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FOR IMMEDIATE RELEASE  
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### **2017 Golden ARC Winners Announced**

June 23, 2017 – Sacramento, CA. – Winners of the Agricultural Relations Council (ARC) 2017 Golden ARC Awards Contest were announced June 22 at the organization’s annual professional development meeting in Sacramento, California. Recipients of this year’s 14 Golden ARC Awards and 9 Merit Awards join an elite group of highly-respected leaders in agricultural public relations in the elite awards program.

For the sixth straight year the *Golden ARC de Excellence Award* was awarded. The 2017 winner was West Central Distribution and Karwoski & Courage Public Relations for the entry entitle “The Levesol™ Promise Campaign.” This year’s selected entry was from the Campaigns Division, Internal category. West Central Distribution and Karwoski & Courage Public Relations also won a Golden ARC award for the entry. Karwoski & Courage Public Relations took home three Golden ARC awards and a merit award.

“The quality of this year’s entries again surpassed previous years’ submissions, and judges provided valuable comments and critiques for each submission to enable entrants to continue to improve their craft,” said Kristy Mach, contest manager. “The Golden ARC Awards Contest is the only award competition directed to agricultural marketing communications professionals that is not judged by our peers in agriculture. The competition is judged by public relations professionals who are not directly or indirectly linked to the entries.”

This year’s competition was judged by members of the Florida Public Relations Association. “The judges focused on a number of objectives including audience analysis, creativity, execution and campaign results, especially measurability,” continued Mach.

Organizations receiving Golden ARC Awards and merits are National Pork Board, Syngenta, American Farm Bureau Federation, CropLife America, Seaboard Foods, the South Dakota Soybean Research and

Promotion Council, National Cattleman's Beef Association, a contractor to the Beef Checkoff, Agri-Pulse Communications Inc., and Dekalb. Agencies receiving awards include FLM+, Osborn Barr, G&S Business Communications, Ketchum PR and Lessing-Flynn.

Originated in 1990, the Golden ARC Awards Contest recognizes the best and brightest in agricultural public relations, and is open to both ARC and non-ARC members. The 46 categories reflect the broad scope of contemporary public relations activities.

The format and requirements for the Golden ARC awards are similar to other leading public relations awards programs, based on best practices for public relations campaigns and tactics. More information is available at the ARC website, [www.agrelationscouncil.org](http://www.agrelationscouncil.org).

A complete winners' listing of the 2017 Golden ARC Awards Contest follows.



From left to right: Daren Williams, National Cattlemen's Beef Association, Kyle Kapustka, Padilla, Mace Thornton, American Farm Bureau Federation, Jennifer Reinhard, Ketchum PR, Beth Holz, Seaboard Foods, AJ Lord, FLM Harvest, Jodie Wehrspann, FLM Harvest, Rebecca Colnar, Montana Farm Bureau.

**Golden ARC Winners:**

<b><u>Campaigns Division</u></b>		
<b><i>Category</i></b>	<b>Program Conducted for...</b>	<b>Winning Company</b>
<i>Campaigns Division – Organization or Corporate Reputation</i>	National Pork Board	Lessing-Flynn
<i>Internal</i>	West Central Distribution	Karwoski & Courage Public Relations
<i>Campaigns Division – Agricultural Image</i>	CropLife America	CropLife America
<i>Campaigns Division – Public Affairs</i>	American Farm Bureau Federation	AFBF, Banner Public Affairs
<i>Campaigns Division – Corporate Social Responsibility and Sustainability</i>	Syngenta	G&S Business Communications
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	West Central Distribution	Karwoski & Courage Public Relations

**Golden ARC Winners – Tactics Division:**

<u><b>Tactics Division</b></u>		
<i><b>Category</b></i>	<b>Program Conducted for...</b>	<b>Winning Company</b>
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Grain Systems, Incorporated	Osborn Barr
<i>Tactics Division – Graphic Elements</i>	Seaboard Foods	Ketchum PR
<i>Tactics Division – Direct Mailing/Direct Response Program</i>	West Central Distribution	Karwoski & Courage Public Relations
<i>Tactics Division – Digital and Social Media: Websites</i>	American Farm Bureau Federation	AFBF, Nice World Industries, Inc.
<i>Tactics Division – Digital and Social Media: Video</i>	CropLife America	CropLife America
<i>Tactics Division – Digital and Social Media: Social Media</i>	Seaboard Foods	Seaboard Foods
<i>Tactics Division – Print Publications: Newsletters</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Tactics Division – Special Events</i>	National Cattlemen’s Beef Association, a contractor to the Beef Checkoff	Ketchum PR, FoodMinds

**Merit Winners – Tactics Division:**

<b><u>Tactics Division</u></b>		
<b>Category</b>	<b>Program Conducted for...</b>	<b>Winning Company</b>
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	DEKALB® Asgrow®	Osborn Barr
<i>Tactics Division – Special Events</i>	Agri-Pulse Communications Inc.	FLM+
<i>Tactics Division – Special Events</i>	DEKALB® Disease Shield™	Osborn Barr
<i>Tactics Division – Digital and Social Media: Social Media</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Media Events and News Conferences</i>	Syngenta	G&S Business Communications
<i>Tactics Division – Digital &amp; Social Media: Blogs</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Digital &amp; Social Media: Video</i>	American Farm Bureau Federation	AFBF, CameraOne Group
<i>Tactics Division – Digital &amp; Social Media: Webinar/Web Conferencing</i>	West Central Distribution	Karwoski & Courage Public Relations
<i>Tactics Division – Collateral/Literature</i>	DEKALB® Asgrow®	Osborn Barr