



**ACN**  
Agricultural  
Communicators  
Network

# **2025 Annual Award Contest Winners**



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# **MarComm Contest Winners**



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**Agri Marketing**

*Progressive*  
**FARMER**  
powered by **Dtn**

 **FarmProgress**



**SOUTHEASTERN  
PEANUT FARMER**



**Successful Farming**



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# **Advertorial: One-Page**

# Advertorial One-Page

3<sup>rd</sup> place

## Producers Weigh In on Enlist® Weed Control System: It's 'Changed the Game so We Can Grow Cotton More Easily'

A new direction often yields unexpected results.

With uncertainty surrounding the future of dicamba, many Southern farmers have switched to a better way forward with the Enlist® weed control system. As acres planted to PhytoGen® W3FE varieties and Enlist E3® soybeans increase across the South, farmers have found they get excellent weed control with more flexibility and simpler management.

Nathan Lee farms in Madison and Tensas parishes in north-eastern Louisiana. He's planted PhytoGen W3FE varieties for years while successfully using the Enlist system. He says Enlist One® herbicide is more than a good alternative – it's a superior choice, controlling weeds better than other options.

"Enlist One controls pigweeds better than dicamba. When I put the sprayer in the field, I know I'm about to wipe out some weeds," Lee said. "I can put pigweeds on their nose."

For applications of Enlist One herbicide, Lee follows the

Advertorial

"You can load the sprayer with Enlist One and go right from cotton into soybeans with the same tank. That keeps you from wasting chemicals, and you're saving fuel by not having to go back and forth to the shop." Alumbaugh says his weeds have been "very controlled" and the ease of application makes life a little less hectic during busy summer weeks when he's managing multiple crops.

"In my experience, the Enlist system is the easiest weed control system to use since the glyphosate-resistant crops came out in the '90s," he said. "I like the fact that Enlist One is a stable product. It doesn't move after you spray it. I've been spraying Enlist One in PhytoGen cotton for three years and Enlist soybeans before that, and I can tell you it's a very good system."



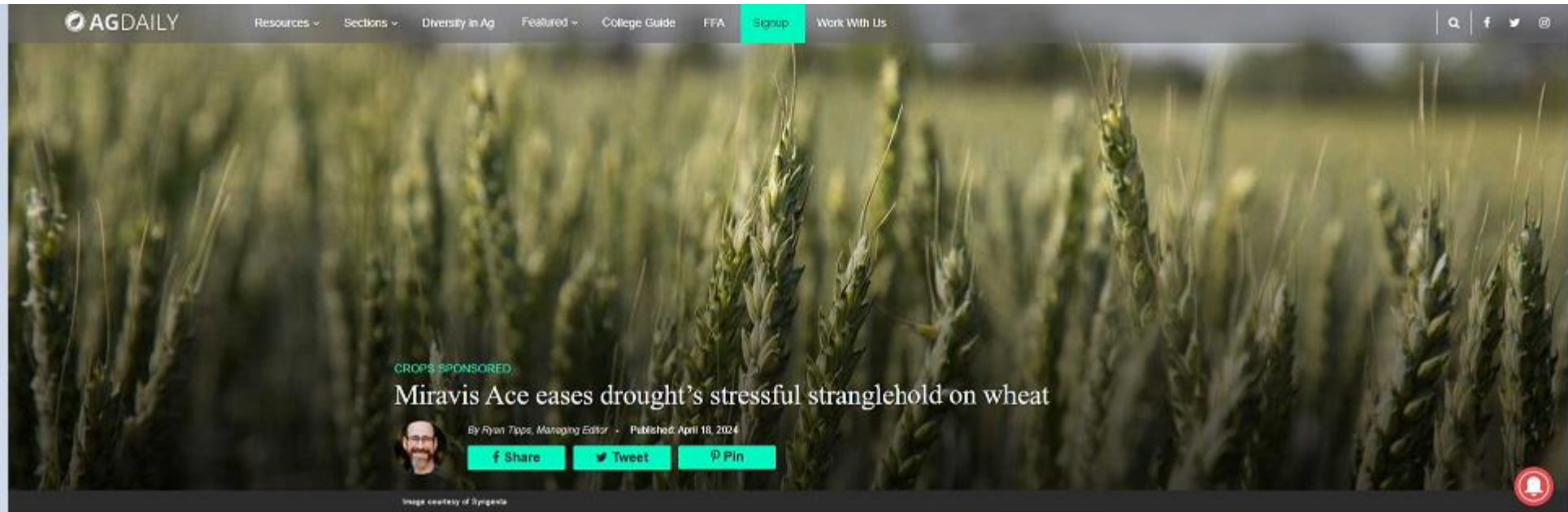
### Brian Alumbaugh

farms 6,000 acres of diversified crops near McCrory, Arkansas. He uses the Enlist® weed control system for the flexibility and simplified management with PhytoGen® W3FE varieties and Enlist E3® soybeans.

"Producers Weigh In on Enlist® Weed Control System"  
Sarah Petersheim and staff from Corteva & Bader Rutter  
Bader Rutter

# Advertorial One-Page

2nd place



"Miravis Ace eases drought's stressful stranglehold on wheat" Ryan Tipps, AGDAILY

# Advertorial One-Page

1<sup>st</sup> place

## TAKE CONTROL OF SAND

KEEP SAND WHERE YOU NEED IT, NOT WHERE YOU DON'T

Sand bedding provides a healthy, comfortable environment for dairy cows. But sand is abrasive, and when mixed with manure, it can become difficult to agitate and pump, expensive to land apply and it is not always the optimal addition to fields.

Choose a manure partner who can help you overcome these challenges and help your herd prosper. Plus, you can **REDUCE BEDDING COSTS BY UP TO 95%** with efficient sand separation and recovery.



“Take Control of Sand”

Abby Shea, broadhead and McLanahan



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# **Advertorial: Multi-Page, Series or Special Section**

# Advertorial: Multi-Page

3<sup>rd</sup> place

## Trying a New Tar Spot Protection

.....  
For the Sass family  
in northern Illinois, a  
test-and-see approach to  
product adoption led them  
to **Adastrio™** fungicide.



“Trying a New Tar Spot Protection” Justin Davey, Successful Farming Custom Solutions

# Advertorial: Multi-Page

2<sup>nd</sup> place



## Where the Green Grass Grows

### Keep Pasture Care Top of Mind – Even Through Fall

**“Cattle are a very important part of our operation. So, we’re always going to dedicate time to the cattle every day. This includes time for pasture monitoring.”** – Andrew McCrea, McCrea Family Farms / Maysville, Missouri

Even though fall can quickly become busy with harvest and putting up silage, Andrew McCrea is never too busy for his pastures. He says it’s worth the time to evaluate pasture health and adjust management plans accordingly.

McCrea runs the fifth-generation crop and cattle enterprise near Maysville, Missouri, with his dad, M.L., and 16-year-old son, Luke. Throughout the year, mostly Missouri-sourced 400- to 500-pound calves arrive at the farm about an hour northeast of St. Joseph. They’ll spend about five months grazing a dozen or so bluegrass and fescue pastures.

“Cattle are a very important part of our operation,” Andrew says. “So, we’re always going to dedicate time to the cattle every day.

Andrew says. In addition to watching pasture conditions, the McCreas make time during the fall months to scout for any weed escapes or new weed flushes – especially thistles, including musk and bull thistle.

“We don’t typically spray entire pastures in the fall, because our spring-spraying covers most acres every other year. But we do scout for weeds through the fall and spot-spray any weed escapes or new sprouts that need to be controlled,” Andrew explains. “We can’t afford to lose grazing space and forage production.”



**“Where the Green Grass Grows”**  
Sarah Petersheim and staff from Corteva & Bader Rutter  
Bader Rutter

# Advertorial: Multi-Page

1<sup>st</sup> place



"Healthy Heifers, Healthier Herds: A Veterinarian's Resource Guide"  
Abby Shea, broadhead and Boehringer Ingelheim Cattle Health



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**Media Tools / Online  
Media Rooms / Media  
Events / Advertising Kits**  
*For Profit*

# Media Tools/Online Media Rooms / Media Events/Advertising Kits: For-Profit

2<sup>nd</sup> place



"Gleaner T Series Product Launch"  
Marilyn Cummins, Red Barn Media Group

# Media Tools/Online Media Rooms / Media Events/Advertising Kits: For-Profit

1<sup>st</sup> place



**“Media Are Horse People Too: How Broadhead Used This Simple Fact to Launch the Purina®  
Microbiome Quotient® Platform”**

**Wyatt Bechtel, Purina Animal Nutrition and broadhead.**



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**Media Tools / Online  
Media Rooms / Media  
Events / Advertising Kits**

*Not For Profit*

# Media Tools/Online Media Rooms / Media Events/Advertising Kits: Not-For-Profit

3<sup>rd</sup> place

Georgia Peanut  
Fall Harvest  
Influencer Tour



"2024 Georgia Peanut Harvest Tour" Joy Crosby, Georgia Peanut Commission

# Media Tools/Online Media Rooms / Media Events/Advertising Kits: Not-For-Profit

2<sup>nd</sup> place



**POWER UP**  
Family Mealtimes

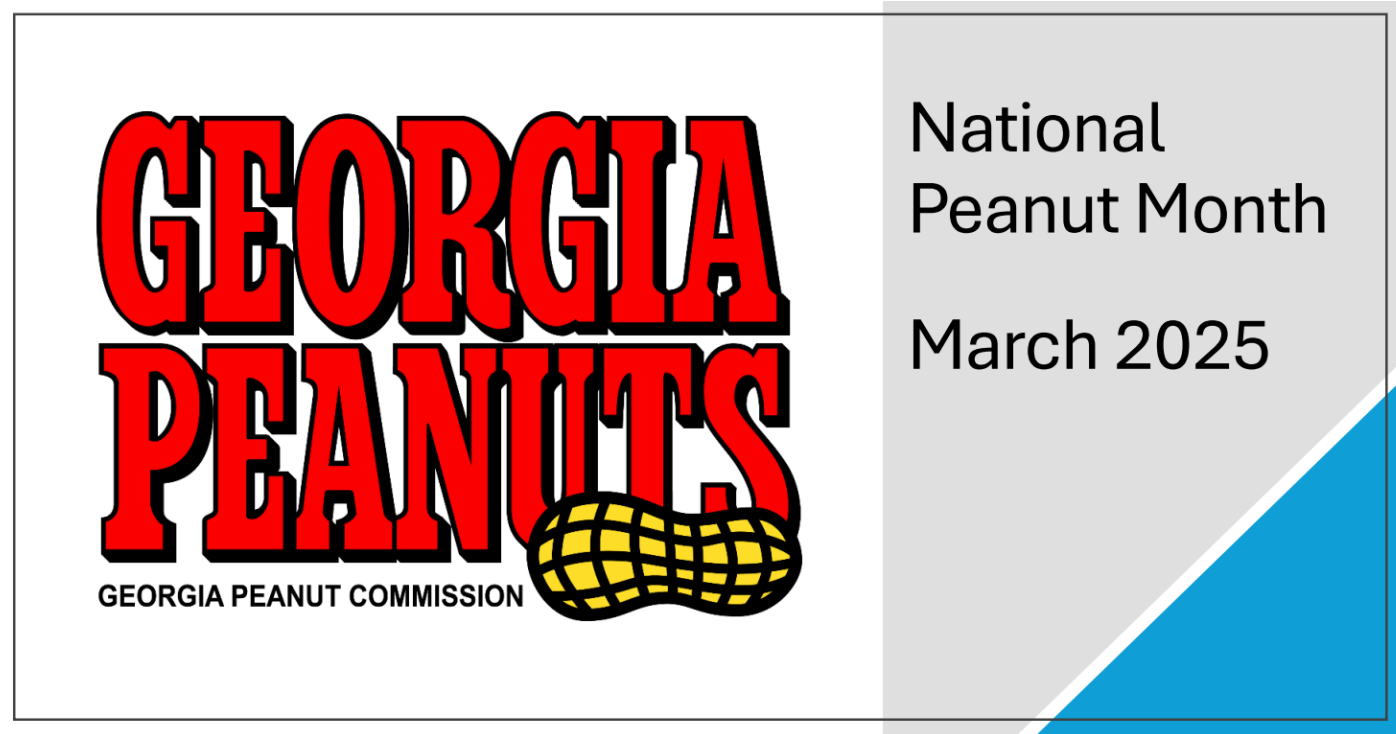
MAY 20, 2024 – NOVEMBER 19, 2024



"Power Up Family Mealtime" Joy Crosby, Georgia Peanut Commission

# Media Tools/Online Media Rooms / Media Events/Advertising Kits: Not-For-Profit

1<sup>st</sup> place



"National Peanut Month" Joy Crosby, Georgia Peanut Commission



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# Collateral Piece

# Collateral Piece

3<sup>rd</sup> place



“Sorghum in foodservice” Clint White, Sorghum Checkoff

# Collateral Piece

2<sup>nd</sup> place

Dale Bumpers College of Agricultural,  
Food and Life Sciences

## ANNUAL REPORT 2024



“Mini-Annual Report” Robby Edwards, Bumpers College, University of Arkansas

# Collateral Piece

1<sup>st</sup> place



“Cash Crop Giveaway. - Peel it. Win it. Plant it!” Clint White, Sorghum Checkoff



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# Feature Article

# Feature Article

3<sup>rd</sup> Place

YOUR BUSINESS



2024  
*Sustainability Award*  
JY Ferry and Son, Inc.

## What's Good for the Cattle Is Good for the Wetlands

*Progressive work in the Utah wetlands earned JY Ferry and Son, Inc.,  
the 2024 CAB Sustainability award.*

*by Lindsay Graber Runft, Certified Angus Beef LLC*

**"What's Good for the Cattle Is Good for the Wetlands"  
Lindsay Graber Runft, Certified Angus Beef**

# Feature Article

2<sup>nd</sup> place



## More Than a Meat Scientist

*Glen Dolezal's efforts to improve meat science applications earn 2024 Industry Achievement Award.*

“More Than a Meat Scientist” Lindsay Graber Runft, Certified Angus Beef

# Feature Article

1<sup>st</sup> place



Are your cows sports cars or farm trucks?

Clemence Nash April 3, 2025

**“Are your cows sports cars or farm trucks?”**

**Kenna Rathai, NOVUS and Kenna B. Rathai Communications**



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# **News Article**

# News Article

3<sup>rd</sup> place



The screenshot shows the top section of a website with a dark red background. On the left is the CowManager logo, which consists of the word 'COWMANAGER' in a white rounded rectangle with a circular graphic behind it. To the right of the logo are navigation links: 'COW MANAGEMENT', 'FARMER STORIES', and 'CONTACT'. Further right is a dark button with the text 'REQUEST QUOTE'. On the far right are icons for a globe with 'EN', a magnifying glass, and a hamburger menu. The main headline is 'BIRD FLU IN CATTLE: HOW TO DETECT SYMPTOMS EARLY & PROTECT YOUR HERD' in large white capital letters. Below the headline, there is a date '8 JAN 2025', a 'NEWS' category icon, and a '3 MIN' read time icon. In the bottom right corner, there is a silhouette of two cows.

**COWMANAGER®**

COW MANAGEMENT FARMER STORIES CONTACT REQUEST QUOTE EN Q ☰

**BIRD FLU IN CATTLE: HOW TO DETECT SYMPTOMS EARLY & PROTECT YOUR HERD**

📅 8 JAN 2025 🗉 NEWS ⌚ 3 MIN



“Detect Bird Flu Symptoms Early to Minimize Risk”  
Kenna Rathai, Kenna B. Rathai Communications with TVM Marketing

# News Article

2<sup>nd</sup> place

## **Packer Ownership, Taxes Focus of LMA's D.C. Fly-in**

*Livestock allies work together to further cattle industry interests.*

March 27, 2025



**"Packer Ownership, Taxes Focus of LMA's D.C. Fly-in"**  
Katrina Huffstutler, Grant Company

# News Article

1<sup>st</sup> place

## Panel Talks Capturing Added Value in Cattle

*Three industry professionals discuss value-based marketing and changes in the beef cattle industry at Angus Convention.*

By Sarah Kocher, Communications Specialist

November 26, 2024



“Panel Talks Capturing Added Value in Cattle” Sarah Kocher, American Angus Association



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# **Print News Release**

# Print News Release

3<sup>rd</sup> place



FOR IMMEDIATE RELEASE  
Contact: Wyatt Bechtel, broadhead  
[wbechtel@broadheadco.com](mailto:wbechtel@broadheadco.com), (620) 583-4537

High-res images for download: <https://bit.ly/3WVedCB>

**Purina Cattle  
Press Release**



## **Positive lifelong impacts from quality cattle mineral supplementation**

*Research finds link between gestational nutrition from minerals and higher weaning weights.*

*Arden Hills, Minn. [June 4, 2024] – The concept of fetal programming has been evolving in the beef industry for several decades as more research is done.*

**“Press Release – NDSU Mineral Study”  
Wyatt Bechtel, Purina Animal Nutrition and broadhead.**

# Print News Release

2<sup>nd</sup> place



Media Contact: Wendy Brannen, [wbrannen@soy.org](mailto:wbrannen@soy.org)

## **“Tariffs Are Not ‘Fun’ and Farmers Are Frustrated”**

**Tariffs inflict further financial damage on already-struggling farm economy**

*Washington, D.C. March 4, 2025.* Farmer members of the American Soybean Association have for years consistently maintained their position that they do not support the use of tariffs, which threaten important markets and raise input costs for farmers, as a negotiation tactic. The interconnected nature of agricultural supply chains means tariffs have immediate negative, and in many cases lasting, impacts on their farms and the country’s rural economy.

**“ASA Press Release: Tariffs are Not Fun, and Farmers are Frustrated”**

**Wendy Brannen, American Soybean Association**

# Print News Release

1<sup>st</sup> place

FOR IMMEDIATE RELEASE

Contact: Robin Matthayasack, Director of Marketing – North America  
[robin.matthayasack@gea.com](mailto:robin.matthayasack@gea.com)

High-res images and videos for download: <https://bit.ly/BatchMilking>



**Unlock the potential of automated batch-style milking**  
*Gain all the benefits of milking robots with minimal management changes.*

“Robotic batch milking press release”  
Nicole Smith, broadhead. and GEA Farm Technologies



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# **Audio News Release**

# Audio News Release

2<sup>nd</sup> place



"Norbrook - Managing BRD in Cattle" Leigh Ann Cleaver, Mod Op

# Audio News Release

1<sup>st</sup> place



"Norbrook Battling Respiratory Diseases in Livestock" Leigh Ann Cleaver, Mod Op



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# **Technical Writing**

# Technical Writing

2<sup>nd</sup> place

Texas Corn Planting with Water Conservation in Mind



"Texas Corn Planting with Water Conservation in Mind"  
Faith Smith with Texas Corn and Texas NRCS

# Technical Writing

1<sup>st</sup> place



"2024 Insights Report"

Bethany Baratta, Susan Langman, Joclyn Bushman & Kriss Nelson  
Iowa Soybean Association's Research Center for Farming Innovation



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# Speech/White Paper

# Speech/White Paper

1<sup>st</sup> place

Board Chair Report  
2024 CHS Annual Meeting  
Revised 11.26.24



- Welcome again to the CHS annual meeting. Thank you for being here and for your commitment to CHS and the cooperative system.
- And thank you for making 2024 another exceptional year for CHS. Together, we navigated changes in weather, markets and global demand and demonstrated the value of being part of the cooperative system.

*<center: \$600 million cash returns to owners>*

- In a few months, that value will be even more tangible as CHS owners share in \$600 million in cash returns through cash patronage and redeemed equity.

“It Takes a Co-op: Board Chair Speech, 2024 CHS Annual Meeting” Cynthia Clanton, CHS



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# **Writing for Special Projects**

# Writing for Special Projects

3<sup>rd</sup> place



“Healthy Farms, Healthy Bays”

Courtney Girgis for Solutions from the Land, Rooted Communications

# Writing for Special Projects

2<sup>nd</sup> place



"Iowa Soybean Review 60th Anniversary"

Iowa Soybean Review staff: Bethany Baratta, Susan Langman, Joclyn Bushman & Kriss Nelson,  
Iowa Soybean Association

# Writing for Special Projects

1<sup>st</sup> place



"A Message from the ASA President – ASA Soybean Success Report" Wendy Brannen, American Soybean Association



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# **Publication: Print or Electronic For Profit**

# Publication: Print or Electronic For Profit

3<sup>rd</sup> place



"Today's Farmer" Allison Jenkins, MFA Communications

# Publication: Print or Electronic For Profit

2<sup>nd</sup> place

## Michigan Farm News

VOLUME 101 • ISSUE NO. 19

SERVING MICHIGAN FARM BUREAU MEMBERS SINCE 1923

NOVEMBER 30, 2024



**Delegates to set policy**  
MFB State Annual marks final step in grassroots process.  
3



**Land rent vs low markets**  
Tips to negotiate reasonable rates for 2025.  
10



**2024 MSU Soybean Yield Trials**  
The results are in — how do your yields compare?  
20-27

### State halts Eagle Township megasite plan RESIDENTS CELEBRATE DECISION



### Sen. Stabenow introduces 'Rural Prosperity and Food Security Act' farm bill package

DENNIS RUDAT, FARM NEWS MEDIA

In the final weeks of the Congressional "lame-duck" session, Sen. Debbie Stabenow, chair of the U.S. Senate Agriculture Committee, has introduced the Rural Prosperity and Food Security Act, calling for \$39 billion in new spending to "keep farmers farming, families fed, and rural communities strong."

"The foundation of every successful Farm Bill is built on holding together the broad, bipartisan Farm Bill coalition," she said in announcing the package. "This is a strong bill that invests in all of agriculture, helps families put food on the table, supports rural prosperity, and holds that coalition together."

According to Stabenow, who is retiring at the end of the current session, the package

continue **FARM BILL** on 5

"Michigan Farm News"  
Dennis Rudat, Mitch Galloway & Bri Grunden  
Michigan Farm Bureau

# Publication: Print or Electronic For Profit

1<sup>st</sup> place



"C magazine"

Cynthia Clanton, Matthew Wilde, Adam Hester & Amy Gohman  
CHS

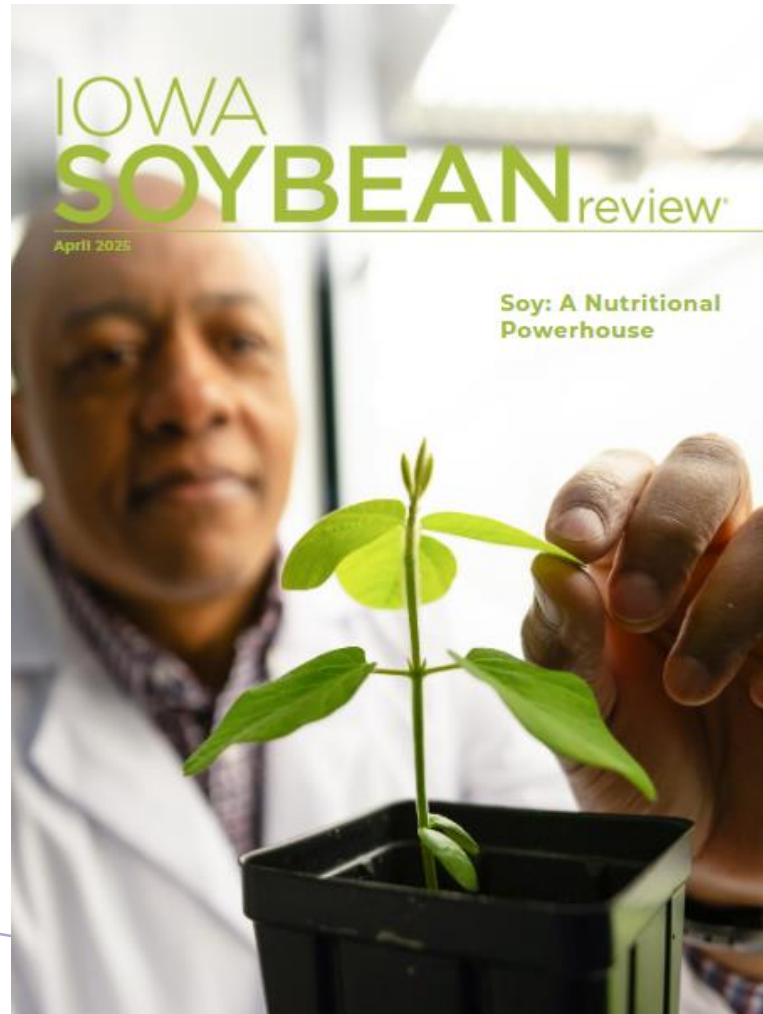


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**Publication:  
Print or Electronic  
Not-for-Profit**

# Publication: Print or Electronic Not-for-Profit

3<sup>rd</sup> place



**"Iowa Soybean Review"**  
Iowa Soybean Review staff:  
Bethany Baratta, Susan Langman,  
Joclyn Bushman & Kriss Nelson  
Iowa Soybean Association

# Publication: Print or Electronic Not-for-Profit

2<sup>nd</sup> place



“FFA New Horizons, Fall/Winter 2024 and Spring/Summer 2025”  
Justin Davey and Lauren Quinlan, Successful Farming

# Publication: Print or Electronic Not-for-Profit

1<sup>st</sup> place



**"Legacy Magazine"**  
Rachael Davis, Laura Brenner,  
Cadie Ramos, Maddy Bezner & Rob Mattson  
Noble Research Institute



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# Marketing Video

# Marketing Video

3<sup>rd</sup> place



"Raised with Respect™ video"  
Lindsay Graber Runft, Certified Angus Beef, Signal Theory

# Marketing Video

2<sup>nd</sup> place



**RYAN SASS**

**"A Season-Long Solution for Tar Spot"**  
**Justin Davey, Successful Farming Custom Solutions**

# Marketing Video

1st place



“For the Hardworking Few - Wilson Trailer” Crystal Albers, Grant Company



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# **Video Production**

# Video Production

3<sup>rd</sup> place



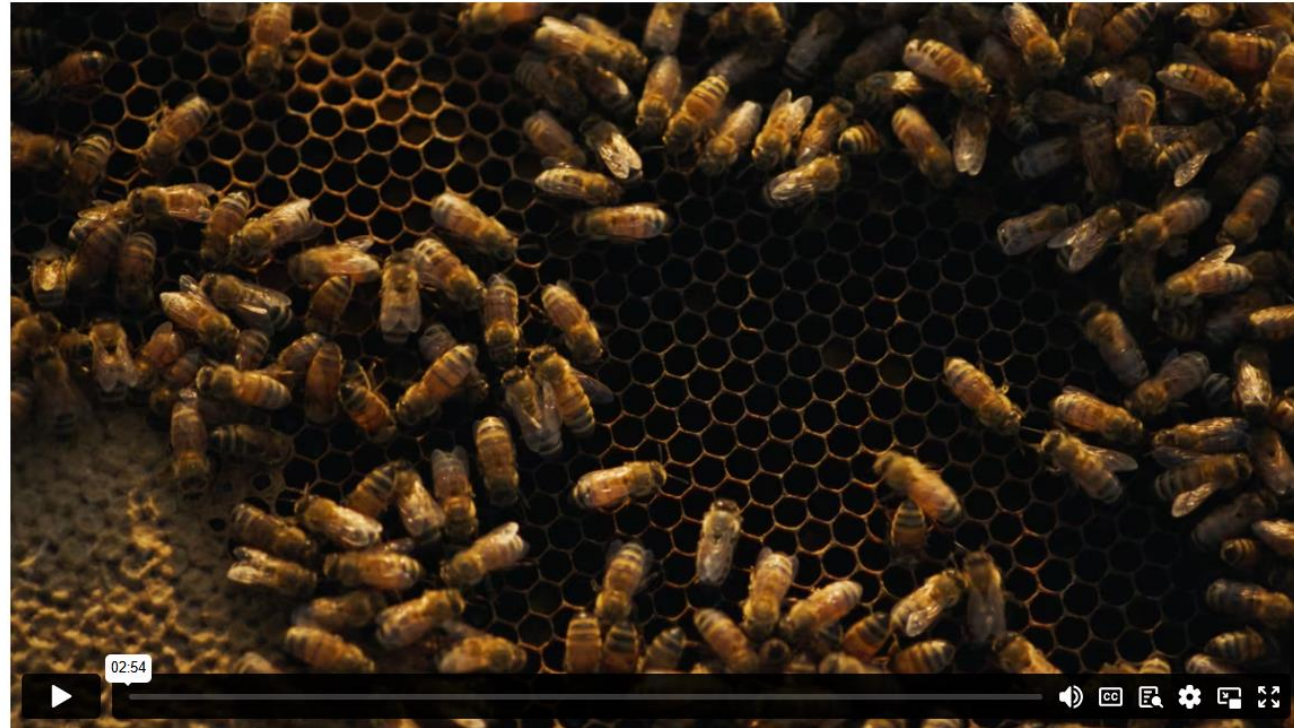
"Lehenbauer Farms and a 100-Year Soybean Legacy" Jamie Cole, Red Barn Media Group

# Video Production

## SAE to Successful Business

2<sup>nd</sup> place

By [FFA New Horizons](#) | July 16th, 2024 | Categories: [Alumni Focus](#), [FFA New Horizons](#), [SAE](#), [The Feed](#) | Tags: [beekeeping](#), [honey](#), [honeybees](#), [john david peterson](#), [reagan robinson](#), [supervised agricultural experience](#), [world honey market](#)



“SAE to Successful Business” Justin Davey and Lauren Quinlan, Successful Farming

# Video Production

1<sup>st</sup> place



"A New Chapter in Our Heritage" Andrew Levenson, Root+Beta, Heritage Tractor



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# Podcasts

# Podcasts

2<sup>nd</sup> place



"Field Advisor Podcast" Kelsey Litchfield, Illinois Soybean Association

# Podcasts

1<sup>st</sup> place



**Working Ranch Radio Show**  
<https://www.workingranchradio.com/feed.xml>

**566.8K** Downloads    **223** Episodes

[Share](#)    [RSS](#)

Providing thought provoking information and resources for Ranchers that have a desire to be Responsible, Adaptive, and

**Ep 171: Fetal Programming – The Framework Powering Your Genetic Potential**  
Saturday Jun 15, 2024

Ron Scott (Purina) is my guest as we jump into a deep discussion on Fetal Programming. We'll explore a study done out of **NDSU** on heifer calves all the way from birth to a calving cow and the correlation between the nutrition, minerals, vitamins, their mommas received and their performance as 1st time mommas and their ability to re-breed. Fetal Programming is a subject that dove tails nicely into last week's episode and it's a factor we really need to understand in our effort as ranchers to raising cattle that are profitable for our operation... which means cattle that are maximizing their genetic potential and staying in the herd longer.

#workingranchmagazine #ranchlife #ranching #dayweather #weather #agweather #beef #cows #livestock #cattle #InheriteSelect #K-line #cowpunchercoffee #gelbvieh #purina #windandrain #rebreed #secondcalf #fetalprogramming #cowlongevity #nutrition #minerals

“Working Ranch Podcast On Fetal Programming”  
Wyatt Bechtel, Purina Animal Nutrition and broadhead.



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# **Blogs**

# Blogs

3<sup>rd</sup> place



**"Corn & Soybean HQ Blog"**  
Sarah Petersheim and staff from Corteva Agriscience & Bader Rutter  
Bader Rutter

# Blogs

2<sup>nd</sup> place

**Using Modern Farm Technology to Grow Food & Save Water**



**"Water Grows Blog" Faith Smith with Texas Corn and Texas NRCS**

# Blogs

1<sup>st</sup> place

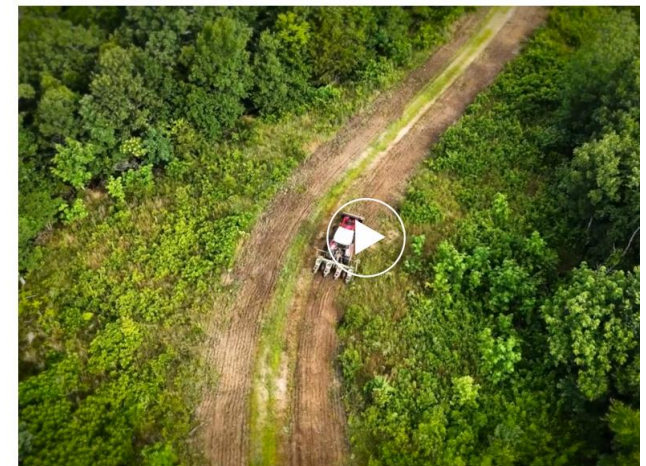
Let's Call It 'Family of the Year'



Making Hay in the Music City



Creating a Hunting Opportunity



"Massey Ferguson Customer Stories" Jamie Cole, Red Barn Media Group

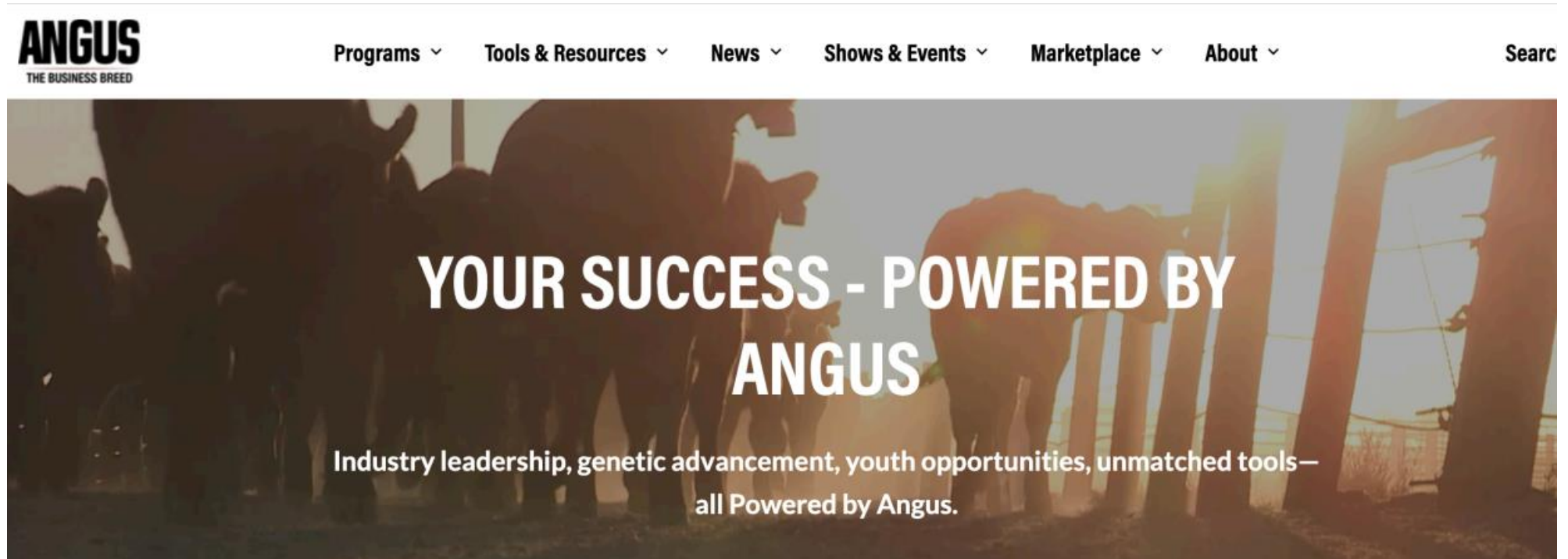


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# Websites

# Websites

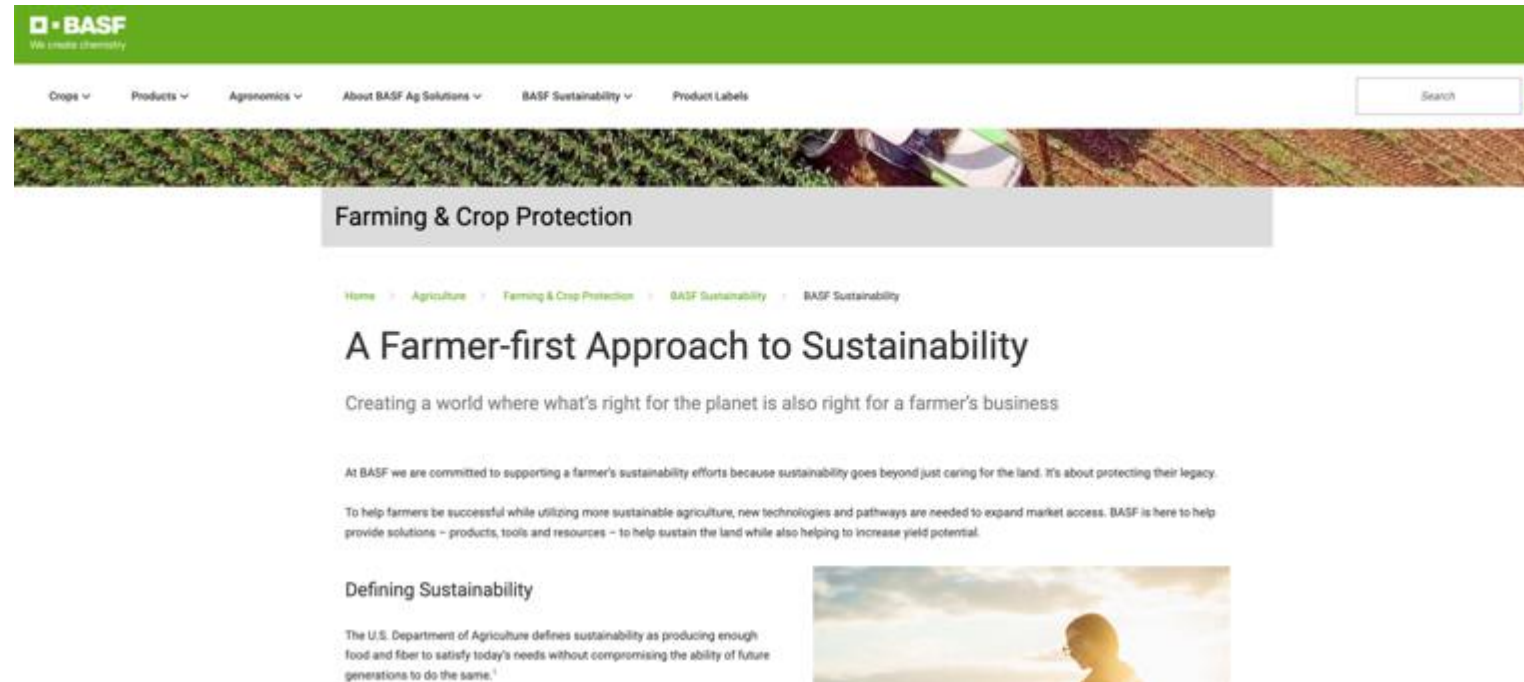
3<sup>rd</sup> place



"2024 Angus.org Redesign" Holly Martin, American Angus Association

# Websites

2<sup>nd</sup> place



**“BASF: A Farmer-first Approach to Sustainability”**  
Kenna Rathai  
BASF and Kenna B. Rathai Communications

# Websites

1<sup>st</sup> place

**Nutrien**

[About](#) [Investors](#) [Careers](#) [Sustainability](#) [News](#) [More](#) ...



“Nutrien.com” Leigh Ann Cleaver, Evans Hunt a Mod Op Company

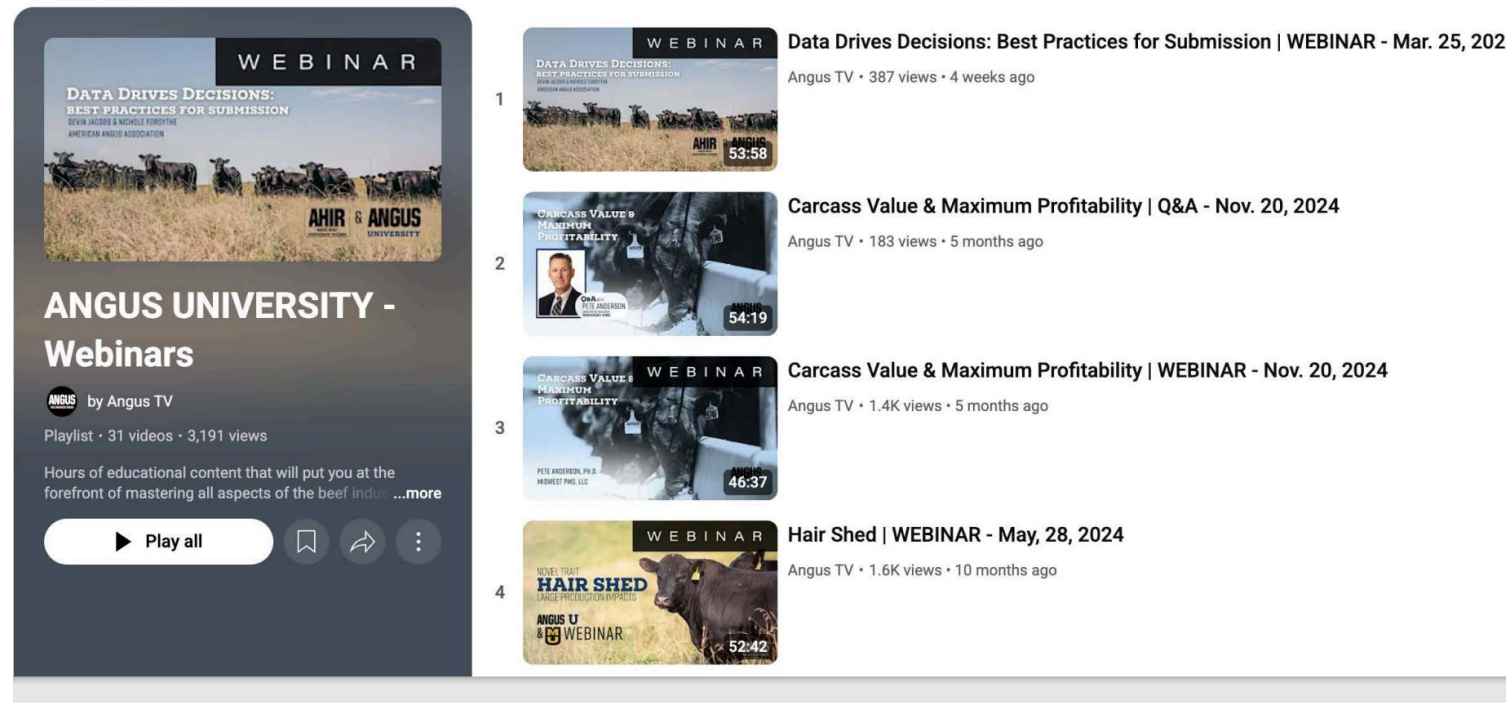


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# Webinars

# Webinars

3<sup>rd</sup> place



The image shows a screenshot of a YouTube playlist titled "ANGUS UNIVERSITY - Webinars". The playlist is by "Angus TV" and contains 31 videos with a total of 3,191 views. The description states: "Hours of educational content that will put you at the forefront of mastering all aspects of the beef industry...more". Below the description are buttons for "Play all", "Bookmark", "Share", and "More options".

The playlist contains the following four videos:

- 1** **Data Drives Decisions: Best Practices for Submission | WEBINAR - Mar. 25, 2025**  
Angus TV • 387 views • 4 weeks ago  
Video thumbnail: A herd of cattle in a field. Duration: 53:58.
- 2** **Carcass Value & Maximum Profitability | Q&A - Nov. 20, 2024**  
Angus TV • 183 views • 5 months ago  
Video thumbnail: A man in a suit speaking. Duration: 54:19.
- 3** **Carcass Value & Maximum Profitability | WEBINAR - Nov. 20, 2024**  
Angus TV • 1.4K views • 5 months ago  
Video thumbnail: A man in a suit speaking. Duration: 46:37.
- 4** **Hair Shed | WEBINAR - May, 28, 2024**  
Angus TV • 1.6K views • 10 months ago  
Video thumbnail: A close-up of a cow's head. Duration: 52:42.

“Angus University Webinars” Jessica Hartman, American Angus Association

# Webinars

2<sup>nd</sup> place

HOARD'S DAIRYMAN

NEWS ▾ BUZZ E-SOURCES ▾ IN HOARD'S ▾ BLOGS ▾ YOUTH ▾ BOOKSTORE ▾ WEB

## Feeding and managing cows in a robotic milking system

BY JIM SALFER, UNIVERSITY OF MINNESOTA

### Feeding and managing cows in a robotic milking system

Presented by: Jim Salfer, an extension educator with the University of Minnesota

Sponsored by [AMS Galaxy](#).

"Feeding and managing cows in a robotic milking system"  
Amber Friedrichsen, Hoard's Dairyman, W. D. Hoard & Sons

# Webinars

1<sup>st</sup> place

HOARD'S DAIRYMAN

NEWS ▾ BUZZ E-SOURCES ▾ IN HOARD'S ▾ BLOGS ▾ YOUTH ▾ BOOKSTORE ▾ WE

## New developments in calf nutrition: Challenging the dogma.

BY MICHAEL STEELE, UNIVERSITY OF GUELPH

“New developments in calf nutrition: Challenging the dogma”  
Amber Friedrichsen, Hoard's Dairyman, W. D. Hoard & Sons



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# **Social Media**

# Social Media

3<sup>rd</sup> place



"Munch Madness" Robby Edwards, Bumpers College, University of Arkansas

# Social Media

SORGHUM FOOD INFLUENCER CAMPAIGN

2<sup>nd</sup> place



“Sorghum Food Influencer Campaign” Clint White, Sorghum Checkoff

# Social Media

1<sup>st</sup> place



**FENDT**

**Fendt** ✓

468K likes • 473K followers

“Fendt Social Media” Jamie Cole, Red Barn Media Group