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ARC presents Golden ARC de Excellence award to Padilla

The COVID-19 pandemic didn't keep the Agricultural Relations Council (ARC) from recognizing the cream of the ag PR crop this year. Rather than distributing the Golden ARC Awards at its (previously scheduled) annual conference, ARC held a virtual awards ceremony on July 23. The top award – Golden ARC de Excellence – went to Padilla, with its “A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives” entry. Padilla staff Wendy Reinhardt Kapsak and Michelle Kijek created this award-winning marketing communications campaign.

This year's Golden ARC Awards program drew a record number of campaign and tactics entries from more than 20 contestants. “2019 was a great year for work in ag PR and the number of entries is proof of that. The deadline for entries hit right when people were transitioning to working from home due to the pandemic, but that didn't stop our members from wanting to show off their hard work,” said ARC Executive Director Kristy Mach. “The important work communicating agriculture's story continues and we are seeing the pay off during these times as more people are cooking at home and connecting to the important role agriculture plays in their daily lives.”

Golden ARC Award judges selected 24 entries as Golden ARC Award winners and gave Merit Awards to 19 entries.

FLM Harvest took home the most “hardware” by winning four Golden ARC Awards and three Merit Awards. Kansas Farm Bureau won four Golden ARC Awards; Padilla received three Golden ARC Awards and two Merit Awards; and Bader Rutter earned four Golden ARC Awards.

See the complete list of Golden ARC award winners on the following pages.

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Agricultural Relations Council 2019 Golden ARC Awards

(GAA = Golden ARC Award)

GOLDEN ARC DE EXCELLENCE

Marketing Communications for Non-Ag Audiences

“A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives”

Padilla

Wendy Reinhardt Kapsak, MS, RD, Michelle Kijek

CAMPAIGN - GAA

Organization or Corporate Reputation

“International Beef Cattle Academy Public Relations Campaign”

Filament

Reinaldo Cooke, Kayla Jentz

CAMPAIGN - GAA

Open Category

“Make Mine Meat Campaign”

Kansas Farm Bureau

Sheridan Wimmer

CAMPAIGN - Merit

Open Category

“NCBA's Cattlemen to Cattlemen Report on the South Dakota Cattlemen's Foundation Feeding South Dakota Initiative”

National Cattlemen's Beef Association

Kate Maher

CAMPAIGN - GAA

Public Affairs

“Affordable Health Care”

Kansas Farm Bureau

CAMPAIGN - GAA

Marketing Communications for Agricultural Audiences

“Sounds Like Magic, Works Like Science - Launching Source”

Padilla

Michelle Yoshinaka, Amy Jensen

CAMPAIGN - Merit

Marketing Communications for Agricultural Audiences

“Purina Animal Nutrition RX3 Campaign”

Filament



Kendall Riskedal, Ali Luety, Tanya Ciurro, Amanda McNeeley, Nikole Vargas

CAMPAIGN - GAA

Marketing Communications for Non-Ag Audiences

“A Recipe for Success: Fruits and Vegetables are Key Ingredients for Healthier, Happier Lives”

Padilla

Wendy Reinhardt Kapsak, MS, RD, Michelle Kijek

CAMPAIGN - Merit

Marketing Communications for Non-Ag Audiences

“Beef Drool Log”

National Cattlemen's Beef Association

CAMPAIGN - Merit

Marketing Communications for Non-Ag Audiences

“Moo Lab PR Campaign”

FLM Harvest

Heidi Nelson, Ashley Althoff, Trista Cady, Madi Kurvers

CAMPAIGN - Merit

Internal

“2019 Golden Spur Award recipient video”

National Cattlemen's Beef Association

Kate Maher, Ellen Brisendine

CAMPAIGN - GAA

Corporate Social Responsibility and Sustainability

“Cracking Global Hunger: The Hatching Hope Global Initiative”

Padilla

Lynda Michielutti, Amy Jensen

TACTIC - GAA

Special Events

“Idaho Potato Hotel”

Evans, Hardy + Young

Sue Kennedy, Frank Muir, Dennis Hardy

TACTIC - Merit

Special Events

“Cattle Tales at NCBA”

Cultivate

Anne Kimmey, Katy Kemp, Katie Johnson, Josh Smith

TACTIC - GAA

Digital & Social Media: Podcasts/Audio

“The Growing Debate from Corteva Agriscience”



Bader Rutter

Kacey Birchmier, Andrea Larson, Jim Jodie, Ashley Schaible



TACTIC - Merit

Digital & Social Media: Podcasts/Audio

“Growing Through Crop Conversations: FMC Good to Grow Podcast”

FLM Harvest

Lisa Homer, Abby Emch, Charlie O'Brien, Dana Schimmel, Deanna Baisden, Jeremy Peterson, Jordan Nelson, Matt Lunneborg, Maddie Spott, Molly Novotney, Stephanie Loch

TACTIC - Merit

Digital & Social Media: Podcasts/Audio

“Fastline Fast Track”

Fastline Media Group

Brent Adams

TACTIC - GAA

Digital & Social Media: Video

“Keep It Simple Spencer!”

Almond Board of California

Spencer Cooper, Ashley Knoblauch, James Garner

TACTIC - Merit

Digital & Social Media: Video

“United Soybean Board: Just Keep Watching Us”

OBP Agency

TACTIC - Merit

Digital & Social Media: Video

“These are the Heroes Who Nourish: Feeding Intelligence”

Padilla

Lynda Michielutti, Amy Jensen

TACTIC - GAA

Digital & Social Media: Websites

“National Watermelon Promotion Board Website Build & Redesign”

FLM Harvest

Adriane Rippberger, Matt Lunneborg, Justin Peterson, Jeremy Peterson, Laima Manomaitis, Naomi Mortensen

TACTIC - Merit

Digital & Social Media: Websites

“Animal Agriculture Alliance Website”

Animal Agriculture Alliance

Casey Kinler

TACTIC - GAA

Digital & Social Media: Social Media

“Moo Lab Social Media”



FLM Harvest

Heidi Nelson, Ashley Althoff, Trista Cady, Jordan Nelson, Katelin Spradley, Madi Kurvers

TACTIC - Merit

Digital & Social Media: Social Media

“Purina Animal Nutrition Hen Treats Influencer Campaign”

Filament

Jeff Hoffelt, Teyanna Marx, Danielle Burken, Chad Wethal, Tina Ilstrup

TACTIC - Merit

Digital & Social Media: Social Media

“Celebrating the Heroes Who Nourish: Feeding Intelligence”

Padilla

Lynda Michielutti, Amy Jensen

TACTIC - GAA

Digital & Social Media: Smartphone or Table Application (App)

“My American Farm STEM App”

America Farm Bureau Foundation for Agriculture

Daniel Meloy

TACTIC - GAA

Video Programs

“Almond Board of California Harvest Dust Video Series”

AC&C Marketing

Ali Cox, Jenny Nicolau

TACTIC - Merit

Video Programs

“Introducing the Nampa Trait Conversion Accelerator”

G&S Business Communications

Chris Tutino, Brad Bremer

TACTIC - GAA

Unique Tactics and Executions - Open Category

“Idaho Potato Hotel”

Evans, Hardy + Young

Sue Kennedy, Frank Muir, Dennis Hardy

TACTIC - GAA

Print Media Relations - Agricultural Audiences

“Mycogen Seeds Silage News Release”

Bader Rutter

Marcy Kuhn, Blake Courtney





TACTIC - GAA
Print Media Relations - Agricultural Audiences
“Wallaces' Farmer Lucento/FELS Article”
FLM Harvest
Lisa Homer, Joan Olson

TACTIC - Merit
Print Media Relations - Agricultural Audiences
“Baytril 100-CA1 Product Launch”
FLM Harvest
Deron Johnson, Julie Lux, Raven Hubbard, Brooke Henders, Megan Ramaker, Lauren Baker,
Hannah Mezera, Dana Schimmel, Lucy Steinmann

TACTIC - GAA
Print Media Relations - Non-Agricultural (consumer) Audiences
“United Soybean Board: The House That Soy Built”
OBP Agency

TACTIC - GAA
Media Events and News Conferences
“National Honey Board's 2019 Test Kitchen Innovation Series with Chef Jenny Dorsey”
Porter Novelli
Hailey Thompson, Jimmy Szczepanek

TACTIC - Merit
Media Events and News Conferences
“Syngenta Trait Conversion Accelerator Grand Opening Media Event”
G&S Business Communications
Chris Tutino, Brad Bremer

TACTIC - GAA
Feature Writing
“Overcoming Labor Challenges”
Farm Credit East
Kristie Matuszewski

TACTIC - Merit
Feature Writing
“New Holland News Article: Get Ready for a Great Hay Season”
AdFarm
Rosie Thoni, Gayle Wint, Jim Franceschetti

TACTIC - Merit
Feature Writing
“From Field to Boardroom”
Farm Credit East



Kristie Matuszewski

TACTIC - GAA
Editorial/Op-Ed Columns
“Insight: A World of Octobers”
Kansas Farm Bureau
Kim Baldwin

TACTIC - GAA
Print Publications: Newsletters
“Levee Talk newsletter/blog”
Bader Rutter
Doreen Muzzi

TACTIC - GAA
Collateral/Literature
“Guide to the Capitol”
Kansas Farm Bureau
Jennifer Alonso, Greg Doering

TACTIC - GAA
Annual Reports: Annual Financial Reports
“Ohio Soybean Council 2019 Investor Report”
FLM Harvest
Kelsie Schwyn, Cody Ramey, Noelle Zeibot, Kayla Keyser, Ben Fraase, Madi Kurvers, Will Pike, Bryan Pohl

TACTIC - GAA
Annual Reports: Non-financial annual reports
“World of Corn Annual Report and Companion Piece: World of Good”
Charleston Orwig
Cathryn Wojcicki, Laura Hahn

TACTIC - Merit
Annual Reports: Non-financial annual reports
“May 2018-April 2020 Animal Ag Alliance Annual Report”
Animal Agriculture Alliance
Hannah Thompson-Weeman, Casey Kinler