

Kari Barbic, Morgan Walker, John Earl

Digital & Social Media: Podcasts



The Arctic Seed Vault

The Growing Debate

The Kids Are Coming Back

The Growing Debate

Big Farms. Big Misunderstanding.

The Growing Debate

The Day the Food System Cracked

The Growing Debate

Alt-Foods, Part 1: The \$300,000 Hamburger

The Growing Debate



Corteva Agriscience - The Growing Debate

Bader Rutter

Kate Daniels, Gregg Schmidt, Kacey Birchmier, Jack Sherman, Jim Jodie, Lori Hallowell

Digital & Social Media: Video



American Soybean Association
Published by Hootsuite • October 23, 2020 •

DYK? 2020 is ASA's 100th year as an association! Soybean growers have been involved in agricultural policy discussions since those first years. Watch #SeeSoyHarvest video #5 & learn more: [#AgPolicy #USSOY](http://ow.ly/F41f50BZ91r)

100 Years 1920-2020
American Soybean Association
Soy: Confidence and Certainty

SoyGrowers.com

YOUTUBE.COM
#SeeSoyHarvest: CONFIDENCE & CERTAINTY

News Release Announcing Campaign

FOR IMMEDIATE RELEASE

Media Contact: Wendy Brannen, American Soybean Association, wbrannen@soy.org

#SeeSoyHarvest

Washington, D.C. Oct. 6, 2020. If farmers cannot come to the Hill, then the Hill must go to the field! That's the philosophy of the American Soybean Association (ASA) this fall harvest season – and the grower group is offering free passage by way of videos submitted from across 30 major soy-producing states.

"Being able to travel to D.C. and advocate for top soy issues is a big deal to soybean farmers," said Bill Gordon, ASA president and grower from Worthington, Minnesota. "We love that the #SeeSoyHarvest campaign is a work-around during the pandemic to continue sharing priority issues with our legislators, remind them we are a resource as they make critical agricultural policy decisions, and offer a passenger seat inside our world to see what soy harvest is like right now on the farm."

#SeeSoyHarvest campaign will include farm economy, trade, and key industry issues.

Look to ASA social (links at the soybean industry and its 10/15, 10/20, 10/22.

"We are more thankful than ever in the spring, work through supply and, months later, arrive at the point of

journey to the fields by watching the on social media along the way.

American Soybean Association @ASA_Soybeans • Oct 28, 2020

Thanks for joining us for #SeeSoyHarvest! Questions about how OK & other soy growers contribute to food, feed, fuel & other markets? We're here as a resource year-round! ow.ly/GFHK50C5np0 #Harvest2020 #AgPolicy #SeeSoyHarvest @SenatorLankford @JimInhofe @repkevinhern

Wann, OK
Pam Seaborn Farm | Harvest 2020

0:12 / 4:27

American Soybean Association @ASA_Soybeans

Support on Capitol Hill helps ASA continue its work to promote free & fair trade imperative to the success of U.S. soybean growers. #SeeSoyHarvest & learn more here: youtu.be/OEwG_-oiEAK #AgPolicy #Harvest2020

#SeeSoyHarvest: EVEN STRONGER
youtube.com

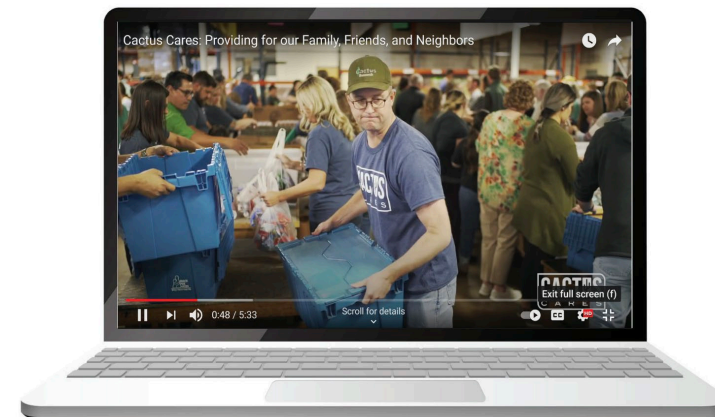
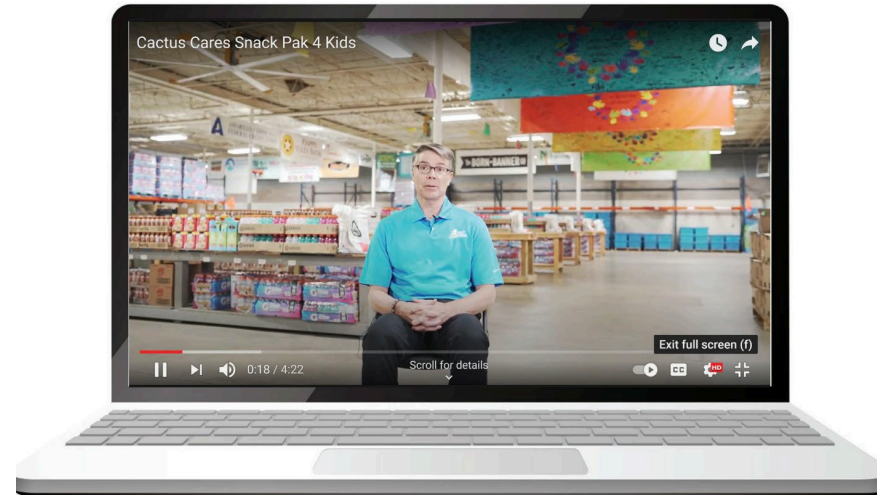
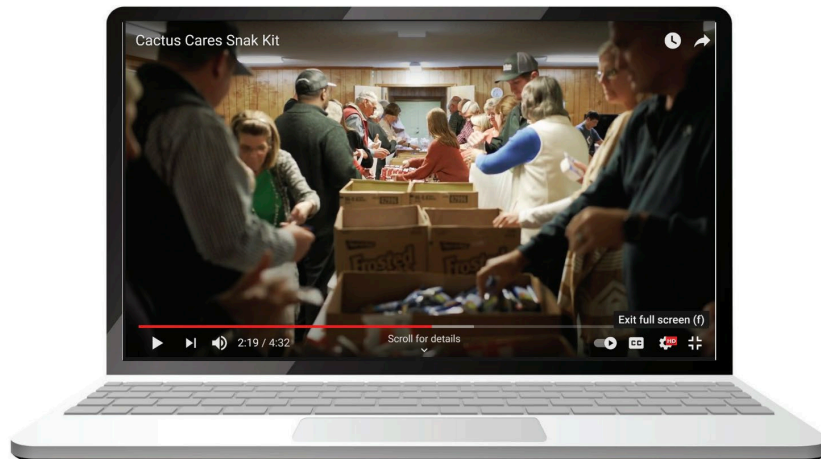
8:04 AM • Oct 13, 2020 • Hootsuite Inc.

ASA #SeeSoyHarvest

David & Associates

Communications Staff, Dave Buchholz, Todd Bierman ASA

Digital & Social Media: Video

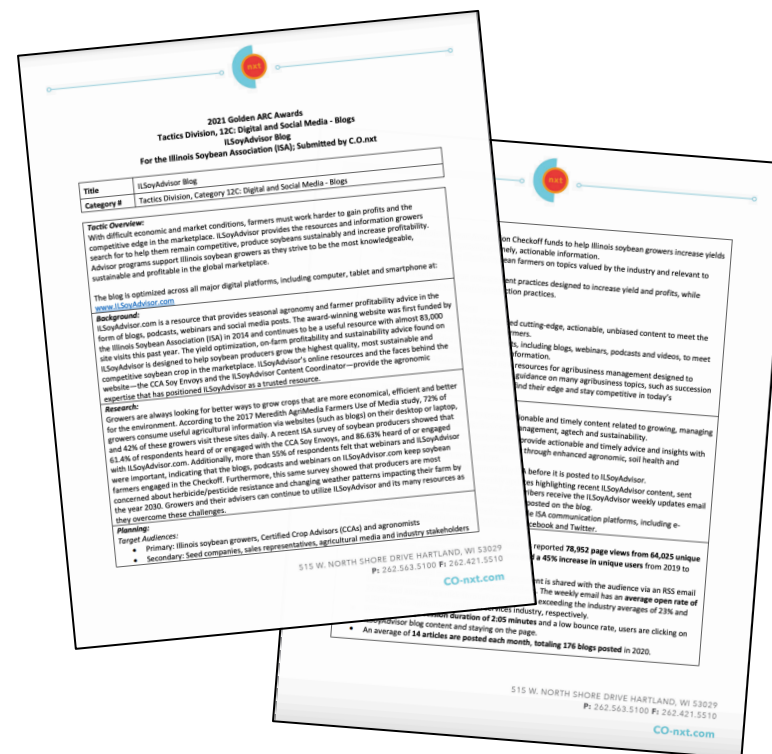


Cactus Cares Launch Video Series

Cultivate

Wayne Craig, Shelby Padgett, Anne Kimmey, Lindsay Utter, Katy Kemp, Brian Hogue

Digital & Social Media: Blogs



ILSoyAdvisor Blog

C.O.nxt

Rachel Peabody, Brandon Maly

Digital & Social Media: Blogs

The Green Benefits of Conventional Foods



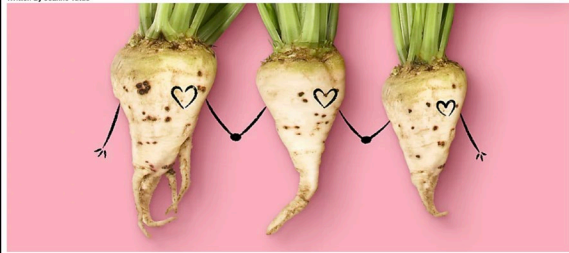
GMOs: The Biggest Mistake Scientists Made

By David Pinzon Ph.D



GMOs: What They Are & Why They're Important

Written By Joanne Tuttle



Transform Yesterday's Garden Waste Into Tomorrow's Plant Nutrients

Written By Wendy Srmic



10 GMO Myths We Busted in 2019

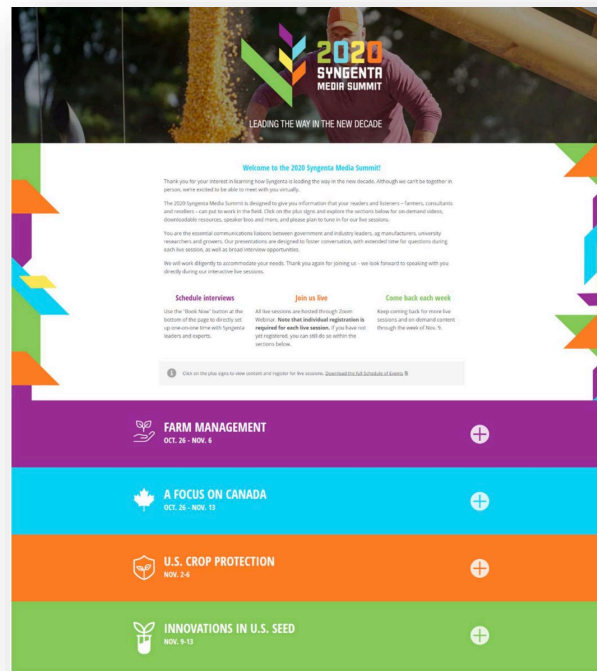


Corteva Agriscience--Plate-Wise Blog

Bader Rutter

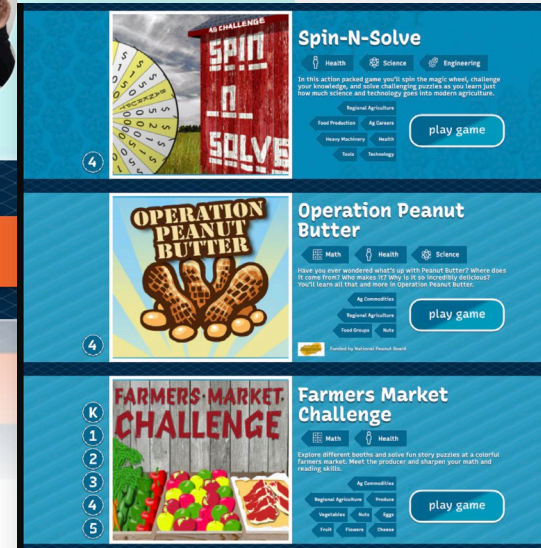
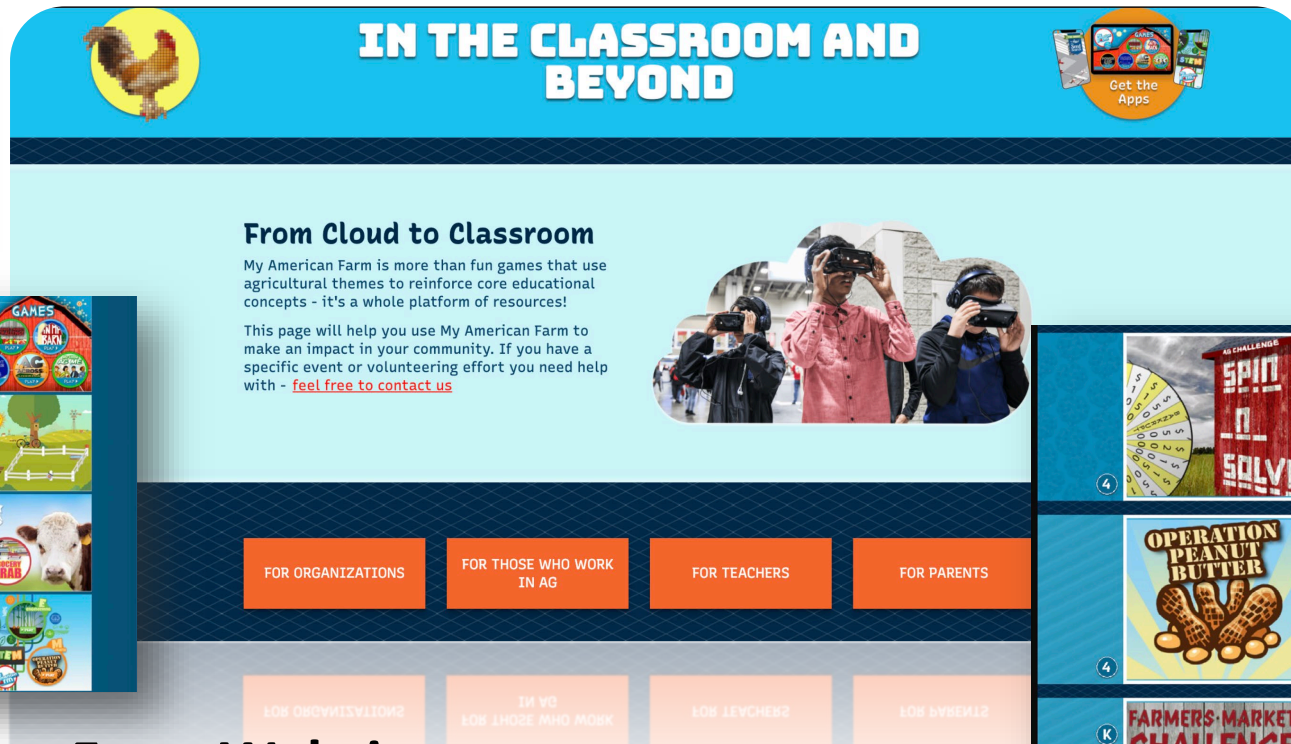
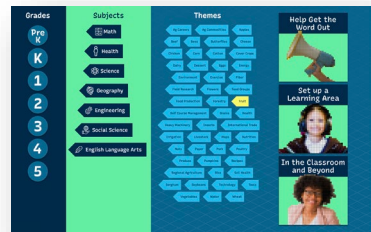
Mandy Wiley, Andrea Bolyard, Sal Librizzi, Paul Callaway, Lauren Cook,
Michaela Hader, Lori Hallowell

Digital & Social Media: Website



Syngenta Media Summit Adapts - and Thrives - in Virtual Environment
G&S Business Communications and Syngenta
Paul Minehart, Chris Tutino, Pam Caraway, Jason Sparks, Sara McClendon,
Christina Stroud, Clare Wooding, Emily DeCamillis, Heather Manhardt,
Cristof Traudes, Jeff Bond, Matt Rouse

Digital & Social Media: Website



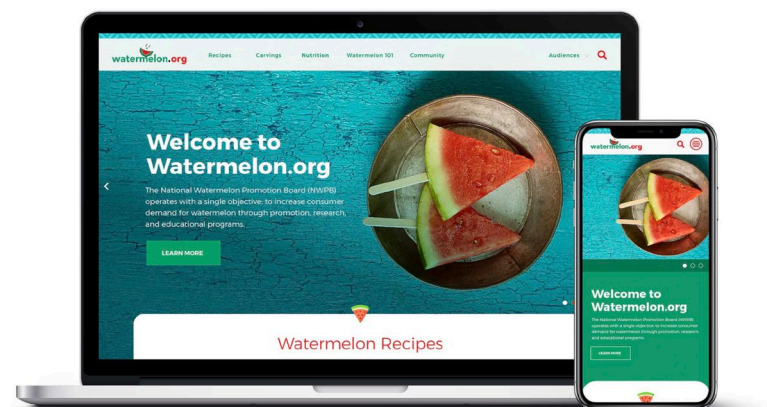
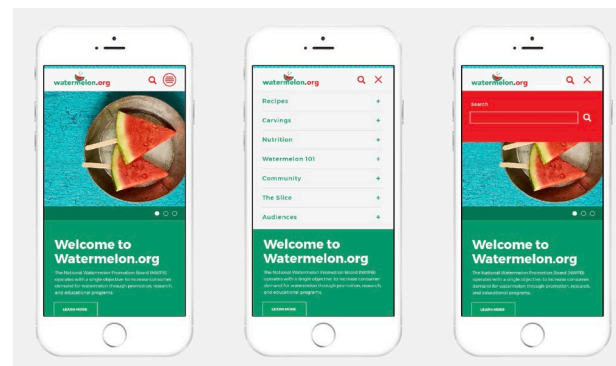
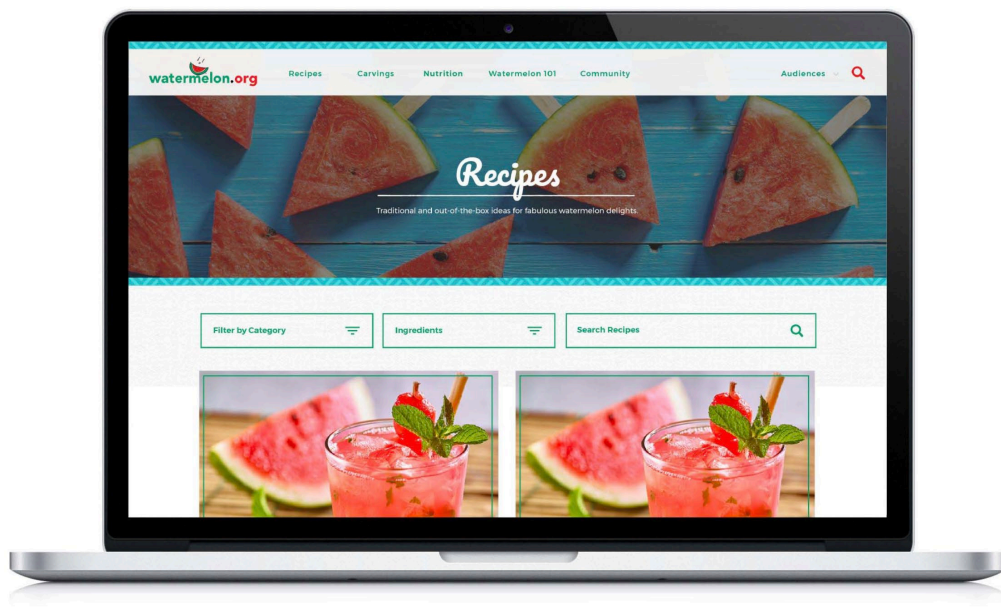
My American Farm Website

American Farm Bureau Foundation for Agriculture

Daniel Meloy, Sydney Andrews, Julia Recko, Lindsey Coleman, Rick Henningfeld, Leah Pratt, Sierra Comstock, Peter Mitchell



Digital & Social Media: Website

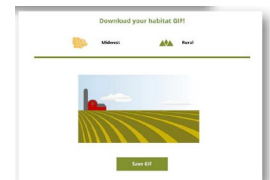
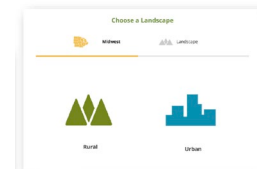
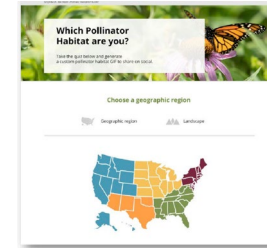


Watermelon.org Website

FLM Harvest

Adriane Rippberger, Jeremy Peterson, Justin Peterson, Laima Manomaitis

Digital & Social Media: Social Media

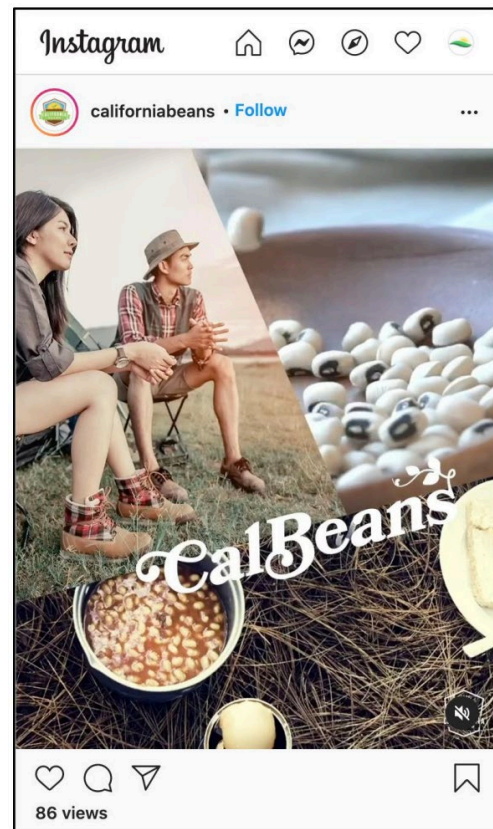
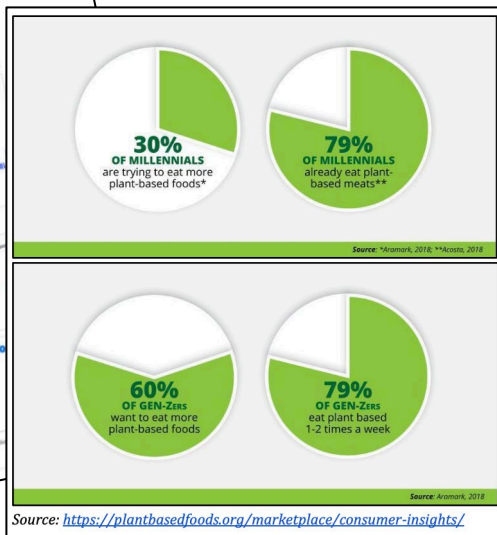
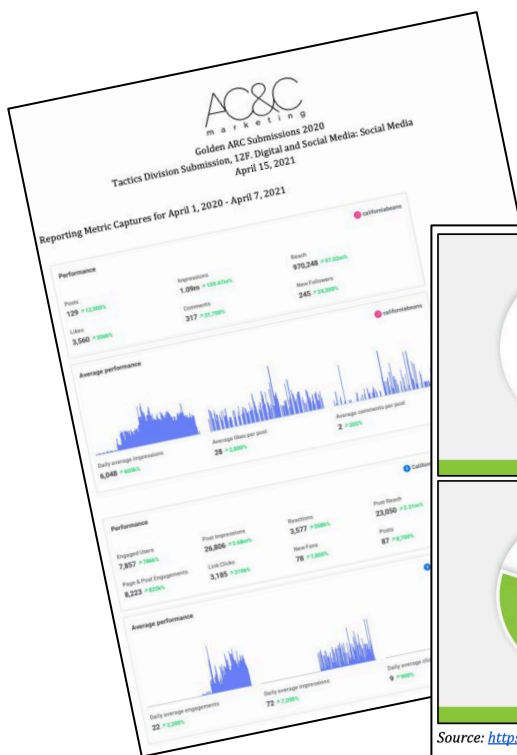


Syngenta Pollinator Habitat Generator

G&S Business Communications and Syngenta

Caydee Savinelli, Chris Tutino, Derek Berkshire, Ryland Bishop, Alison DeBenedictis, Jeff Bond, Meredith Christopher

Digital & Social Media: Social Media



Cal Beans Social Media Campaign

Ali Cox & Company Marketing

Clayton Beltran, Nicole Stokman, Taylor Pires, Sarah Tjoa, Amy Roll, Gina Ragland

Video or Film



Sun Valley Rice, "The Mill"

Ali Cox & Company Marketing

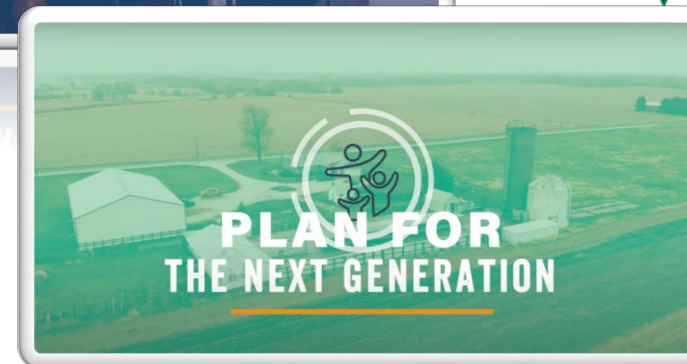
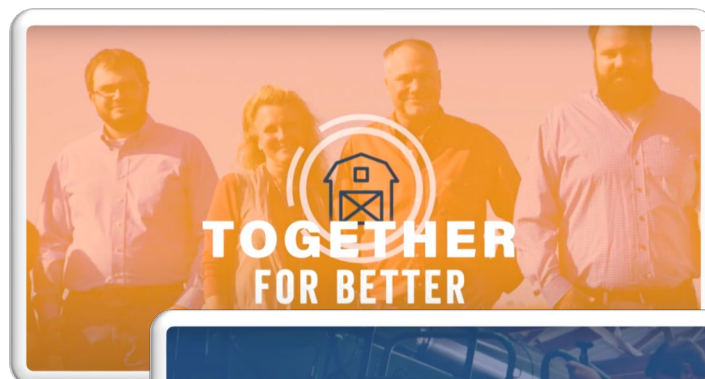
Ali Cox, Sarah Tjoa, Clayton Beltran, Pierce Cooley, Aaron Almquist, Matt Falkenthal, Yulianna Cisneros, Renae Bowen

Video or Film



NCBA's Cattlemen to Cattlemen - Beef and Corn, Working Together in a Sustainable Food System
Kate Maher
Kate Maher, Brian Baxter, Sarah McKay, Michael Granche, Julie Busse, Becca Brown, Ashley McDonald

Video or Film



AMP Video Series: Stay Strong. Live Long.

C.O.nxt

Rachel Peabody, Brandon Maly

Unique Tactics and Executions - Open



Fabulous Fouts Brothers Animation

David & Associates

Dave Buchholz, Tim Svoboda, Todd Bierman, Jill Wagenblast

Unique Tactics and Executions - Open

Cotton Incorporated
2020 Whole Cottonseed Advisory Council

MEETINGS

We will convene quarterly:

- Q1 - Web conference.
- Q2 - In person at Four-State Dairy Nutrition Conference.
- Q3 - Web conference.
- Q4 - Web conference.

AGENDA

Q1 Advisory Council web conference:

- Roll call/introductions.
- Review purpose, vision and benefits of the Council.
- Topic: Preview the 2020 whole cottonseed campaign and invite feedback from growers.
- Cottonseed research update.
- Next steps and adjournment.

PARTICIPATION STIPEND

We will compensate based on completion of a deliverable:

- Participation in a quarterly Council meeting. We also will reimburse for registration and travel to the Nutrition Conference plus reasonable expenses.
- Completion of a bylined or ghost-written press release (depending on length). We do not compensate for press releases as this would undermine the value of the program.
- Visa gift cards are always the preferred method of reimbursement. Recipients are responsible for their own taxes.

CONTACT

Lauren Baker
Public Relations Specialist,
Council Coordinator, FLM Harvest
lbaker@flmharvest | 920-851-2708

OBJECTIVE

Help dairy producers and nutritionists increase their profitability through the appropriate and effective use of whole cottonseed.

BENEFITS

In addition to the opportunity to network with other leaders in the dairy and ruminant nutrition industries, benefits of participating include:

- Participation stipend in the form of Visa® gift cards. See details below.
- Free registration to 2020 Four-State Dairy Nutrition Conference.
- Ongoing collaboration opportunities with Cotton Incorporated e.g., contributing perspectives and quotes for press releases, providing counsel for marketing activities and input for content featured on our website, Wholecottonseed.com.

cotton seed

COTTON INCORPORATED
2020 WHOLE COTTONSEED ADVISORY COUNCIL

Consult
Provide insights, feedback and technical expertise.

Advocate
Serve as an expert voice on whole cottonseed.

Meet Quarterly
One in-person meeting (Four-State Nutrition) and three web conferences.

Inform
Author or inform one educational article on use/benefits of cottonseed.

Collaborate
Provide timely feedback, advice and quotes for content/promotions.

Cotton Incorporated



Whole Cottonseed Advisory Council

FLM Harvest

Lauren Baker, Maria Gallik, Laima Manomaitis, Kim Bedwell



Campaigns

Brand Reputation



FFA, DEKALB unite for ag

Oct 17, 2020 0



Watch on YouTube

\$10,138 for the Winning Has Roots agricultural scholarship

October 26, 2020 at 4:15 pm CDT

ST. LOUIS — NASCAR driver Clint Bowyer, the National FFA Organization and brand corn present students the opportunity to qualify for the Winning Has Roots agricultural scholarship.



DEKALB® Winning Has Roots Scholarship

Golden ARC Award Contest 2021

PR Campaigns Division: Brand Reputation

Submitted by:

Science

Winning Has Roots Scholarship Applications are Open

[SOUTHERN FARM NETWORK](#) - POSTED ON
 [OCTOBER 21, 2020](#) - POSTED IN [DAILY AG](#)
[SUMMARY](#), [FEATURED STORIES](#), [SFN EXCLUSIVE](#), [TOP AG HEADLINES](#)

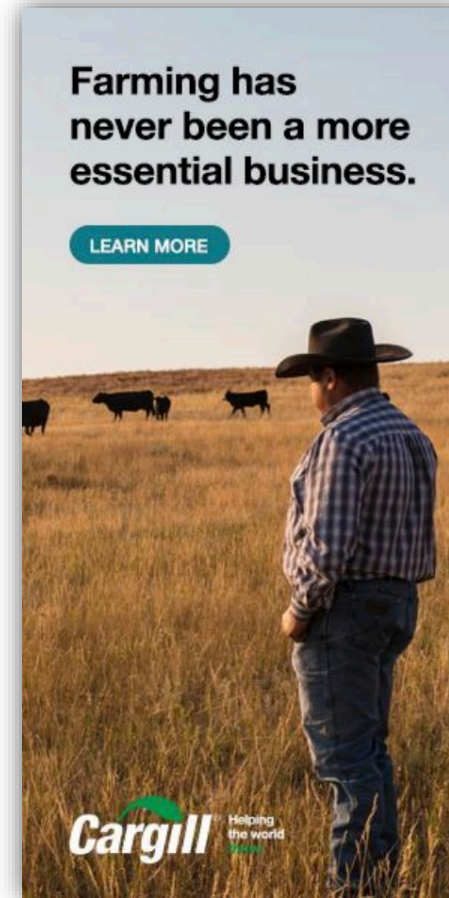
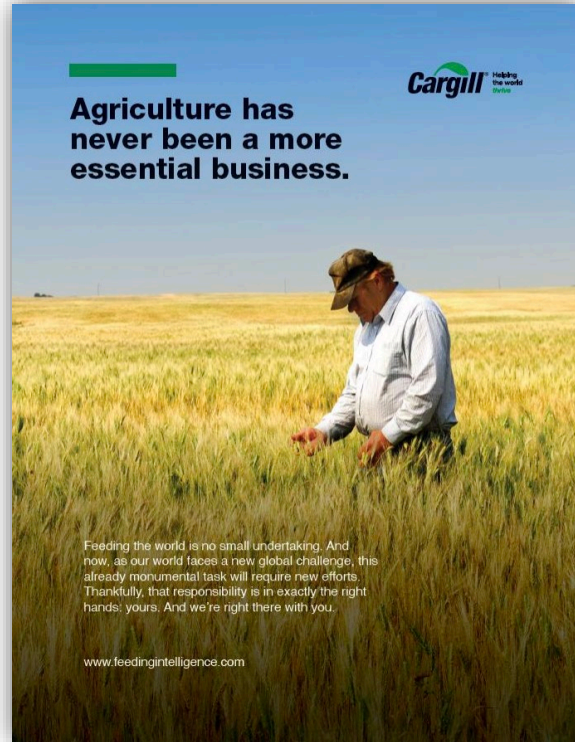


DEKALB Winning Has Roots Scholarship Program

OBP Agency

Colin Pennington, Jennifer Stettes

Crisis Communications



Farming Has Never Been More Essential

Padilla

Lynda Michielutti, Amy Jensen

Marketing Communications, Ag Audiences



BeSure! Campaign Reminds Farmers to Protect Pollinators

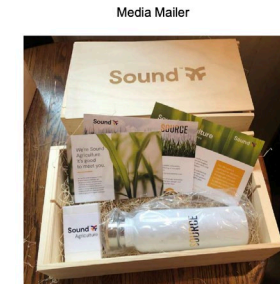
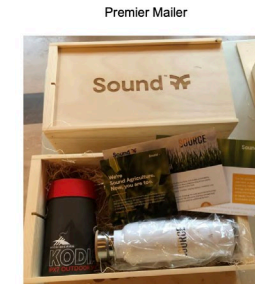
G&S Business Communications and Syngenta

Derek Berkshire, Emma Kirkpatrick, Lisa Anderson, Kristen Ellis, Chris Tutino, Steve Tatum, Darrel Armstrong, Tim Joseph, Chip Shilling

Marketing Communications, Ag Audiences



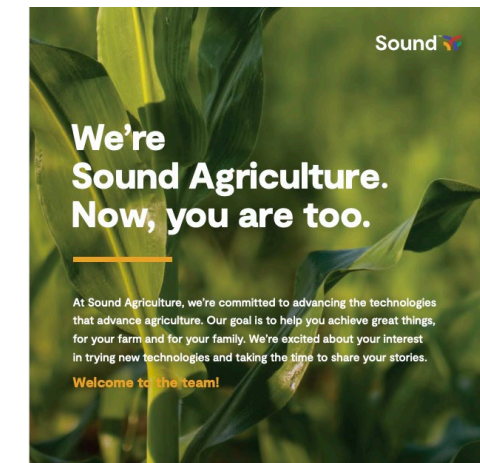
SOURCE Webpage Redesign



Sounds Like Magic, Works Like Science - Launching SOURCE

Padilla

Michelle Yoshinaka, Amy Jensen, Kyle Kapustka



Marketing Communications, Non-Ag Audience

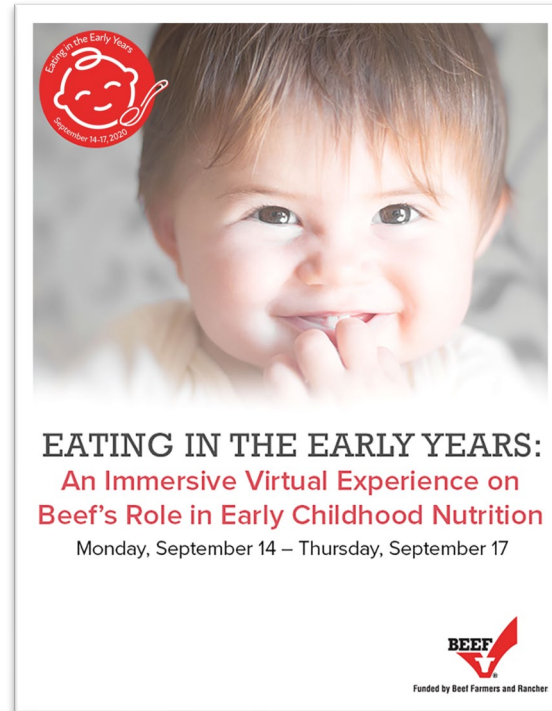


#StillFarming PR Campaign

American Farm Bureau Federation

Morgan Walker, Mary Burns, Philip Gerlach, Mary Jane Hickey

Marketing Communications, Non-Ag Audience



Eating in the Early Years E-Vent
Padilla

Bree Flammini, Shalene McNeill, PhD, RD, Caitlin Mondelli, RD

Internal

EPISODE 5: COVID-19 AND CATTLE RAISERS

Think you're too small to benefit from the COVID-19 relief options? Concerned about some of those rumors floating around social media?

The effects of COVID-19 have raised a lot of questions. The executive director of law enforcement, brand and inspection services for Texas and Southwestern Cattle Raisers Association said thefts and scams targeting cattlemen are on the rise, too.

AMID PANDEMIC, RANCHERS SHOULD BE ON HIGH ALERT

THEFT AND SCAMS ON THE RISE DURING UNCERTAIN TIMES

Fort Worth, Texas — The coronavirus pandemic's impact on the cattle market has been dramatic already. But that's not the only threat to ranchers' livelihood, according to Scott Williamson. The executive director of law enforcement, brand and inspection services for Texas and Southwestern Cattle Raisers Association said thefts and scams targeting cattlemen are on the rise, too.

"Economic and industry distress always increases the number of desperate people that will take fraudulent, dishonorable and criminal actions," he said.

That desperation works both ways — more people turning to theft and deception to make ends meet and more people buying or selling in a panicked state that may have clouded their judgment.

"You may feel like you need to get in a hurry to sell some cattle before it gets worse or get in a hurry to buy while the prices are low," Williamson said. "But please slow down and be prudent, because con men and thieves are taking advantage of this situation."

He said it's especially important to be careful when buying or selling over the internet.

"Be extremely wary," he said. "Be sure you have some way to absolutely confirm who that person is. My suggestion is don't do any business without being able to tangibly lay your eyes on it or meet someone. I know that seems like overkill to some people, but you just can't be too careful."

Earlier this week, Williamson received a call that proved his point. A cattleman had purchased a truckload of cows represented as one thing, but when they arrived, they were another. Unfortunately, he had already wired the money.

THE VIEW FROM AUSTIN: RESPONDING TO COVID-19

THE VIEW FROM AUSTIN



MARCH 20, 2020



DESPITE COVID-19-RELATED PLANT CLOSURES, BEEF IS SAFE AS EVER

The headlines are scary.

The stories are heartbreaking.

And while there's a lot to worry about when it comes to the COVID-19-related packing plant closures — from the impact on the cattle markets to what that means for those communities and workers — beef safety isn't one of them.

According to the [Food and Drug Administration](#), there is no evidence of food or food packaging being associated with transmission of COVID-19:

Unlike foodborne gastrointestinal viruses like norovirus and hepatitis A that often make people ill through contaminated food, SARS-CoV-2, which causes COVID-19, is a virus that causes respiratory illness. Foodborne exposure to this virus is not known to be a route of transmission.

The virus is thought to spread mainly from person-to-person. This includes between people who are in close contact with one another (within about 6 feet), and through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs. It may be possible that a person can get COVID-19 by touching a surface or object that has the virus on it and then touching their mouth, nose, or possibly their eyes, but this is not thought to be the main way the virus spreads.

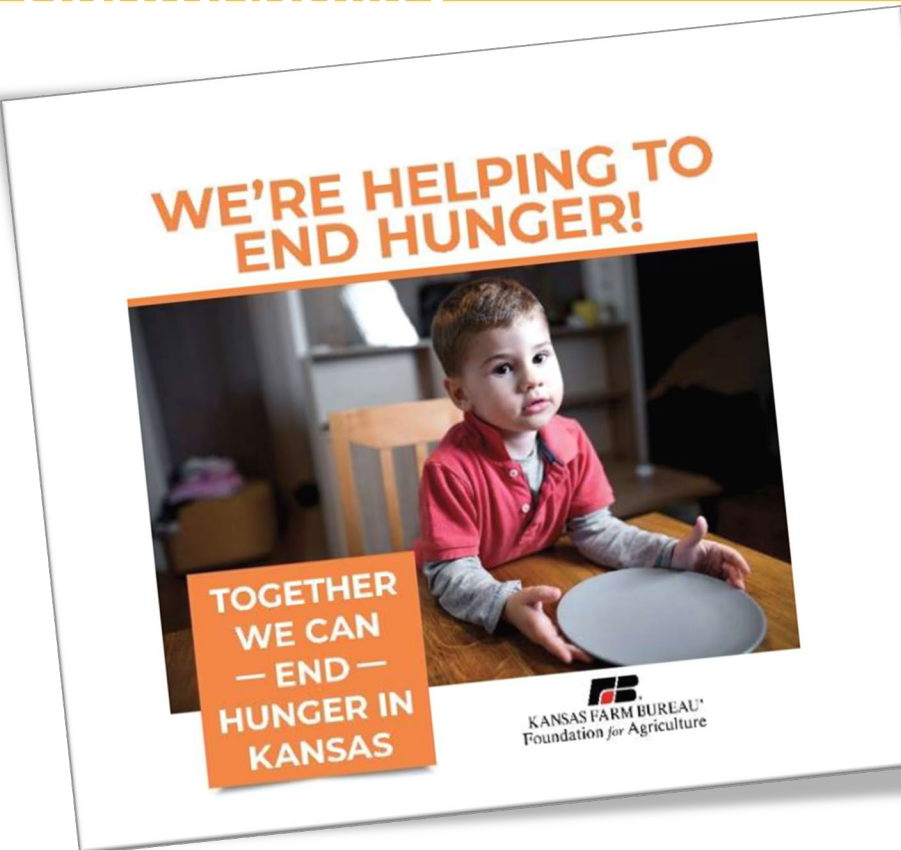
That being said, there are things you can do at home — and should be doing anyway — to make sure the food you're serving your family is as safe as possible.

Coronavirus Response

Texas & Southwestern Cattle Raisers Association

Katrina Huffstutler, Jeremy Fuchs

Corporate Social Responsibility and Sustainability

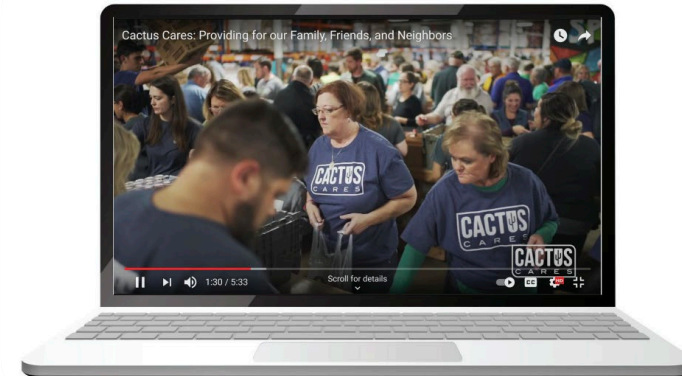


Kansas End Hunger campaign

Kansas Farm Bureau

Terry Holdren, Michelle Hubert, Mike Matson, AshLee Lattner

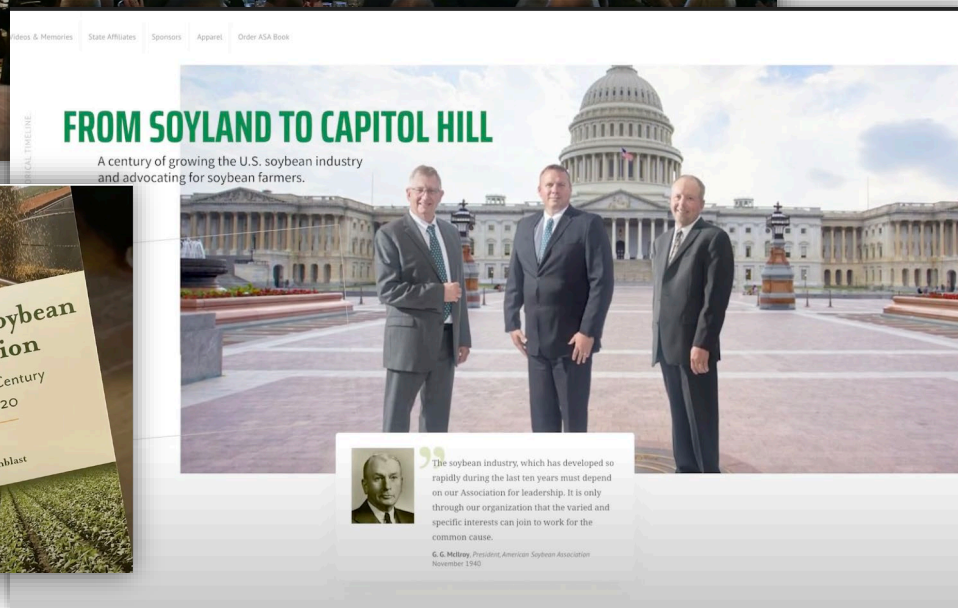
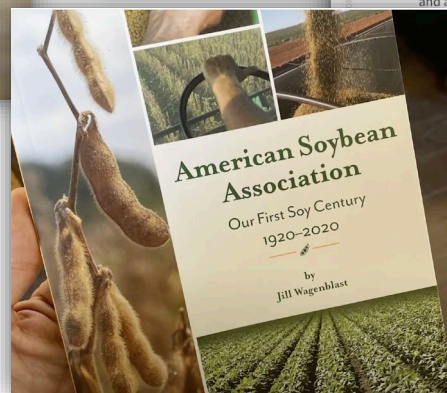
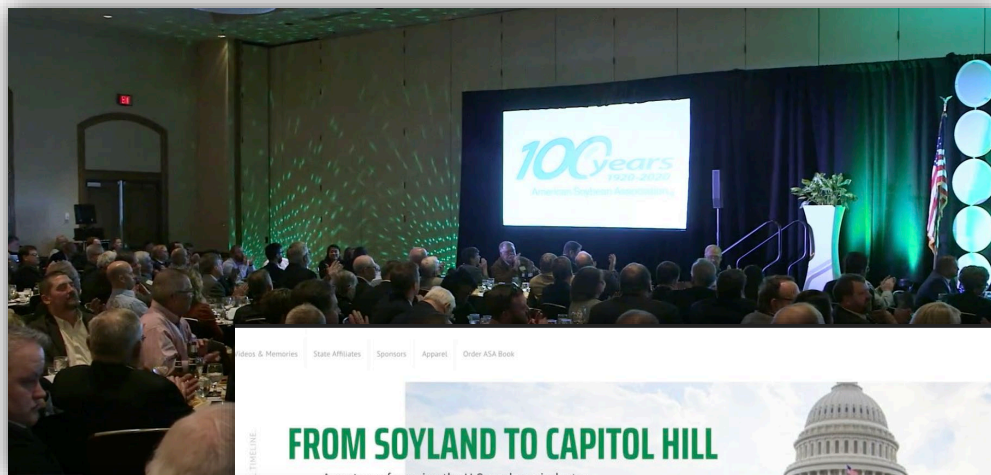
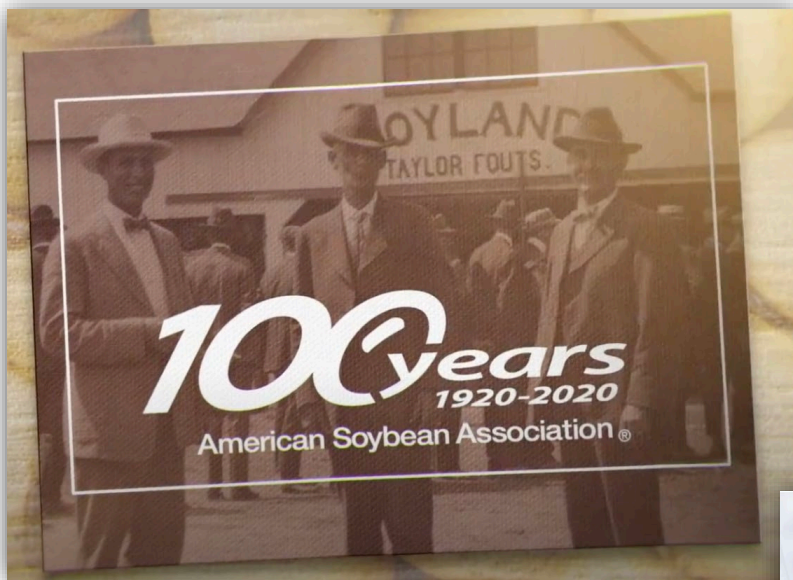
Corporate Social Responsibility and Sustainability



Cactus Cares Employee Launch and Roll Out Cultivate

Wayne Craig, Shelby Padgett, Anne Kimmey, Lindsay Utter, Katy Kemp, Josh Smith

Events and Observances



ASA First Soy Century

David & Associates

Jill Wagenblast, Dave Buchholz, Todd Bierman, Andrea McCoy, Kendra Murphy Pirk, Denise Hart, Lauren Taylor, Kenda Resler Friend

Events and Observances

Class of 2021 Deltapine NPE varieties released

By Lacey Newlin Jan 6, 2021 Updated Feb 12, 2021 0



The Deltapine New Product Evaluators program recently released the class of 2021 cotton seed varieties during their annual Deltapine NPE Summit held Dec. 11, which went virtual this year due to COVID-19. (Journal photo by Lacey Newlin.)

Deltapine Cotton Variety Helping Growers with Nematode Control

DECEMBER 30, 2020 /



As cotton growers prepare for the 2021 crop, one issue to keep in mind is nematodes. Deltapine cotton's Class of 2021 has a solution for growers with DP 2141NR B3XF. Keylon Gholston, cotton product manager for Deltapine, says this variety is resistant to both root-knot and reniform nematodes.



Deltapine Cotton 2020 Virtual NPE Summit Media Engagement

OBP Agency

Colin Pennington, Al Fava

Open Category



#StillFarming PR Campaign

American Farm Bureau Federation

Morgan Walker, Mary Burns, Philip Gerlach, Mary Jane Hickey



Golden ARC de Excellence



Previous Golden ARC de Excellence Winners

- 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 TheNational Cattleman'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
- 2012: "Oink Outings: A Passion for Pork from Farm to Fork," from Minnesota Pork Board and Minnesota Pork producers, with agency Weber Shandwick

Events and Observances

University researchers discuss thrips and plant bug protection



Deltapine's long awaited ThryvOn technology for control of thrips and plant bugs is expected to get label approval sometime in 2021.

Approval for Deltapine's thrips and plant bug protection product should get label approval in 2021.

Deltapine Rolls Out Five New Varieties in Class of '21

The Deltapine Class of '21 cotton varieties are:

- DP 2115 B3XF is an early-maturity Bollgard 3 XtendFlex variety that showed outstanding yield potential in NPE plots and demonstrated good storm tolerance.
- DP 2123 B3XF is an early- to mid-maturity Bollgard 3 XtendFlex variety that demonstrated the ability to perform under heat and drought stress and strong seedling vigor.
- DP 2127 B3XF is an early- to mid-maturity Bollgard 3 XtendFlex variety that showed solid performance in NPE plots across the Belt with high yield potential.
- DP 2141NR B3XF is a mid- to full-maturity variety with resistance to both reniform and root-knot.
- DP 2143NR B3XF is a mid- to full-maturity variety with resistance to reniform and root-knot.



Deltapine Cotton 2020 Virtual NPE Summit Media Engagement

OBP Agency

Colin Pennington, Al Fava

Events and Observances

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By Lacey Newlin Jan 6, 2021 Updated Feb 12, 2021 0



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Deltapine Cotton 2020 Virtual NPE Summit Media Engagement

OBP Agency

Colin Pennington, Al Fava



Congratulations

OBP Agency

2021 Golden ARC de Excellence Winner



Golden ARC Awards

October 27, 2021
Richmond, Virginia