



ACN
Agricultural
Communicators
Network

2024 MarComm Contest Winners

Advertorial: One-Page

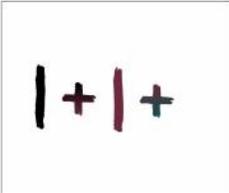
1st place

LIVESTOCK MANAGEMENT

Highlighting the caring people supporting pig health

Pork production is a stressful balancing act, but it's also a noble calling driven by a deep appreciation for animals.

April 1, 2024 2 Min Read

Recent Headlines



Submitted by ZOETIS

in f x

zoetis Sponsored by Zoetis

Americas region critically important to U.S. pork producers

“Highlighting the caring people supporting pig health”
BarkleyOKRP/Zoetis
Doreen Muzzi

2nd place

BROUGHT TO YOU BY TEXAS CORN PRODUCERS

Water: The Secret Ingredient to All Your Texas Foodie Favorites

By TM Promotions March 1, 2024 0

BROUGHT TO YOU BY




“Water: The Secret Ingredient to All Your Texas Foodie Favorites”
Water Grows
Faith Smith

3rd place

Does Your DRP Insurance Agent Know Dairy?



You Deserve The Best. Demand The Best.

DRP insurance has become a critical decision for dairy operations and can mean the difference between sustaining your livelihood or putting it all at risk. So why trust just any insurance agency?

Gain the benefit of working with professionals that eat, sleep and breathe the dairy market.

5 reasons to work with SP Risk Services:

- Decades of experience helping customers determine the optimal time, quantity and coverage to best protect milk prices
- Engaged in the dairy market 24/7
- Available to assist with 1-to-1 strategy customization
- Use a rules-based approach to lead strategy recommendations, which come via phone call, email and text
- Support team to help ensure endorsements get processed smoothly and efficiently

Dairy Revenue Protection is complex. You deserve to work with a professional who understands the dairy markets like those at SP Risk Services LLC.

DRP Insurance
a service of SP Risk Services LLC

Let's Talk.

(855) 334-0200
info@www.totalfarmmarketing.com

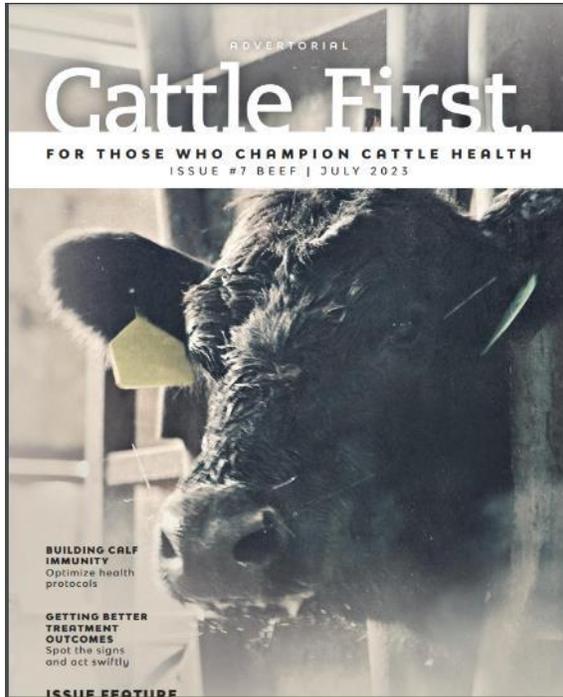
“TFM DRP Insurance Advertorial”
AgCulture Marketing & Total Farm Marketing
Amber Selman



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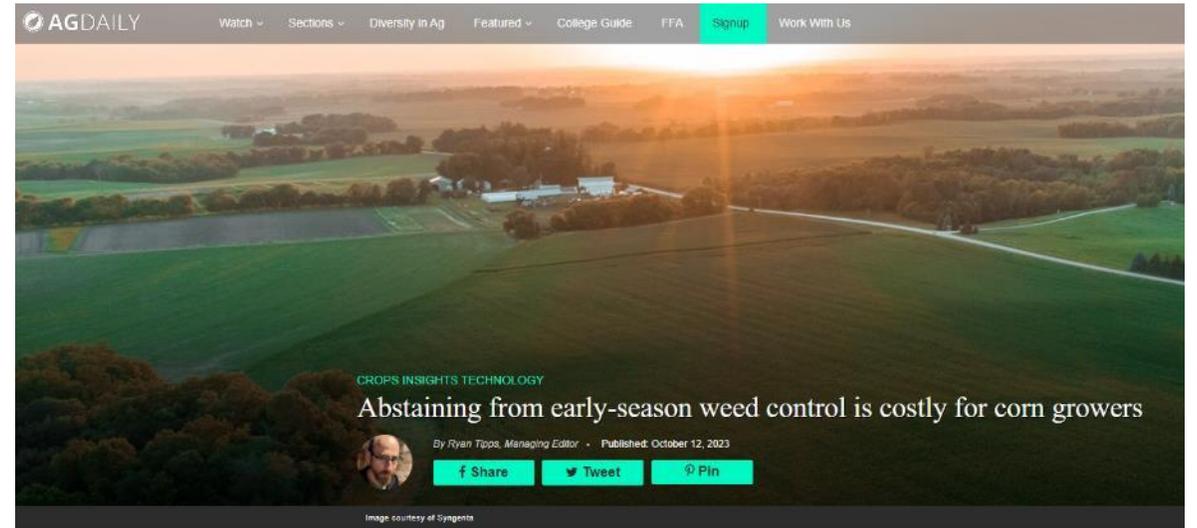
Advertorial: Multi-Page, Series or Special Section

1st place



“Cattle First Flipbook: For Those Who Champion Cattle Health”
broadhead
Rebecca Lunna

2nd place



'Back to the Basics of Weed Control' Storen Content Series
AGDAILY
Ryan Tipps



Media/Special Event: For Profit

1st place

FPS Ag Media Event Recap

August 2023 Decatur, IL

John Deere



“FPS Ag Media Event”
Mod Op
Leigh Ann Cleaver

2nd place



“Tech Talks Ag Media Event”
Mod Op
Leigh Ann Cleaver

3rd place



“Gleaner Centennial Event and Campaign”
Red Barn Media Group
Marilyn Cummins & Jamie Cole

This category is now the MC3: Media Kits/Online Media Rooms/Media Events/Advertising Kits.



Media/Special Event: Not-for-Profit

1st place

2nd place

3rd place



Georgia Peanut Commission

NOVEMBER – PEANUT BUTTER LOVERS MONTH PROMOTIONS



“Sorghum. The Smart Choice - Trade show booth”
Sorghum Checkoff
Clint White

“Peanut Butter Lovers Month”
Georgia Peanut Commission,
Joy Crosby & Jessie Bland

“National Peanut Month”
Georgia Peanut Commission,
Joy Crosby & Jessie Bland

This category is now the MC3: Media Kits/Online Media Rooms/Media Events/Advertising Kits.



Marketing – Online Media Rooms / Media Kits / Media Events

1st place

This category was formerly in DSM Marketing and has been merged in with the MarComm Cat. MC3: Media Kits/Online Media Rooms/Media Events/Advertising Kits.



Your one-stop shop for pasture management content

Please utilize the materials listed below to supplement any of your stories or connect with one of our Public Relations team members. They are happy to schedule an exclusive interview with our industry experts and producers. Use the links below to jump to the section of the page you want to visit:

[Content](#)

[Images](#)

[Expert Sources](#)

[Connect With Us](#)

“Corteva Range & Pasture Online Media Kit”
Bader Rutter, Lori Hallowell, Sarah Petersheim & Erik Johnson
Laura Svec, Corteva Agriscience



Media Materials / Kit

This category has been merged in with the MarComm Cat. MC3: Media Kits/Online Media Rooms/Media Events/Advertising Kits.

1st place



“We Packed You a Lunchbox for Your Deworming Crash Course”
broadhead
Rebecca Luna

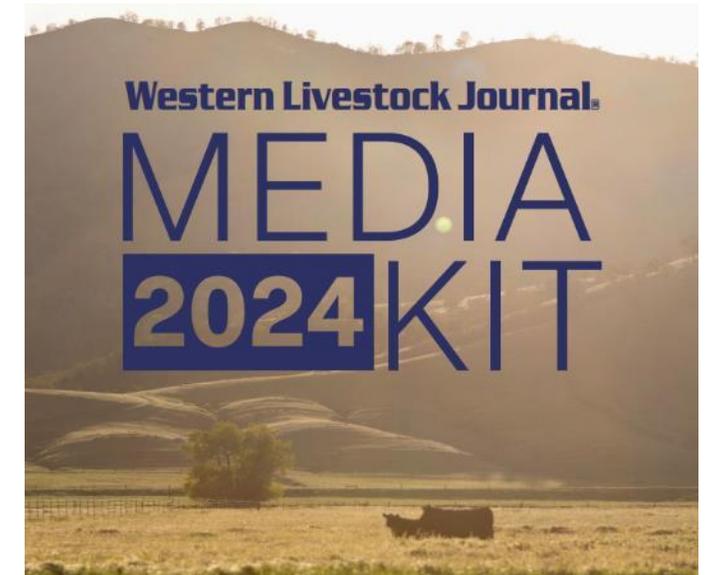
2nd place

Get Your Stories Growing
Media Kit



“Get Your Stories Growing Media Kit”
broadhead / Wilbur-Ellis

3rd place



“2024 Western Livestock Journal Media Kit”
Western Livestock Journal

Collateral Piece

1st place



“Sorghum Checkoff 15th Anniversary Logo”
Sorghum Checkoff
Clint White

2nd place



EFFICACY SUMMARY

PRRSgard[®]
Data Deep Dive

SAFE
for non-challenged pigs

LOW SHED	<p>80% of naïve pen-mates remained PRRS negative after 6 weeks</p> <p>After commingling in the same pen with PRRSGard-vaccinated pigs for 41 days, 80% of the non-vaccinated PRRS-naïve pigs (57/71) tested negative by RT-PCR.¹</p>	
LOW SPREAD	<p>0 virus detection in air for 35 days</p> <p>There was no PRRSV detected in aerosol samples at any of the three test locations within or outside the barn up to 35 days post-vaccination (dpv) when aerosol testing concluded.²</p>	<p>91 days post-vaccination without spread to adjacent room</p> <p>PRRSgard did not spread to room-adjacent non-vaccinated, PRRS-naïve pigs by 91 dpv.²</p>

“PRRSgard Efficacy Summary”
broadhead
Kasey Brown

3rd place



LOOKING FOR
OPPORTUNITIES FOR FARMERS
TO PROCESS PEANUTS
CAN HELP THEM CAPTURE MORE
OF THE CONSUMER DOLLAR.

7.5%
Percentage of the consumer's cost paid to the peanut farmer.

\$0.33
Current amount a peanut farmer gets paid for a jar of peanut butter.

Average Brand Peanut Butter
16 oz.

GEORGIA PEANUTS
GEORGIA PEANUT COMMISSION • WWW.GAPEANUTS.COM

*The cost of a 16 oz. jar of peanut butter ranges from \$2-\$12 depending on brand and type.

“Peanut Butter Graphic”
Georgia Peanut Commission
Jessie Bland

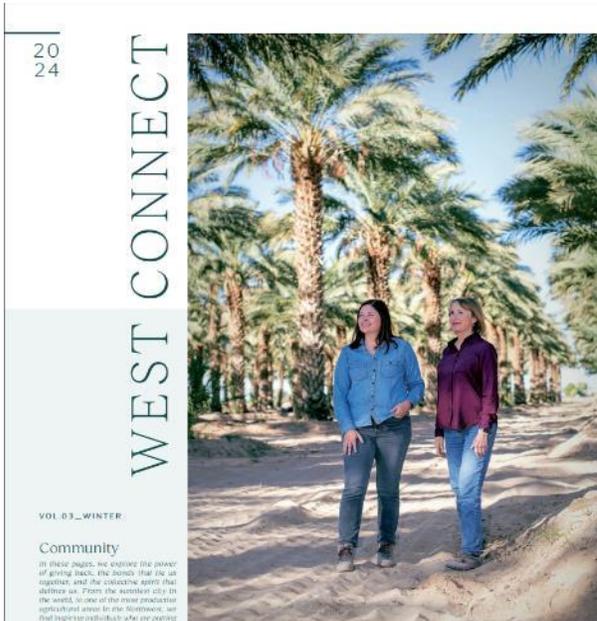


Feature Article

1st place

2nd place

3rd place



“Radiating Acts of Kindness”
AgWest Farm Credit
Jennifer Hammarin

Bales, Bovine and Barn Ball



“Bales, Bovine and Barn Ball”
Red Barn Media Group
Jamie Cole

Making the Best Ground Better

After 47 years in the fields of Central Iowa, farmer Kevin Holl is still finding ways to improve fields that already have some of the best corn-growing soil in the world. Here's how he does it.

BY JAMIE COLE | PHOTOS BY JAMIE COLE



“Making the Best Ground Better”
Red Barn Media Group
Jamie Cole

News Article

1st place

2nd place

3rd place

Eminent domain and farmland: ‘We need to protect agriculture’

Mitch Galloway, Farm News Media



“Eminent domain and farmland: ‘We need to protect agriculture’ ”

Michigan Farm News
Mitch Galloway

Completing The Farming Circle with Biosolids

Meet the innovators and farmers who are creating a purpose for waste products with inventive technology and the best equipment in the field.

BY JAMIE COLE | PHOTOS BY JAMIE COLE



“Completing The Farming Circle with Biosolids”

Red Barn Media Group
Jamie Cole

Plant-tissue testing crucial

Barret Johns AgSource Jun 23, 2023



“VAS Tissue Testing Press Release”

broadhead
Shannon Linderoth



Print News Release

1st place

Newsroom

FARM POLICY | PRESS RELEASE

USDA RMA Announces Continued Improvements To Sorghum Crop Insurance

“USDA RMA Announces Continued Improvements To Sorghum Crop Insurance”
National Sorghum Producers
Jennifer Warren

2nd place

NEWS / BEEF PRODUCTION

Zoetis Introduces Valcor Injectable, with Doramectin and Levamisole, for Parasite Control



“Valcor Launch News Release”
Bader Rutter & Zoetis
Lori Maude & Landon Watkins

3rd place

ZeaKal And Nutrien Ag Solutions Collaboration Cements More Sustainable, Healthy U.S. Soybean Supply Chain

July 12, 2023

HEALTHIER, HIGHER PROTEIN AND HIGH-YIELDING SOYBEAN TRAIT SUPPORTS WORLD'S GROWING SOYBEAN DEMAND
MULTI-STAKEHOLDER SOYBEAN SUPPLY CHAIN COLLABORATION FIRST-OF-ITS-KIND IN COMMODITY AGRICULTURE

“ZeaKal And Nutrien Ag Solutions Collaboration Cements More Sustainable, Healthy U.S. Soybean Supply Chain”
AgTechPR & Zeakal
Jennifer Goldston



Audio News Release

1st place

2nd place



[Copy](#)

Usage: 11/06/23



FLORIDA AUCTIONEER WINS WORLD LIVESTOCK AUCTIONEER CHAMPIONSHIP QUALIFIER
Audio provided as a service to farm broadcasters by the Livestock Marketing Association
Audio with Marcus Kent of Dunnellon, Florida, Mitch Barthel from Motley, Minnesota, and Joshua Garcia of Karnes City, Texas

Suggested Lead: October 25 was no ordinary sale day at the Tri-County Stockyards. While cattle came through the ring and buyers placed their bids like any other Wednesday, the block was manned by 35 different auctioneers vying for top honors. The competitors from all over the U.S. battled it out for buckles, bragging rights, and the opportunity to call bids at the annual World Livestock Auctioneer Championship next June. At the end of the day, Marcus Kent from Dunnellon (duhn-eh-l-eh-n), Florida, came out on top...tape
Cut #1 :10 OC... "about it."
"My goal has always been to make the finals. Never in my wildest dreams did I ever think that I would win one. Getting [KH1] to go to Oklahoma City, one of the biggest markets in the world, I'm very excited about it."

Title: Yield Record Breaker Audio News Release (ANR)

Summary:
Pioneer Seeds wants to effectively tell real National Corn Growers Association (NCGA) National Corn Yield Contest winner stories. The company also wants to share tips for achieving yield goals to help gain positive media coverage.

“Florida Auctioneer Wins World Livestock Auctioneer Championship Qualifier”
Grant Company
Katrina Huffstutler

“Yield Record Breaker Audio News Release”
Lori Hallowell & Lexi Schaefer, Bader Rutter
Melissa Snyder, Corteva Agriscience

Technical Writing

1st place

Precision technology finally shines its light on hay and forage production

Matt Schleicher September 18, 2023

Innovation in precision ag will not be determined by acreage or output because technology is much more sophisticated today, and our mutually ambitious future outlook will not allow it.

To read this article in French, click here.

Dairy producers have waited long enough for precision ag to acclimate to their unique and varied operations. While precision farming in row crops has enjoyed exceptional growth over the past 20 years, it's been slower to take root in hay and forage.



The irony of this phenomenon is that dairy is a very

“Progressive Forage Article”
Mod Op

2nd place



ARTICLES • REGENERATIVE AGRICULTURE

Befriending Bats and Diving Into DNA

“Befriending Bats and Diving Into DNA”
Noble Research Institute
Marilyn Cummins

3rd place



Help DEVELOP the future of farming!

TRIAL OPPORTUNITY: IMPROVED CROPPING SYSTEM

Research is important because it helps identify fact from fiction. We'd like to invite you to help identify the answer to a basic question: Is there a better way? We're working to develop and validate an improved cropping system for soybean and corn production in Iowa. This cropping system must increase profitability, improve soil health and protect water resources while reducing soil and nutrient losses.

Participants in this trial will establish replicated strip trials featuring standard practices in replicated strips and the improved system in replicated strips. Participants will receive annual reports on cropping system comparisons from your farms along with anonymous summaries of results from other farms. During the project, you'll also have access to private sessions to review results and access to experts in crop management including university and industry leading agronomists. Most importantly, all data from this project belongs to you, the farmer. No government or industry entities have access to project data.

We hope you'll consider participating in this

- Farmer compensation**
Soybean phase of rotation: **\$750 per field/year**
Corn phase of rotation: **\$1,000 per field/year**
- Farmer responsibility**
 1. Establish replicated strip trials on your farm like the plot diagram (below).
 2. Provide GIS data like as-applied and yield monitor data, and
 3. Contribute your own ideas and experiences to trial methodology.
- Research team provides**
 1. Cover crop seed,
 2. Nitrogen inhibitor,
 3. Soil health tests results for your farm, and
 4. Farm and project level result summaries
- Time commitment**
2 year minimum | Preferred: 4 year maximum
- Sample plot layout**
Strips should be equivalent to 2-3 rounds of the combine. Plots are arranged to simplify machinery operations. The total plot area for the improved system is approximately 10-20 acres.

“Improved Cropping System in Iowa Ad”
Iowa Soybean Association
Joseph Hopper, Susan Langman, Scott Nelson &
Joe McClure



Speech/White Paper

1st place

2nd place

3rd place

Board Chair Report
2023 CHS Annual Meeting



- Welcome again to our CHS annual meeting. Thank you for being here.
 - And congratulations on another excellent year. Your commitment to this cooperative and the smart strategic management of the CHS team have delivered record earnings of \$1.9 billion on top of last year's record earnings.
 - Over two years' time, we will issue cash returns of more than \$1.7 billion to you, our owners. Those astonishing numbers are a testament to the value of being a cooperative owner.
- <pause>
- A tree grows outside our farm house in Iowa. It is a large tree, and we believe it's been there for well over 100 years.



What is drainage water recycling? Why do it?

Drainage water recycling is a practice that combines crop production benefits for the farmer and water quality benefits downstream¹. A drainage water recycling system captures water drained from farm fields and stores it in a reservoir for later use as supplemental irrigation. The Iowa Soybean Association's (ISA) Research Center for Farming Innovation (RCFI) has been collaborating with researchers from Iowa State University to evaluate this practice in Iowa.

A drainage water recycling system consists of a storage reservoir to capture agricultural drainage water, an irrigation system to apply the water to the crop field

and associated infrastructure to convey water to and from the storage reservoir (Figure 1). Drainage water recycling systems can be designed with different configurations to suit different conditions. Irrigation can be supplied via subirrigation, where water is applied back to the field through the drainage system to raise the water table for access by the crop roots, or through more conventional irrigation systems like center pivots or other sprinkler or drip irrigation systems. Drainage water recycling can also be implemented at different scales, ranging from the individual field or farm scale to larger scales where multiple farms contribute or withdraw water from shared infrastructure.

DEPLOYING OFF-ROAD AUTONOMY AT SCALE



Lessons Learned from Deploying over 260 Autonomous Vehicles and Covering 200,000 Driverless Miles

ABSTRACT

This white paper presents valuable insights and lessons learned from the deployment of over 260 autonomous vehicles, which collectively covered 200,000 driverless miles. The findings uncovered by Colin Hurd, Jim Hollinger, Tom Schuster, and Rhett Schildroth at Mach shed light on various aspects of deploying autonomy at scale. The paper discusses key safety considerations in off-road and GNSS denied environments, the challenges of human involvement in semi-automated systems, the inevitability of things going wrong, and the metrics that prove useful in evaluating the performance of autonomous systems.

“Elevate: Board Chair Speech, 2023 CHS Annual Meeting”
CHS
Cynthia Clanton

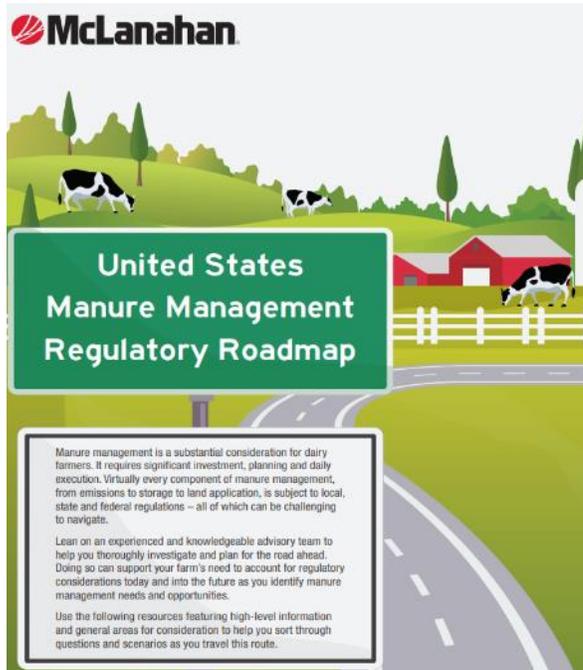
“ISA White Paper: Drainage Water Recycling”
Iowa Soybean Association
Joseph Hopper, Susan Langman, Dr. Chris Hay & Dr. Matt Helmers

“Mach Deploying Autonomy at Scale White Paper”
AgCulture Marketing and Mach
Amber Selman



Writing for Special Projects

1st place



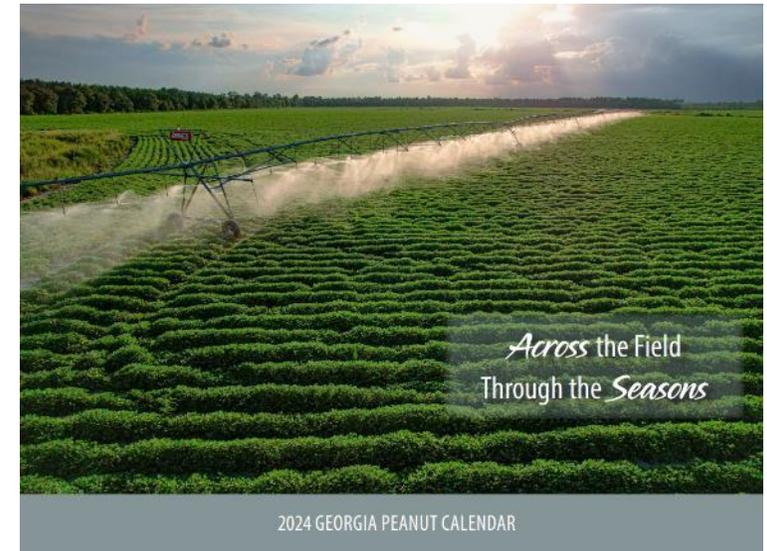
“McLanahan Manure Regulations eBook”
broadhead
Shannon Linderoth

2nd place



“Valent U.S.A. FY22 Sustainability Report”
BarkleyOKRP/Valent
Doreen Muzzi

3rd place

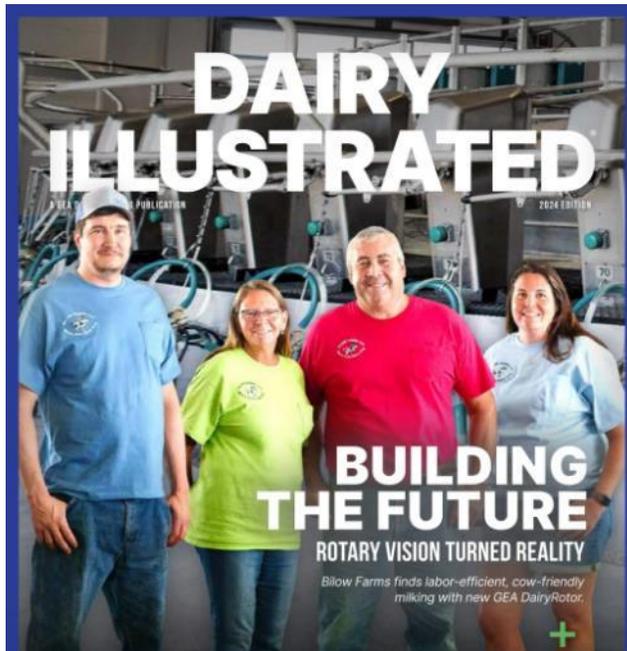


“2024 Georgia Peanut Calendar”
Georgia Peanut Commission
Jessie Bland



Publication: Print or Electronic For Profit

1st place



“GEA Dairy Illustrated”
broadhead
Kasey Brown

2nd place



“2024 Prairie Farmer Master Farmer Section”
Prairie Farmer/Farm Progress
Holly Spangler, Betty Haynes, Rosa Francis &
Rachel Velasco

3rd place



“Michigan Farm News”
Michigan Farm News
Dennis Rudat, Mitch Galloway, Bri Grunden & Tim Rogers



Publication: Print or Electronic Not-For-Profit

1st place



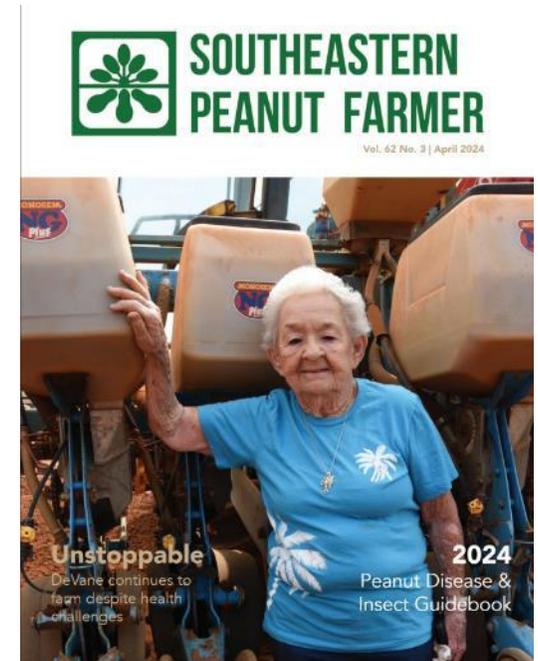
“Legacy Magazine”
Noble Research Institute
Rachael Davis (designer),
Rob Mattson (photographer)
& Tara Lynn Thompson (writer)

2nd place



“Sorghum Grower Magazine”
National Sorghum Producers
Jennifer Warren

3rd place



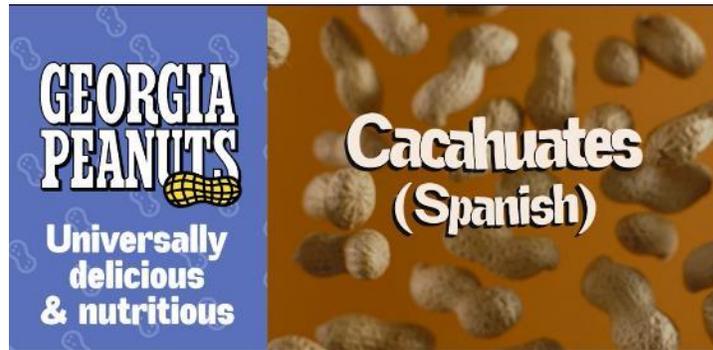
“Southeastern Peanut Farmer”
Southeastern Peanut Farmer
Joy Crosby & Jessie Bland

Marketing Video

1st place

2nd place

3rd place



#FendtFilms PREMIERE: This farmer is getting in the field earlier and finishing planting faster. See why, and how Fendt helps. #FendtStories #itsFendt #GrowBold



Tauramox™ (moxidectin) Injectable Solution from Norbrook®

Norbrook USA
200 subscribers

Subscribe

Share Download Save

“Times Square Advertising”
Georgia Peanut Commission
Jessie Bland

“Panek Farms”
Red Barn Media Group
Jamie Cole

“Norbrook's Tauramox Video”
Mod Op
Leigh Ann Cleaver



Video Production

1st place

2nd place

3rd place



The Born of the Bond Series | Episode 1: "It had to be his decision."



Cover Crop Chronicles: Management Strategies Before Corn

“In the Eye of the Storm”
Grant Company
Katrina Huffstutler, Ben Humphrey & Ryan Grant

“Zoetis Born of the Bond Series” Bader Rutter &
Zoetis
Lori Maude, Sarah Kmet-Hunt & Laurie Underwood

“Cover Crop Chronicles: Management Strategies
Before Corn”
Illinois Soybean Association & ILSoAdvisor
Kelsey Litchfield & John Pike, Illinois Consultant and
Researcher



Podcasts

1st place



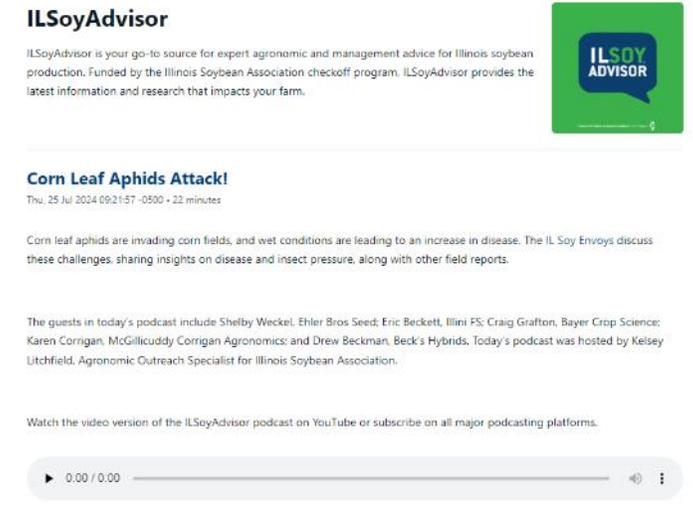
“ACM + Global Farmer Network Podcast”
AgCulture and Global Farming Network
Amber Selman

2nd place



“History of Farm Policy with Jim Wiesemeyer and Jeff Harrison”
Sorghum Smart Talk: Policy Edition
National Sorghum Producers
Jennifer Warren & Adam York

3rd place



“ILSoyAdvisor Podcast”
ILSoyAdvisor, Illinois Soybean Association
Kelsey Litchfield & Illinois Soybean Association Agronomy team



Blogs

1st place

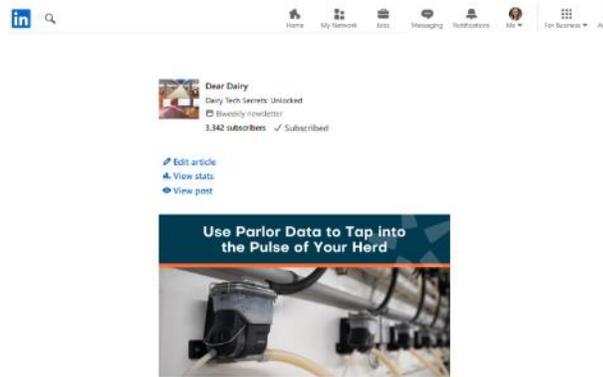


We all love to eat our favorite foods and wear our favorite clothes... but before we can, farmers must embark on, arguably, their busiest time of year – harvest. Harvest occurs at different times of the year depending on geographic location, type of crop and variety that is planted. In the case of corn in Texas, harvest can begin as early as July in South Texas and into late November as you move north through the state.

Colin Chopelas, fifth generation South Texas farmer, and his family grow corn, cotton, sorghum, wheat and...

“Water Grows Blog”
Texas Corn Producers & the Natural Resources Conservation Service
Faith Smith

2nd place



Use Parlor Data to Tap into the Pulse of Your Herd

“Nedap LinkedIn newsletters”
broadhead
Shannon Linderoth

3rd place



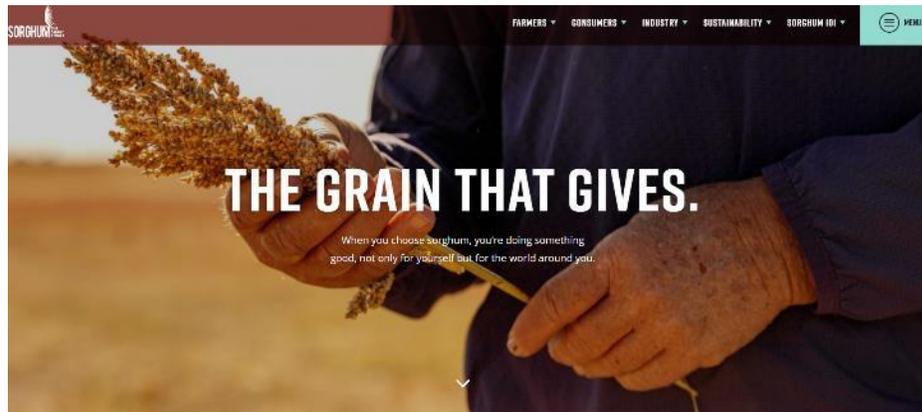
John Pike, an operator of Pike Ag, LLC, located in Marion, Illinois, is a consultant and researcher specializing in

“ILSoyAdvisor's Field Notes Blog”
Illinois Soybean Association & ILSoyAdvisor
Kelsey Litchfield, Stephanie Porter, Illinois Soy Envoys
& ISA Agronomy Team



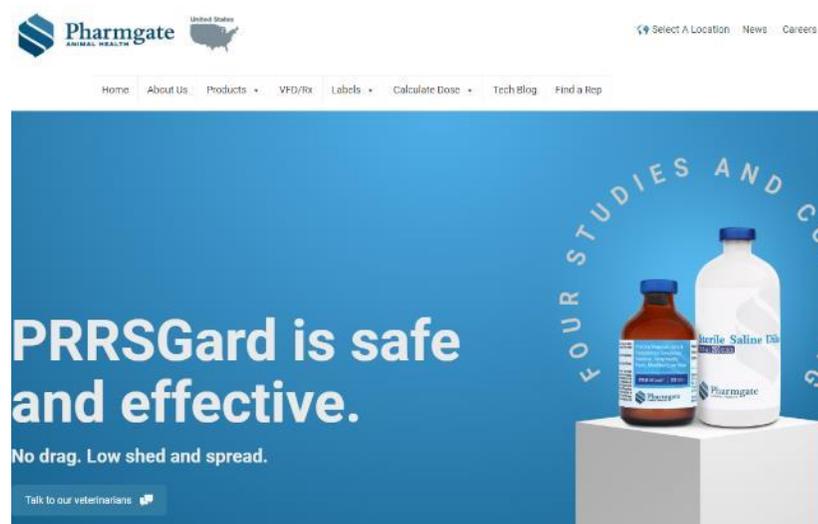
Websites

1st place



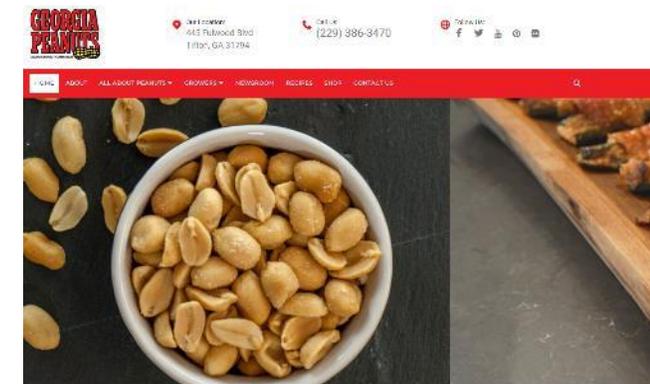
“Sorghum. The grain that gives. Sustainability Website landing page”
Sorghum Checkoff
Clint White

2nd place



“PRRSGard Landing Page”
broadhead
Kasey Brown

3rd place



“Georgia Peanut Commission Website”
Georgia Peanut Commission
Joy Crosby



Webinars

1st place



“Endangered Species Act and Its Impact on Pesticide Regulation”
Illinois Soybean Association & ILSoyAdvisor
Kelsey Litchfield, ISA Agronomy Team & Dr. Aaron Hager, University of Illinois

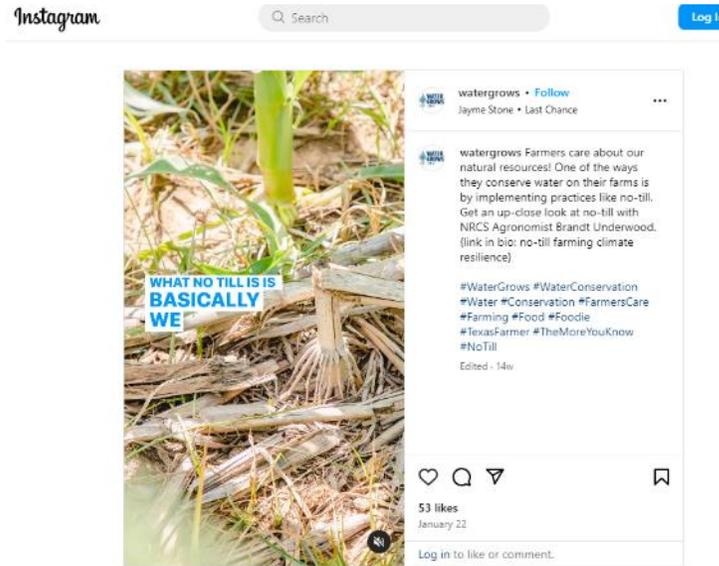
2nd place



“What are Climate Smart Agricultural Commodities, and How Do Soybeans Fit In?”
Illinois Soybean Association & ILSoyAdvisor
Kelsey Litchfield, ILSoyAdvisor and Dr. Andrew Margenot, University of Illinois
Urbana-Champaign

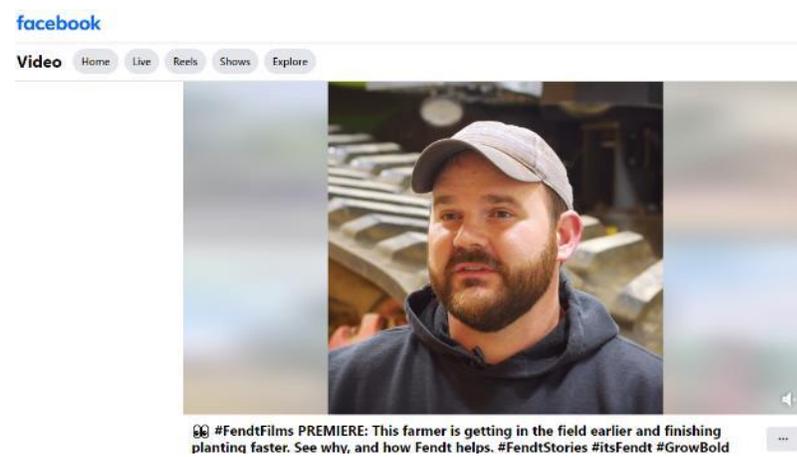
Social Media

1st place



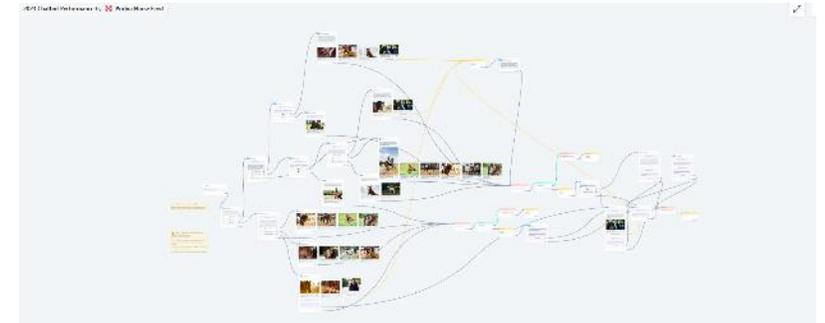
“Water Grows Social Media”
Texas Corn Producers & the Natural Resources
Conservation Service
Faith Smith

2nd place



“Fendt North America Social Content Program”
Red Barn Media Group/Fendt North America
Jamie Cole

3rd place



“Purina Chatbots”
Broadhead
Nicole Smith



Mobile/Tablet Technology Applications

There were no entries in 2024.