ACN
Agricultural
Communicators
Network

MarComm Contest Winners

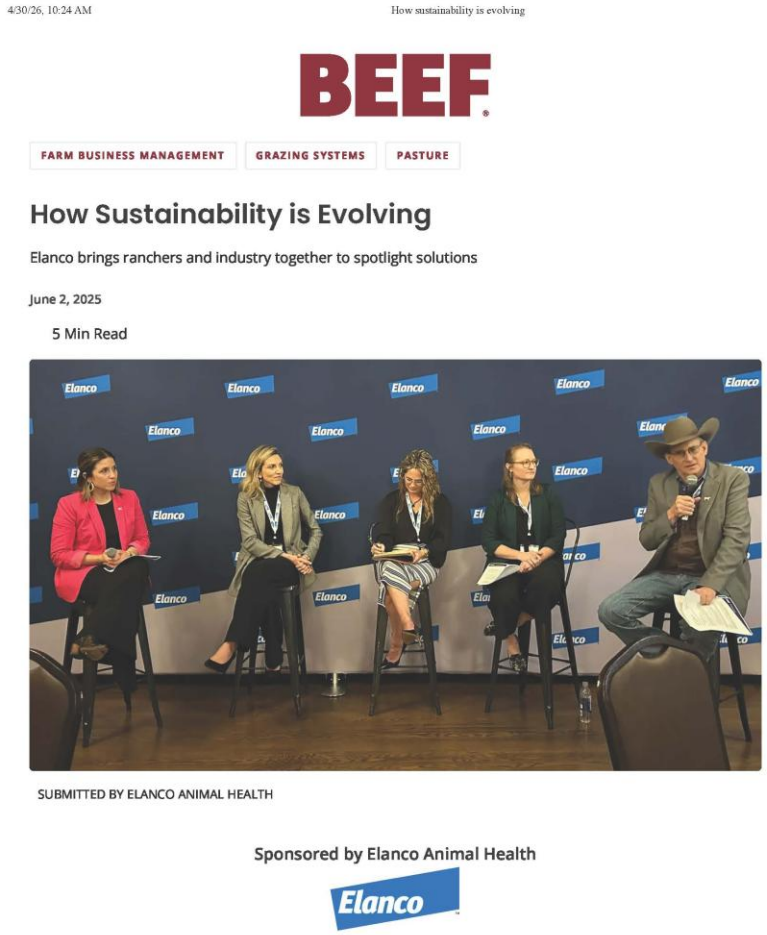
ACN
Agricultural
Communicators
Network

Advertorial: One-Page

Advertorial One-Page

2nd place

"How Sustainability Is Evolving"
BarkleyOKRP & Elanco Animal Health



4/30/26, 10:24 AM How sustainability is evolving

BEEF

FARM BUSINESS MANAGEMENT | GRAZING SYSTEMS | PASTURE

How Sustainability is Evolving

Elanco brings ranchers and industry together to spotlight solutions

June 2, 2025

5 Min Read

SUBMITTED BY ELANCO ANIMAL HEALTH

Sponsored by Elanco Animal Health

Elanco

ACN Agricultural Communicators Network

Advertorial One-Page

1st place

"Parasite Testing: Why It Matters"
BarkleyOKRP & Elanco Animal Health

DROVERS



Elanco US Inc. (Elanco US Inc.)

ACN Agricultural Communicators Network

ACN
Agricultural Communicators Network

Advertorial: Multi-Page, Series or Special Section

Advertorial: Multi-Page

3rd place

"Croplan Seed"
Brent Warren,
Gregg Hillyer,
Kurt Lawton

ADVERTORIAL

CROPLAN SEED HELPS GROW ROI ON YOUR ACRE

CROPLAN



ANSWER PLOT RESEARCH TEAMED WITH LOCALIZED TOP GENETICS HELPS BOOST FARMERS' RETURN ON INVESTMENT AND PROFITS.

Reflecting on a season of tight margins across the Corn Belt, farmers are seeking answers to make every dollar count in 2026.

For Randy Mette, CROPLAN Regional Seed Product Manager in Effingham, Illinois, the answer comes down to precision input knowledge from an astute advisor.

"In today's challenging commodity market, it's critical to invest in the right places," Mette says. "Every hybrid and variety choice, every input, every acre has to be managed for the best return on investment (ROI)."

Across the Corn Belt, CROPLAN advisors continue to help growers do just that—turning a mountain of field and plot data into actionable, local insights that drive profitability. "Local CROPLAN seed experts work with individual farmers to know their fields and agronomic goals to optimize a seed and input strategy," Mette says.



Taking a blanket approach—using the same seed, population, fertility and fungicides across fields and farms—is no longer the best recipe for spreading risk and optimizing every acre.

"We're definitely seeing farmers spread as much risk as they possibly can, maybe through hybrid selection with different traits and germplasm offerings," Mette says. "That's where working with a CROPLAN advisor can help match germplasm and traits from across the industry to the correct acres with the right inputs and in-season adjustments to drive ROI success."

CROPLAN SEED ADVANTAGE

It all starts with the solid, tested traits and germplasm that earn their way into a CROPLAN seed bag. "We work with leading genetic and trait suppliers," Mette says. "Our job is to select the right experimental combinations that bring agronomic strength and high yield potential that fit specific areas."

Mette and six other CROPLAN seed product managers from across the U.S. spend the summer and fall walking experimental corn and soybean plots with genetic suppliers. Winter months are spent deciding which of these hybrids and varieties to test in Answer Plot locations.

"We test these experimentals for one to two years across our Answer Plot system, looking to bring certain agronomic benefits, certain traits that we need in specific geographies," Mette says. "Those hybrids and varieties that survive our strict criteria will advance into a CROPLAN seed bag."

ANSWER PLOT VALUE

While yield remains king for seed selection, more growers want to know the backstory on hybrid and variety responses to their local environment and input use to improve ROI.

Replicated, independent genetics and agronomic input testing by CROPLAN and WinField United in over 90 Answer Plot locations annually has delivered valuable, localized product backstories for more than 20 years.

"For example, Answer Plot research examines experimental and current CROPLAN corn and soybean varieties for yield, disease, fertility and soil type," Mette says. "This helps us develop national and local recommendations since we understand how each hybrid responds to different soil types, fungicides, nitrogen levels, plant population and yield environments."

RESPONSE-TO INPUT ADVANTAGE

Spending money on the right inputs, like reducing Southern rust that invaded corn last year, depends on planning, quality data and a good in-season advisor and scout.

While it's important to know hybrid disease ratings, CROPLAN seed raises the bar by testing hybrids for Response-to fungicides (RTF). Over the past decade, they've seen a 13 bushel per acre fungicide advantage across hybrids, with individual responses ranging from 0.2 to 38 bushels.

Nitrogen is another critical input that can help growers maximize ROI potential by not leaving bushels on the table. "We use Response-to nitrogen (RTN) trials to judge hybrids that can increase yields if pushed," Mette says. "Over 14 years of hybrid trials, our RTN averages an additional 68.7 bushels per acre, with a range of 40- to 130-bushel increase."



Such RTN data not only helps hybrid and input buying decisions, it also provides insight into which hybrids would benefit most from added nitrogen when shortfalls occur.

Response-to population (RTP) is another critical metric that CROPLAN tests across hybrids for growers interested in pushing populations or evaluating replant scenarios. Mette says their research across hybrids has shown a range from a minus 1.2 bushels per acre to a 22.5 bushels per acre increase.

"When CROPLAN and WinField United Answer Plot research can identify such powerful insights by hybrid and by acre, growers have more confidence to work with advisors and put their dollars exactly where they'll see the optimal ROI potential," Mette says.

SHARED RISK, SHARED REWARD

One of CROPLAN's innovative tools to advance farmer ROI is the Advanced Acre Rx Program. It's designed to assist growers who might be hesitant to try a different practice.

"For example, our advisors might recommend adding a nitrogen stabilizer to a sidedress application or adding MasterLock adjuvant to a fungicide application," Mette says. "If such practices do not return a positive ROI, we help offset the cost. It's a way for farmers to try new practices without taking on all the risk."

To complement agronomic precision, CROPLAN and WinField United continue to offer their popular SECURE financing, helping farmers manage cash flow and reinvest in the right inputs.

Since 2016, the SECURE line of credit has offered low interest and flexible repayment terms that can extend beyond one crop season. Farmers can streamline all seed, crop protection and fertilizer purchases, free from ties to a single product manufacturer, while taking advantage of early-purchasing programs. And since your local retailer, not bankers, backs the program, it's designed to help farmers support their operational goals.



LOOKING AHEAD

Despite commodity market pressures, Mette remains confident about the road ahead. "Every year is a new opportunity to start with a clean slate. And we have the tools to help growers improve on their profit goals," he says.

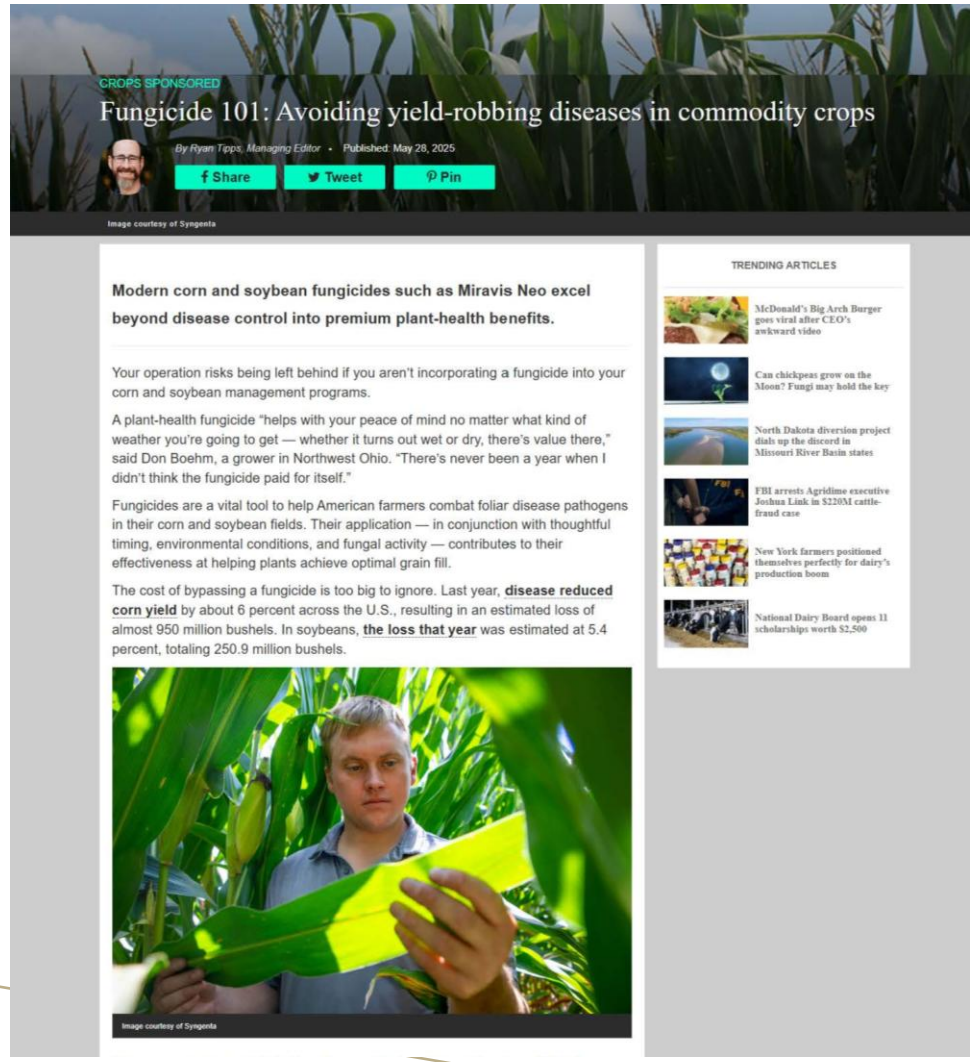
Seed selection is the most critical decision a grower makes. "Everything after that—population, fertility, fungicide—is about maximizing the potential of that seed. That's why CROPLAN and our retail advisors focus on the acre, not the average," Mette adds. ■

To learn more about seed and program details or find a CROPLAN retailer, visit **CROPLAN.com**

ACN Agricultural Communicators Network

Advertorial: Multi-Page

2nd place



"Miravis Neo Fungicides: Class is in Session"
Ryan Tipps, AGDAILY

ACN Agricultural Communicators Network

Advertorial: Multi-Page

1st place



"Crop Nutrition Week: Making Every Nutrient Dollar Count in 2026" Signal Theory and AgroLiquid

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Media Kits/ Media Events: *For Profit*

Media Kits/Media Events: For-Profit

3rd place

"Let's Talk Grazing and Raising"
Corteva, John Deere, Zoetis & Bader Rutter

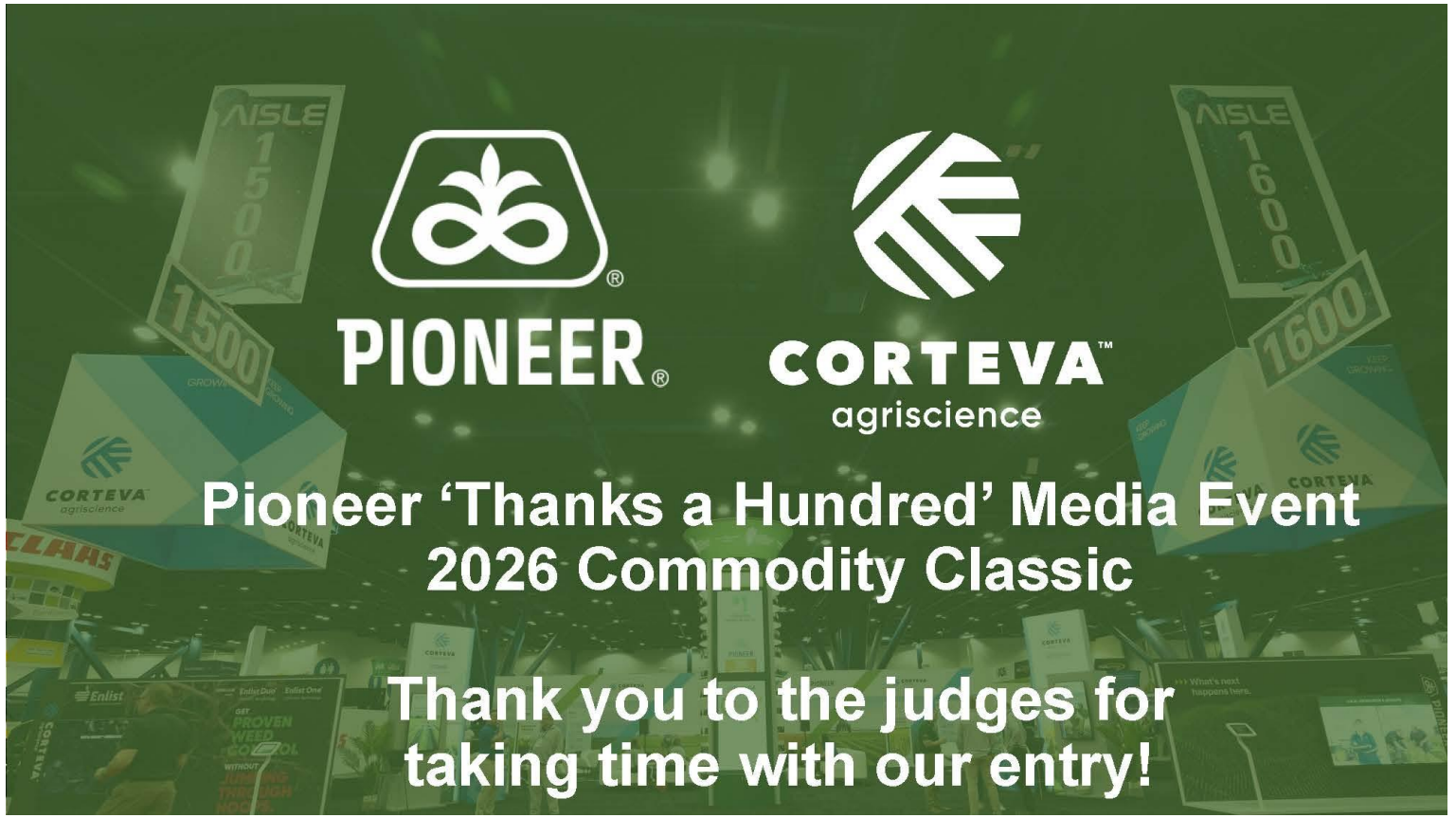


ACN Agricultural Communicators Network

Media Kits/Media Events: For-Profit

2nd place

"Pioneer "Thanks A Hundred" Media Kit"
Pioneer and Bader Rutter



Media Kits/Media Events: For-Profit

1st place

"Healthy Heifers Media Kit"
broadhead. + Boehringer Ingelheim Cattle Health



ACN
Agricultural
Communicators
Network

Media Kits/ Media Events: *Not For Profit*

Media Kits/ Media Events: Not-For-Profit

3rd place

"The Sorghum Puppy Patch"
Clint White
Sorghum Checkoff

2026 Commodity Classic
Sorghum Puppy Patch "Puppy Therapy" Activation

Vouchers handouts for poop bags:





Pull up banners:





ACN Agricultural Communicators Network

Media Kits/Media Events: Not-For-Profit

2nd place





"Elanco Beef 2026 CattleCon 'Genius Barn'" Elanco Animal Health & BarkleyOKRP

ACN Agricultural Communicators Network

Media Kits/Media Events: Not-For-Profit

1st place



The Powerful Peanuts exhibit reached an estimated 500,000 consumers during the 10-day Georgia National Fair in Perry, Georgia.

"Powerful Peanut Experience" Joy Crosby, Georgia Peanut Commission

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

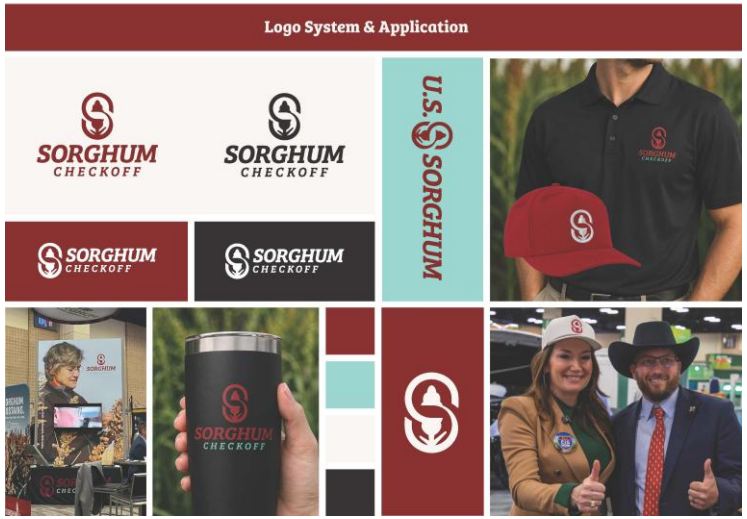
Collateral Piece

Collateral Piece

3rd place





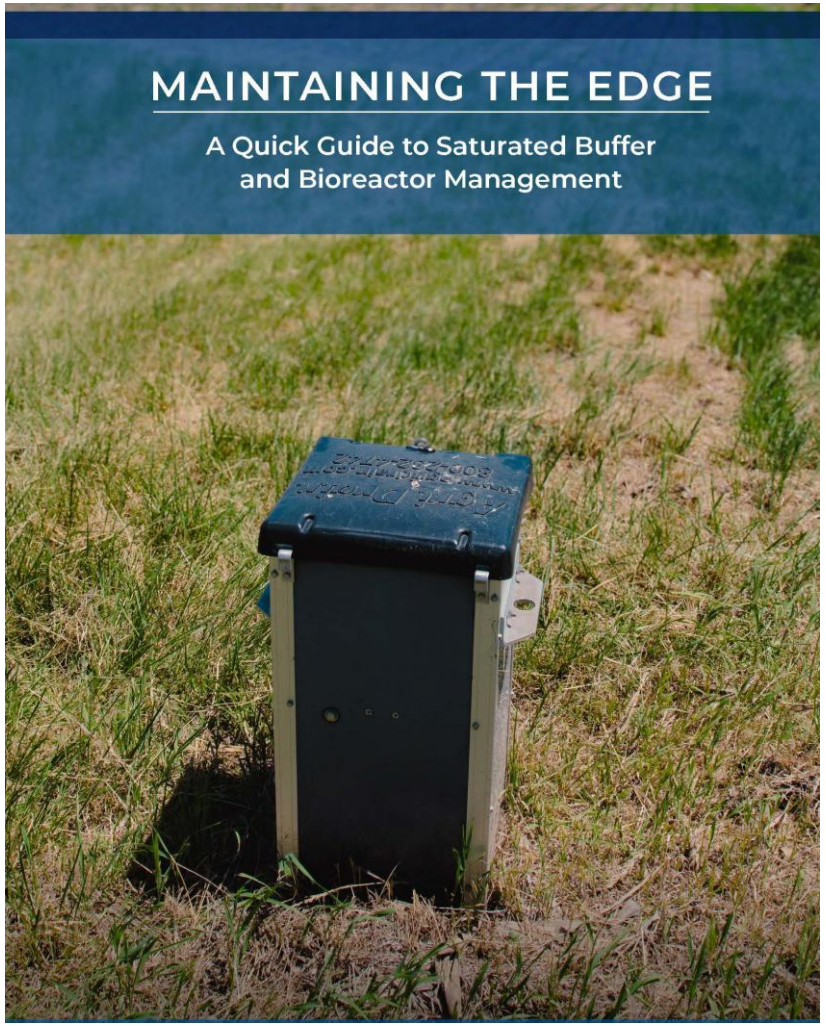


"Sorghum Checkoff Logo Refresh"
Clint White, Sorghum Checkoff

ACN Agricultural Communicators Network

Collateral Piece

2nd place



"Maintaining the Edge Quick Reference Guide"
Susan Langman
Iowa Soybean Association

ACN
Agricultural
Communicators
Network

Collateral Piece

1st place

"The Sorghum Puppy Patch"
Clint White
Sorghum Checkoff

2026 Commodity Classic
Sorghum Puppy Patch "Puppy Therapy" Activation

Vouchers handouts for poop bags:





Pull up banners:





ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Feature Article

Feature Article

3rd Place

"Removing Barriers: rural school food club"
Mitch Galloway
Michigan Farm Bureau



Michigan Farm News | Crops | Livestock | Politics | Technology | From The Field

An official publication of Michigan Farm Bureau

Removing barriers: How a rural school uses a food club to combat food insecurity, teach life skills

Mitch Galloway, Farm News Media; Video by Drew Williams, Farm News Media

May 9, 2025

ACN Agricultural Communicators Network

Feature Article

2nd place

Purple Wave Auctioning Restored 1968 John Deere 4020 Tractor For Local FFA Chapter Alva, Okla.

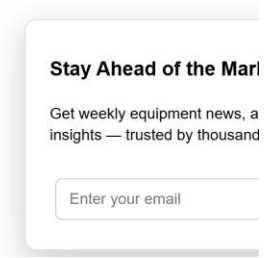
Purple Wave Auction is auctioning a restored 1968 John Deere 4020 tractor, with 100% of the buyer's premium going to the Alva FFA Chapter in Okla. Students put in 2500 hours to restore the unusable tractor, learning hands-on skills along the way. Bidding ends on April 15, 2026 on purplewave.com.

MARCH 30, 2026 - MIDWEST EDITION
PURPLE WAVE AUCTION



Read more about...

auction | John Deere | Oklahoma | Purple Wave, Inc. | restoration



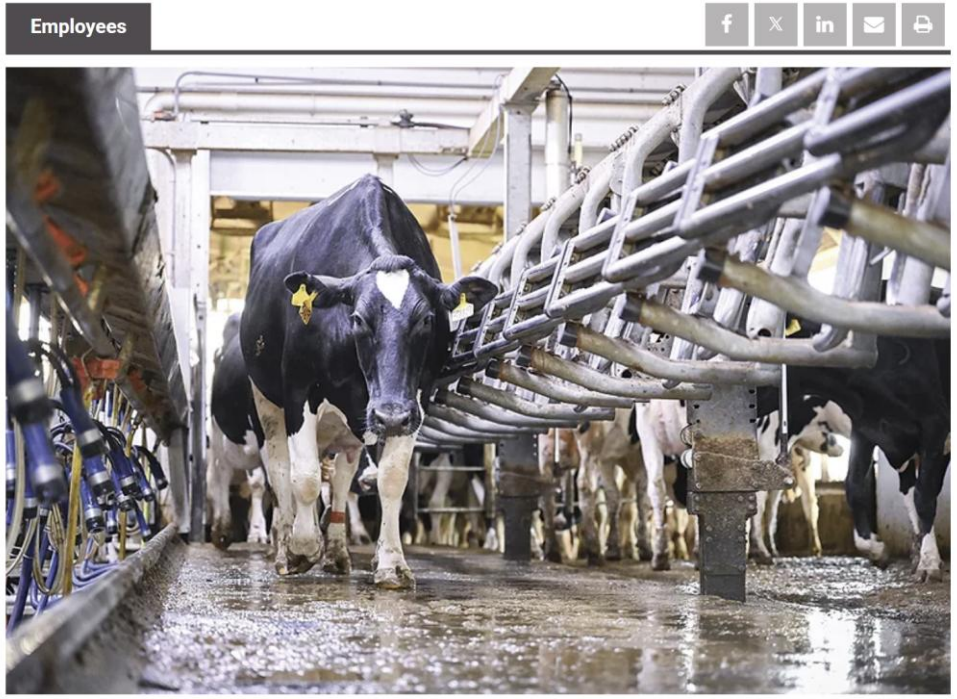
"FFA Article" Bridget Hess, Purple Wave Auction

ACN Agricultural Communicators Network

Feature Article

1st place

Milking Parlor Optimization broadhead. + VAS



A great parlor is defined by flow – not just milk, but people and cows moving together in harmony, like a dance. *Image courtesy of VAS.*

Milk in motion: Mastering the tempo of parlor performance

Craig Walter and David Reid July 14, 2025

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

News Article

News Article

3rd place

“Michigan maple syrup industry”
Mitch Galloway
Michigan Farm Bureau

Michigan Farm News | Crops | Livestock | Politics | Technology | From The Field

An official publication of Michigan Farm Bureau

Michigan maple syrup industry mangled by March storm: ‘We do need assistance’

Mitch Galloway, Farm News Media; Video by Ian Kast, Farm News Media

April 17, 2025



ACN Agricultural Communicators Network

News Article

2nd place



It Pays to Be Proactive: What You Can Do Now to Protect Against New World Screwworm Threat

"It Pays to Be Proactive: What You Can Do Now to Protect Against New World Screwworm Threat"
Lori Maude, Michaela Walsh, Cassidy Cage & Jessica Jennings, Bader Rutter

ACN Agricultural Communicators Network

News Article

1st place

"Revenue—More Than Milk for the Dairy"
Elanco Animal Health & BarkleyOKRP

Revenue—More Than Milk for the Modern Dairy



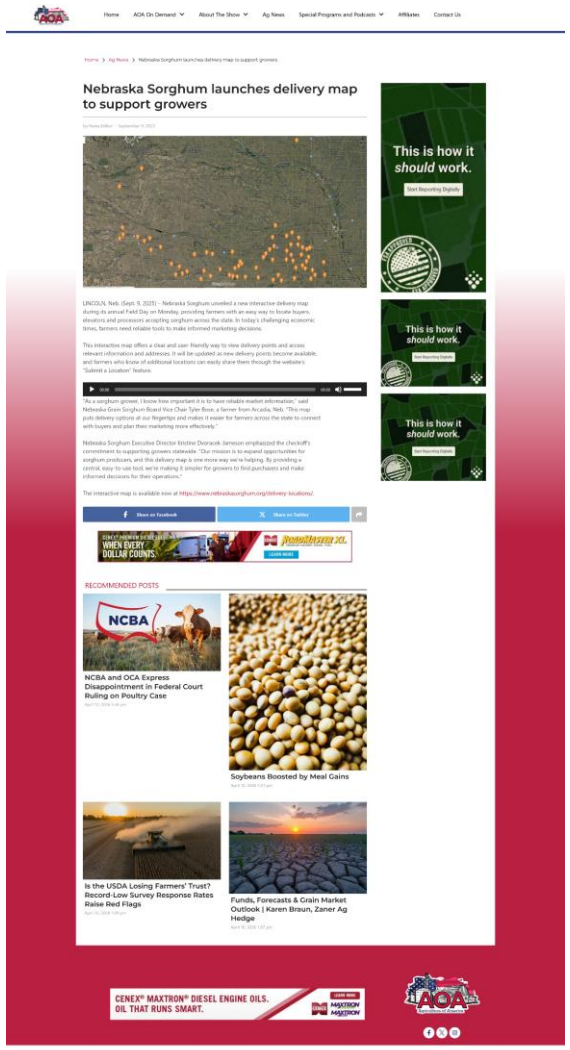
ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Print News Release

Print News Release

3rd place



"Nebraska Sorghum launches delivery map"
Jesse Harding Campbell, Marsh Wren Creative

ACN Agricultural Communicators Network

Print News Release

2nd place

"Firestone Ag Field Clinic News Article" broadhead. + Firestone Ag



Click to download high-resolution images

Small tool, big gains: What a tire gauge can tell you about farm efficiency

Insights from the Firestone Ag Farm Fuel Savings Clinic

Print News Release

1st place

APR
15

EarthOptics Publishes 2025 Predictive Ag Report, Helping Farmers Quantify Yield Risks and Optimize Planning

"EarthOptics 2025 Predictive Ag Report"
Mod Op & EarthOptics

EARTHOPTICS

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Audio News Release

Audio News Release

2nd place

Strauss: It's the "Tool You Wear"

Audio from STRAUSS

Audio with STRAUSS Brand Activation Manager Nadji Barletta

Suggested lead: Farmers and ranchers may be hearing about a line of rugged but comfortable workwear for the first time this harvest season. Nadja (nadia) Barletta, Brand Activation Manager for Strauss, tells us what sets the brand apart…tape

"Strauss: It's the 'Tool You Wear'" Mod Op & Strauss

ACN Agricultural Communicators Network

Audio News Release

1st place

NAFB NEWS SERVICE
Usage Report

PHOSPHOLUTIONS

March 19, 2026
SAVE ON INPUT COSTS BY REPLACING MAP AND DAP FERTILIZER
Audio provided as a service to farm broadcasters by Phospholutions
Audio with Byron Bredael (bray-DELL), head of product with Phospholutions

Suggested Lead: RhizoSorb is a new granular phosphate on the market that is a direct replacement for MAP or DAP fertilizers. Byron Bredael (bray-DELL), the head of product for Phospholutions, said it's a more efficient source of phosphate...tape

"Save on Input Costs by Replacing MAP and DAP Fertilizer" Mod Op & Phospholutions

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Technical Writing

Technical Writing

3rd place



"Early defense paramount in IBD protection" Zoetis Global Poultry

ACN
Agricultural
Communicators
Network

Technical Writing

2nd place



"Unlimited Opportunities:
2026 Market Snapshot"
U.S. Soybean Export Council

ACN
Agricultural
Communicators
Network

Technical Writing

1st place

Decades of data and decisions

For more than 30 years, MFA's precision program has focused on smarter farming

Story by Allison Jenkins

Long before Mark Siebert began using precision agriculture on his row-crop operation in Scott County, Mo., he was already farming by its principles. He knew which parts of his fields consistently yielded the best, which spots struggled every year and which areas always seemed to create problems.

What he didn't have was a way to capture that knowledge—acre by acre—in a form that could reliably guide management decisions. So, when MFA Agri Services in Chaffee became one of the first retailers to offer grid soil sampling and variable-rate fertilizer applications in the mid-1990s, Siebert didn't hesitate to try it.

At the time, quoted in the June/July 1996 issue of Today's Farmer, he said the reason was simple: "This way, we can spend our money where it does the most good."



These Northeast Missouri farmers are among the many who have worked with MFA Precision Agronomy Specialist Ken Harvey, standing, throughout his 45-year MFA career. All of these growers were among the early adopters of precision technology, encouraged and supported by Harvey and other MFA team members in the region. From left are Cole and David McCutchan, Harvey, Jay Cameron, and Ralph and Mark Plenge.

"Decades of data and decisions"
Allison Jenkins, MFA Incorporated

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Speech/White Paper

Speech/White Paper

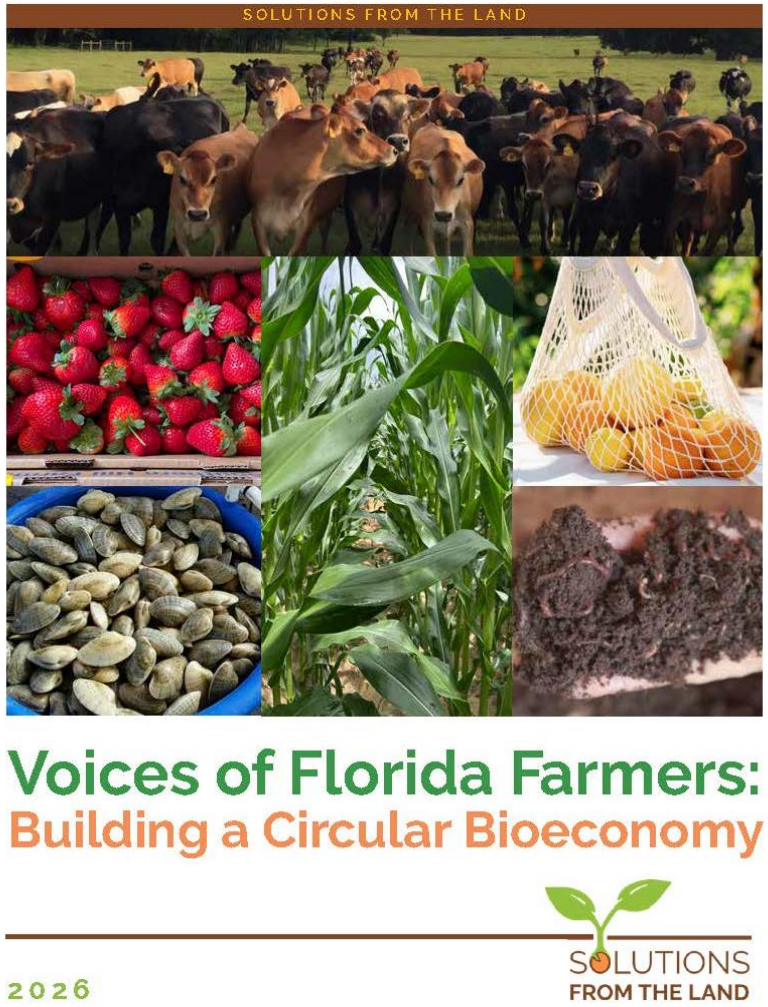
2nd place

2026 Nebraska Sorghum Symposium Script
March 12, 2026
Raising Nebraska, Grand Island, Nebraska
[All times listed are in Central.]

"Nebraska Sorghum Symposium – Update / Close"
Jesse Harding Campbell, Marsh Wren Creative

Speech/White Paper

1st place



"Voices of Florida Farmers:
Building a Circular Bioeconomy"
Courtney Leeper Girgis

ACN
Agricultural
Communicators
Network

ACN
Agricultural Communicators Network

Writing for Special Projects

Writing for Special Projects

3rd place

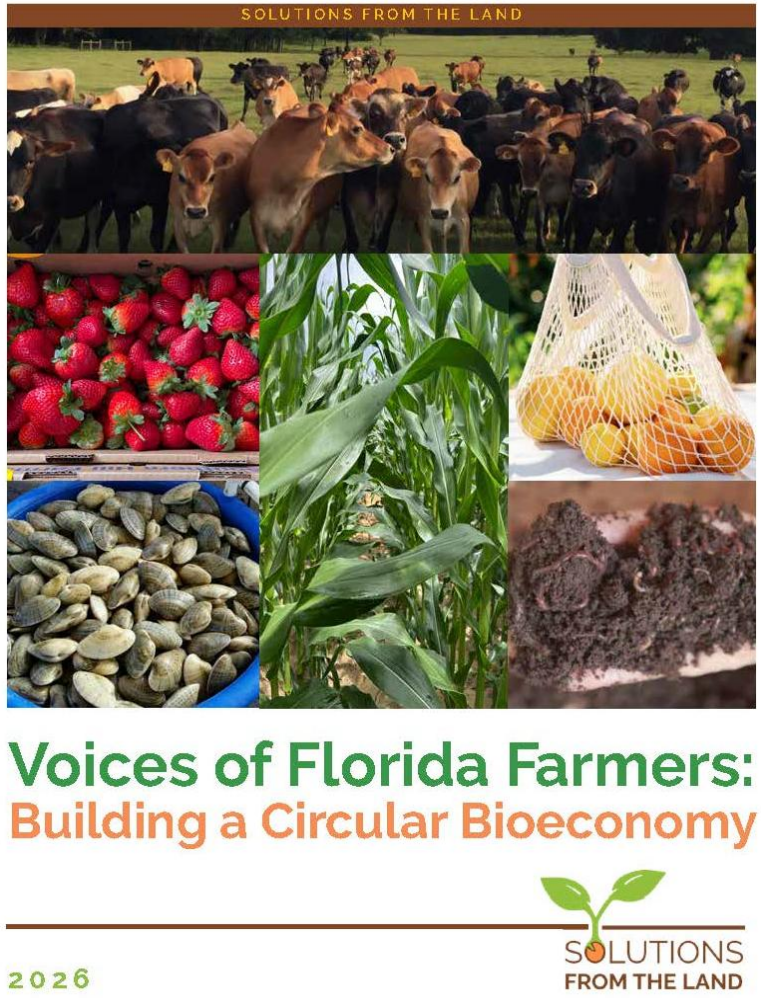


"2025 Angus Foundation Impact Report"
Molly Biggs,
American Angus Association

ACN
Agricultural Communicators Network

Writing for Special Projects

2nd place



"Voices of Florida Farmers"
Courtney Leeper Girgis
for Solutions from the Land

ACN
Agricultural
Communicators
Network

Writing for Special Projects

1st place



"Strengthening Connections: USSEC 2025 Annual Report"
Erin Worrell, U.S. Soybean Export Council

ACN Agricultural Communicators Network



ACN
Agricultural
Communicators
Network

Publication: Print or Electronic For Profit

Publication: Print or Electronic For Profit

3rd place

"The Better Bean"
Successful Farming
Custom Solutions

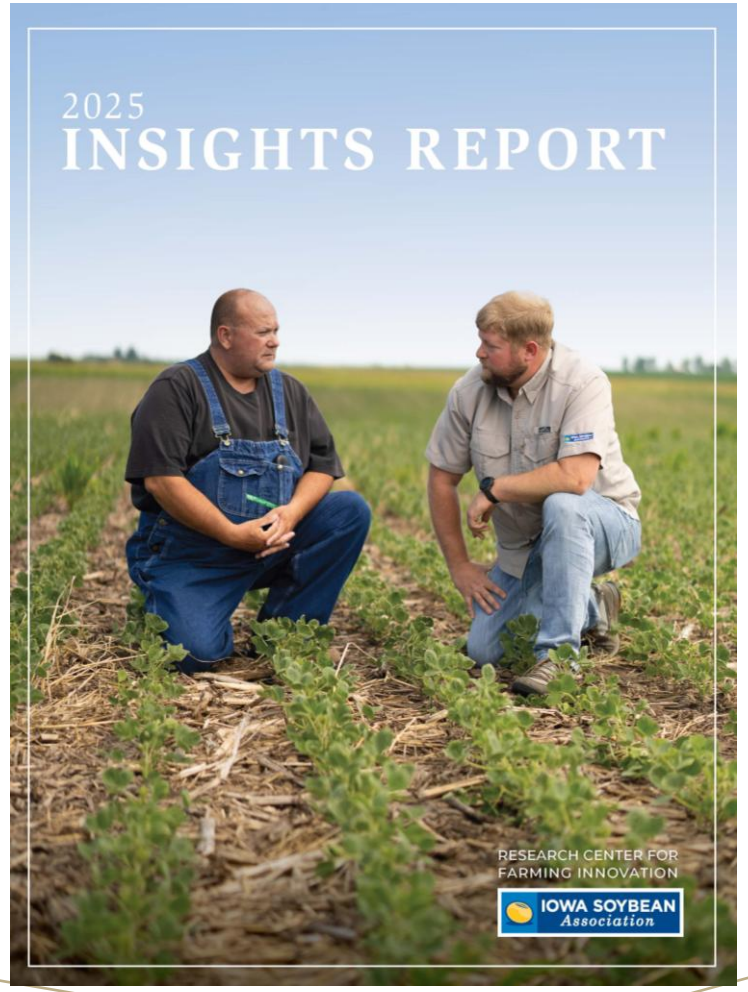


ACN Agricultural Communicators Network

Publication: Print or Electronic For Profit

2nd place

"2025 Research Insights Report"
Susan Langman, Bethany Baratta, Kriss Nelson
Iowa Soybean Association



ACN
Agricultural
Communicators
Network

Publication: Print or Electronic For Profit

1st place



"Dairy Illustrated 2026 Edition"
GEA Farm Technologies

ACN Agricultural Communicators Network



ACN
Agricultural
Communicators
Network

Publication: Print or Electronic Not-for-Profit

Publication: Print or Electronic Not-for-Profit

2nd place



"CEG December Newsletter"
Mod Op & Cardiac Education Group

ACN Agricultural Communicators Network

Publication: Print or Electronic Not-for-Profit

1st place



"FFA New Horizons, Fall/Winter 2025 & Spring/Summer 2026"
Justin Davey
Successful Farming Custom Solutions

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Marketing Video

Marketing Video

3rd place

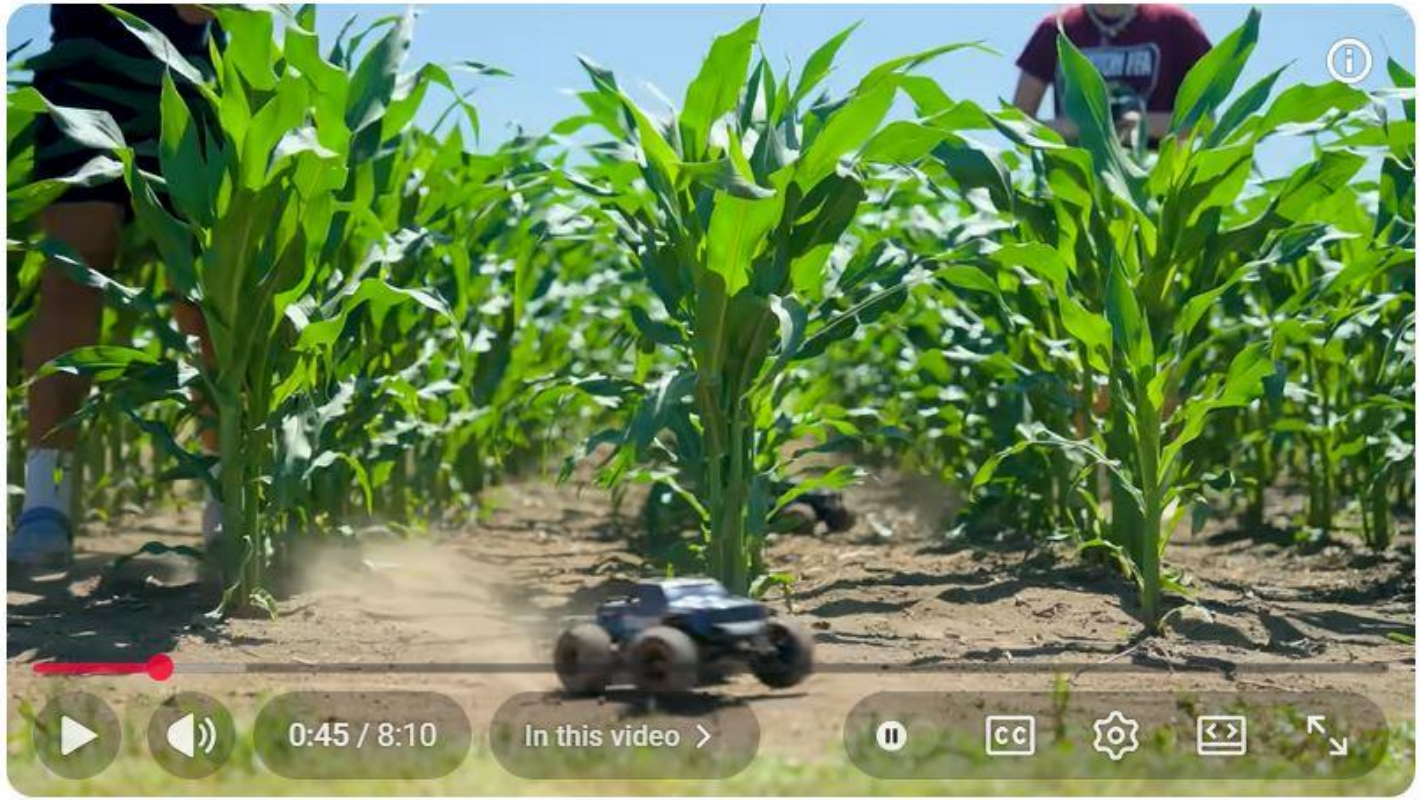


"About U.S. Soybean Export Council Video"
Erin Worrell, U.S. Soybean Export Council

ACN
Agricultural Communicators Network

Marketing Video

2nd place



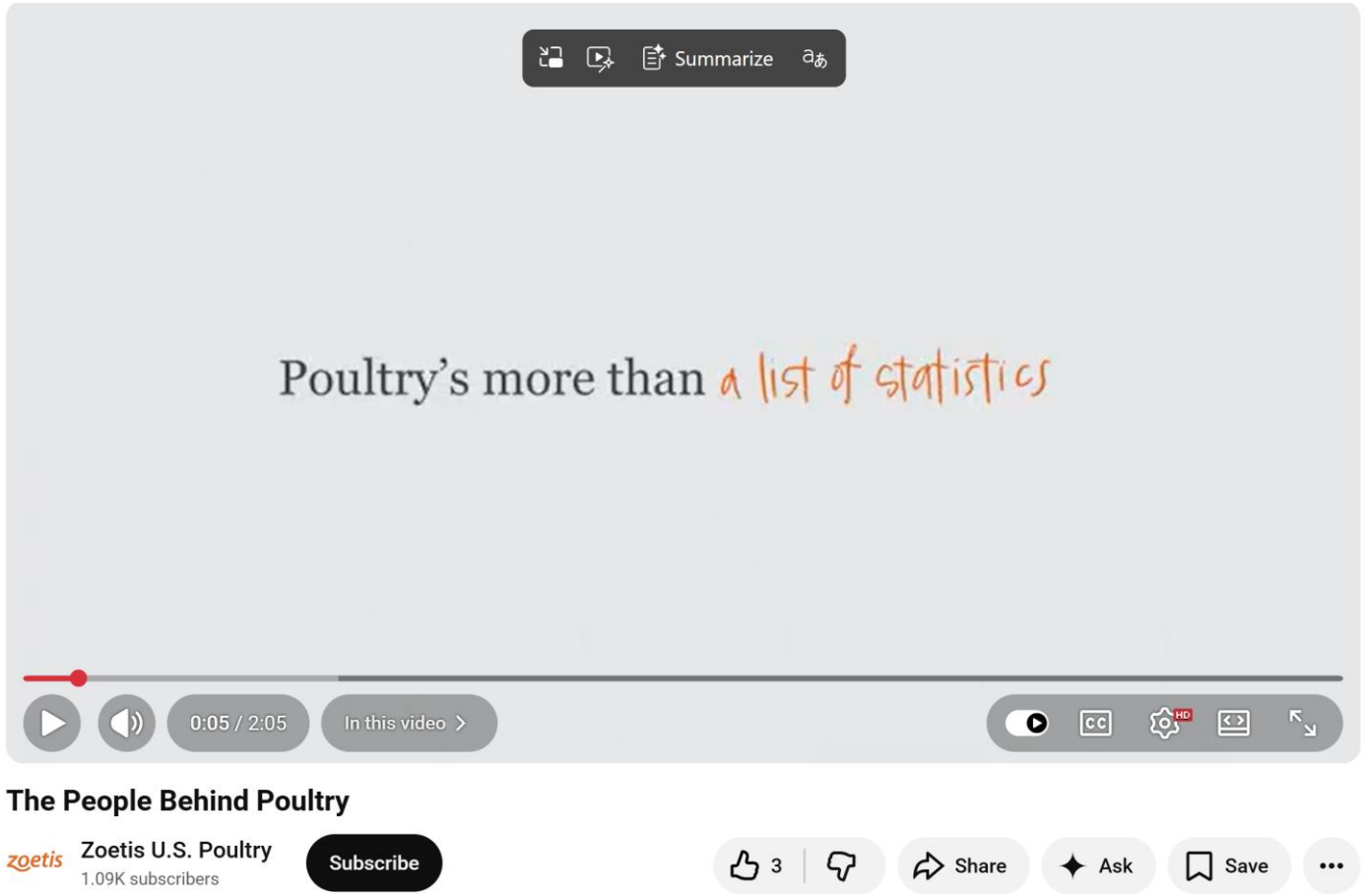
RC Car Racing Down the Corn Rows: See Storen's Clear Results

"RC Car Racing Down the Corn Rows"
AGDAILY with G&S Business Communications

ACN Agricultural Communicators Network

Marketing Video

1st place



"People Behind Poultry Introduction Video"
Zoetis U.S. Poultry / Bader Rutter

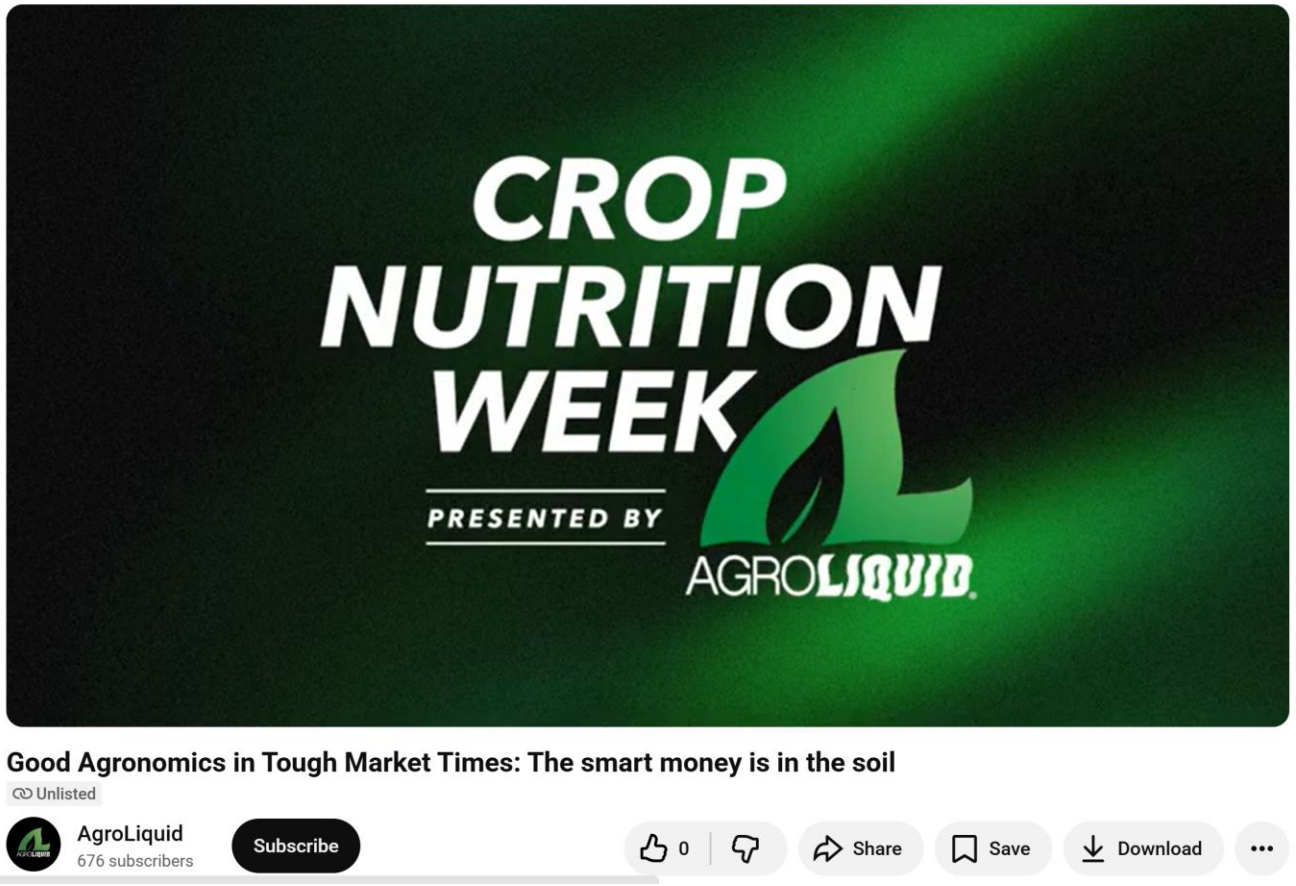
ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Video Production

Video Production

3rd place

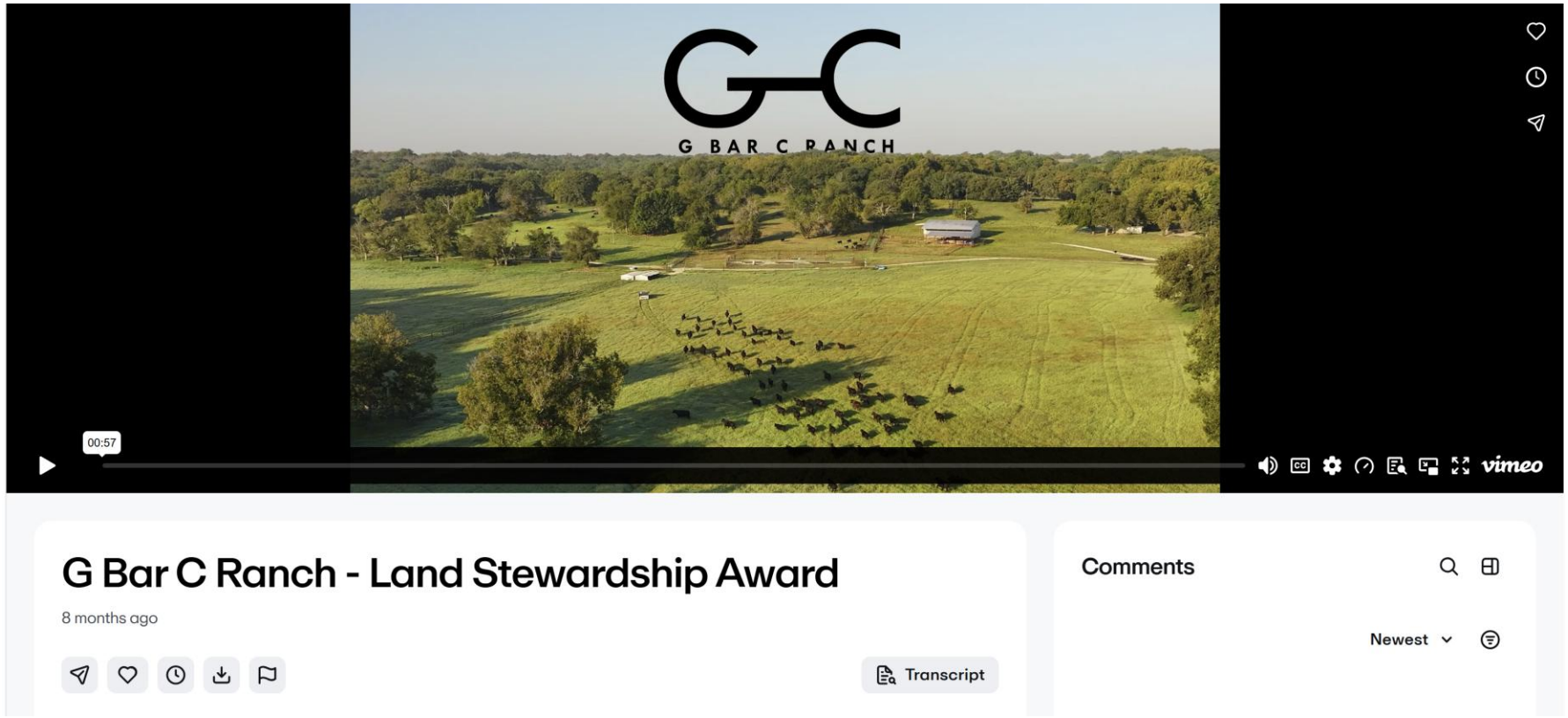


"AgroLiquid Crop Nutrition Week 2026" Signal Theory and AgroLiquid

ACN Agricultural Communicators Network

Video Production

2nd place



"Noble Land Stewardship Award" Spencer Scanlan, Noble Research Institute

ACN Agricultural Communicators Network

Video Production

1st place



"Strengthening Family and Community with Regenerative Ranching"
Spencer Scanlan, Noble Research Institute

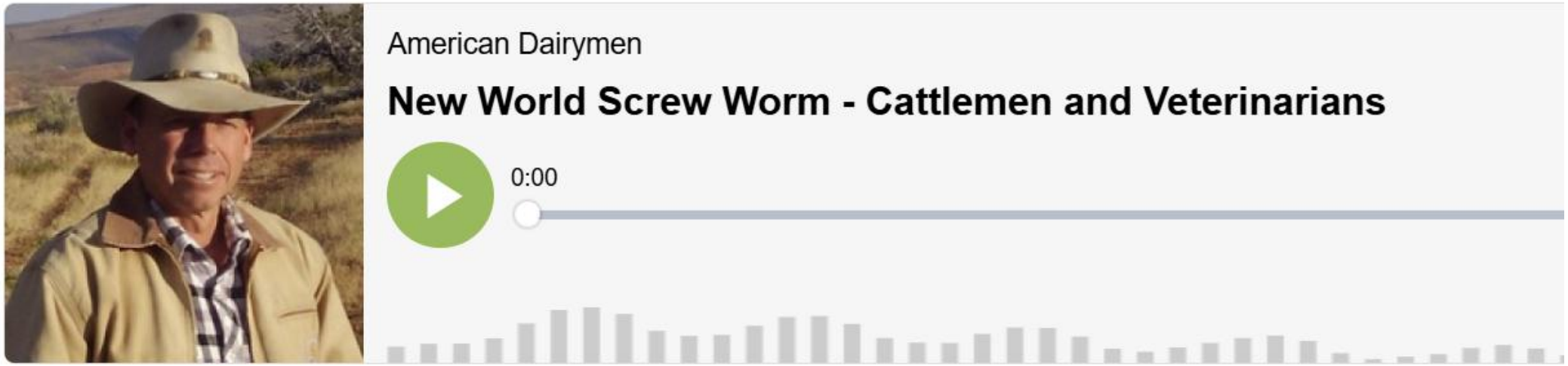
ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Podcasts

Podcasts

3rd place



"New World Screwworm" BarkleyOKRP & Elanco Animal Health

ACN Agricultural Communicators Network

Podcasts

2nd place

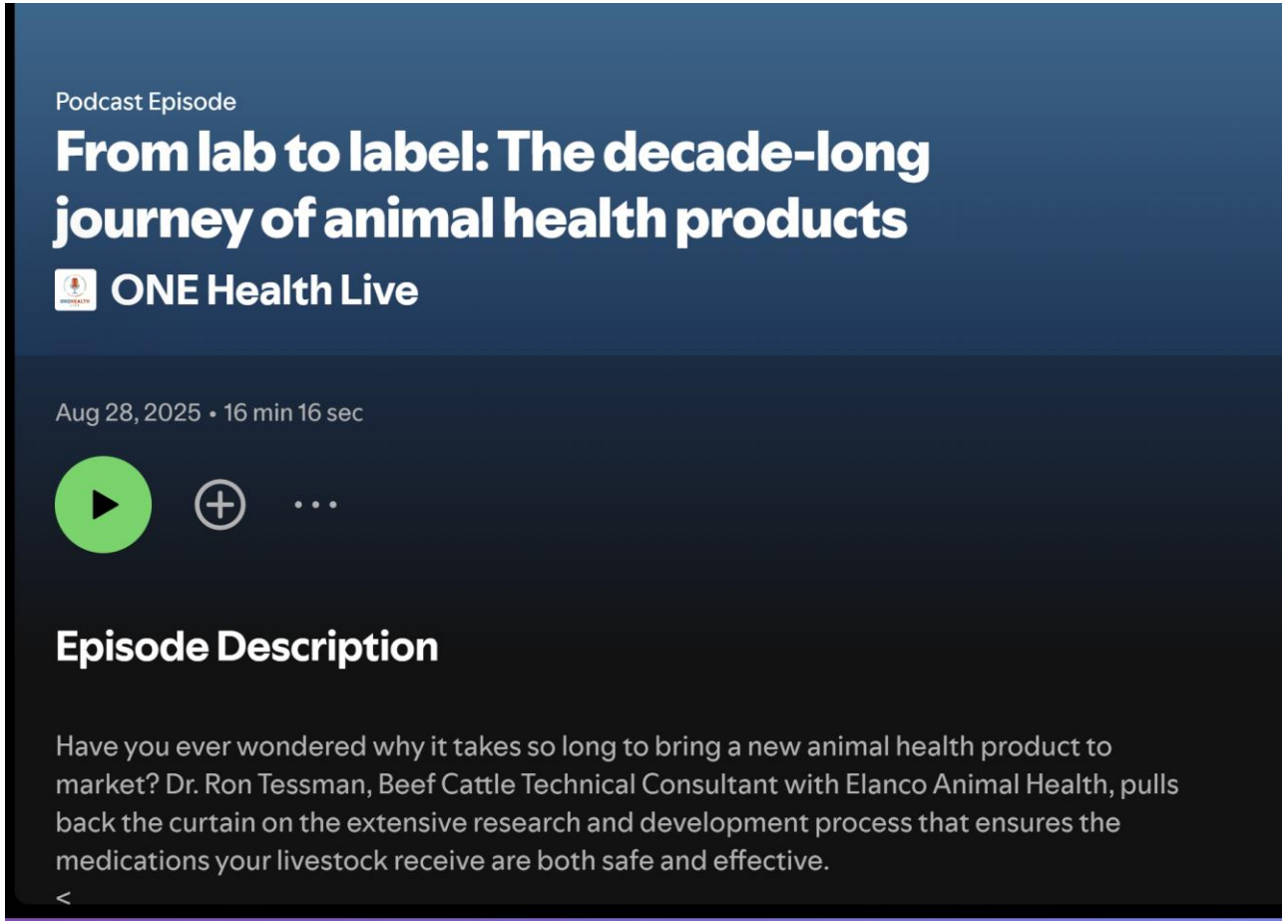


"LaneCast: Rebuilding the Cowherd" Bader Rutter and Zoetis Precision Animal Health

ACN Agricultural Communicators Network

Podcasts

1st place



"The Importance of R&D" BarkleyOKRP & Elanco Animal Health

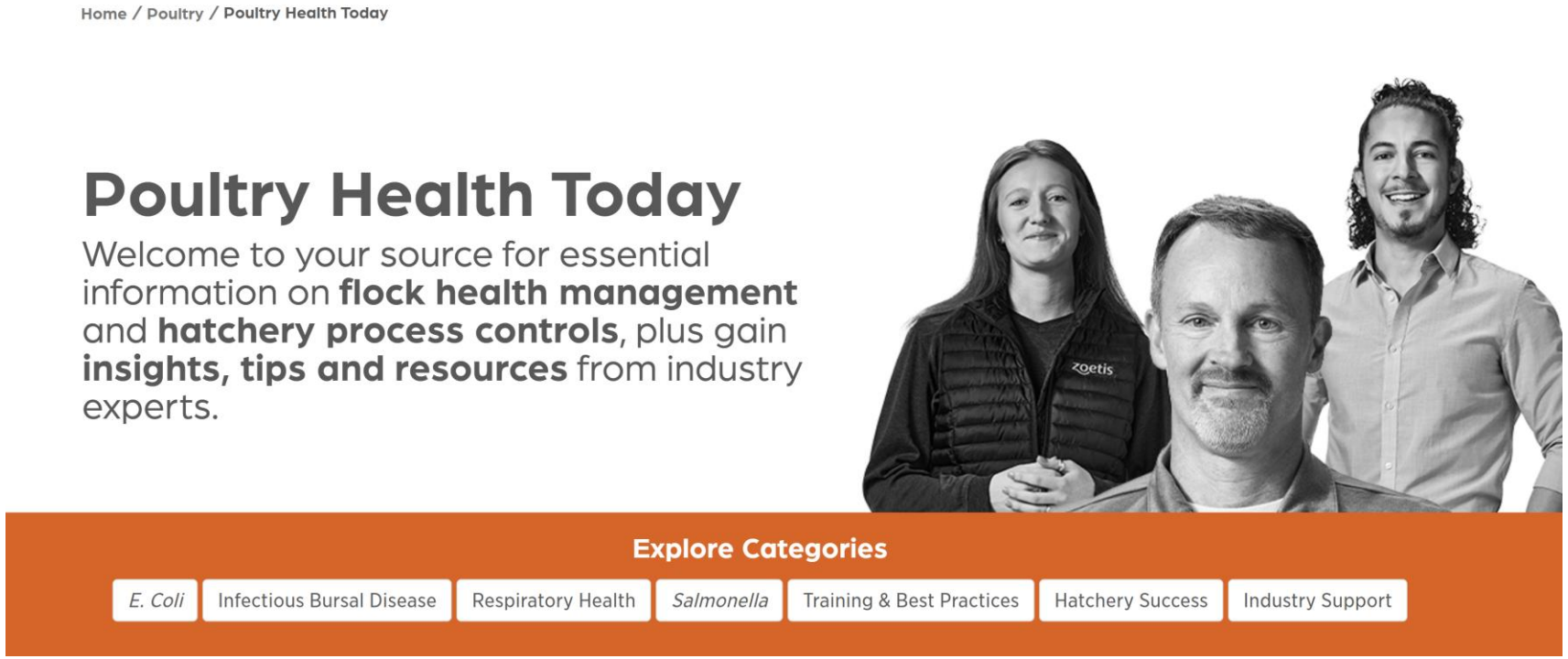
ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Websites

Websites

3rd place

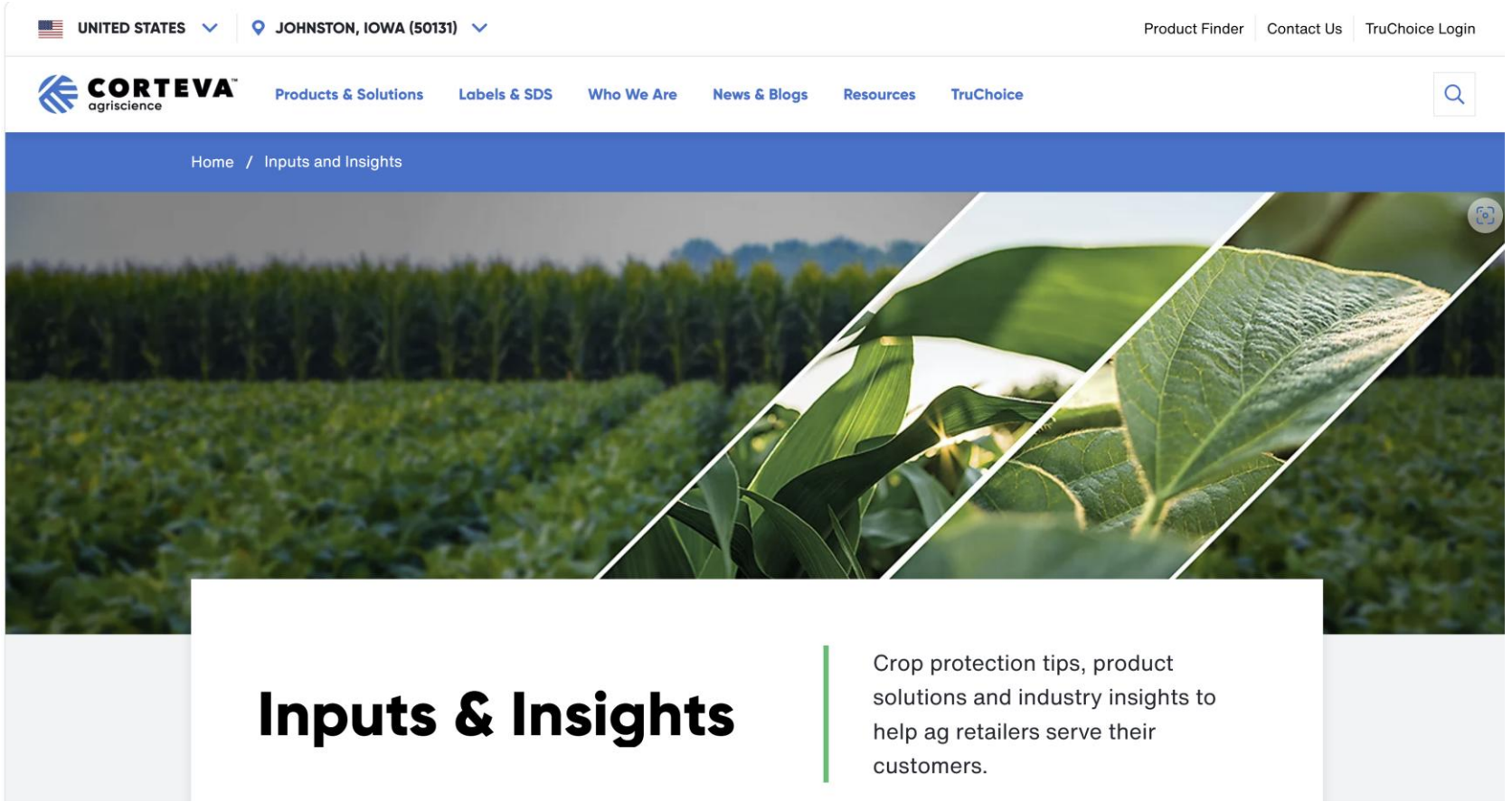


"Poultry Health Today Blog" Zoetis U.S. Poultry Health Today Blog

ACN Agricultural Communicators Network

Websites

2nd place

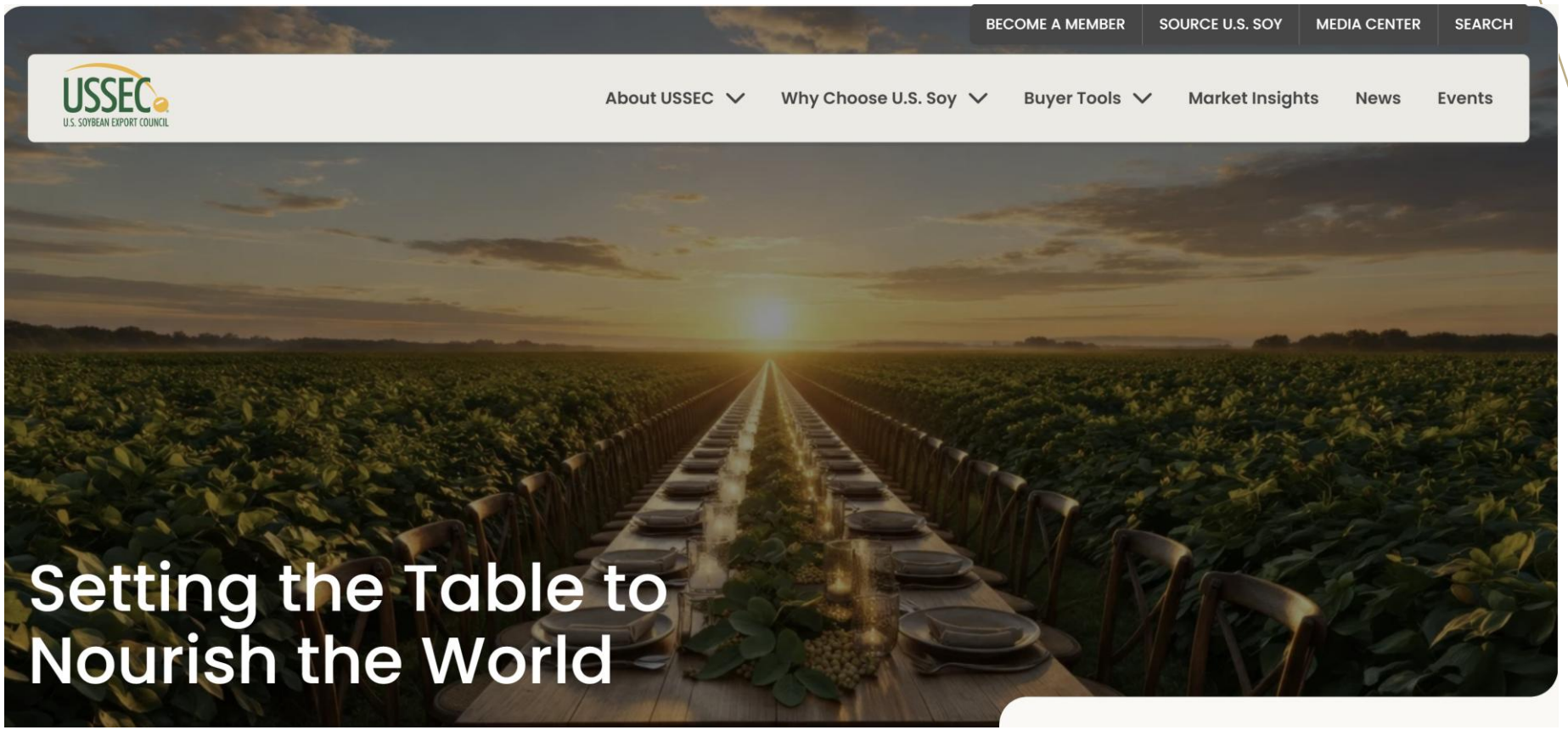


"Corteva Agriscience: Inputs & Insights" Bader Rutter / Corteva Agriscience

ACN Agricultural Communicators Network

Websites

1st place



"U.S. Soybean Export Council Website" Erin Worrell, U.S. Soybean Export Council

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Webinars

Webinars

1st place



"Winter Soy Series - Kevin Roepke" Devin Benish, Iowa Soybean Association

ACN Agricultural Communicators Network

ACN
Agricultural
Communicators
Network

Social Media

Social Media

3rd place

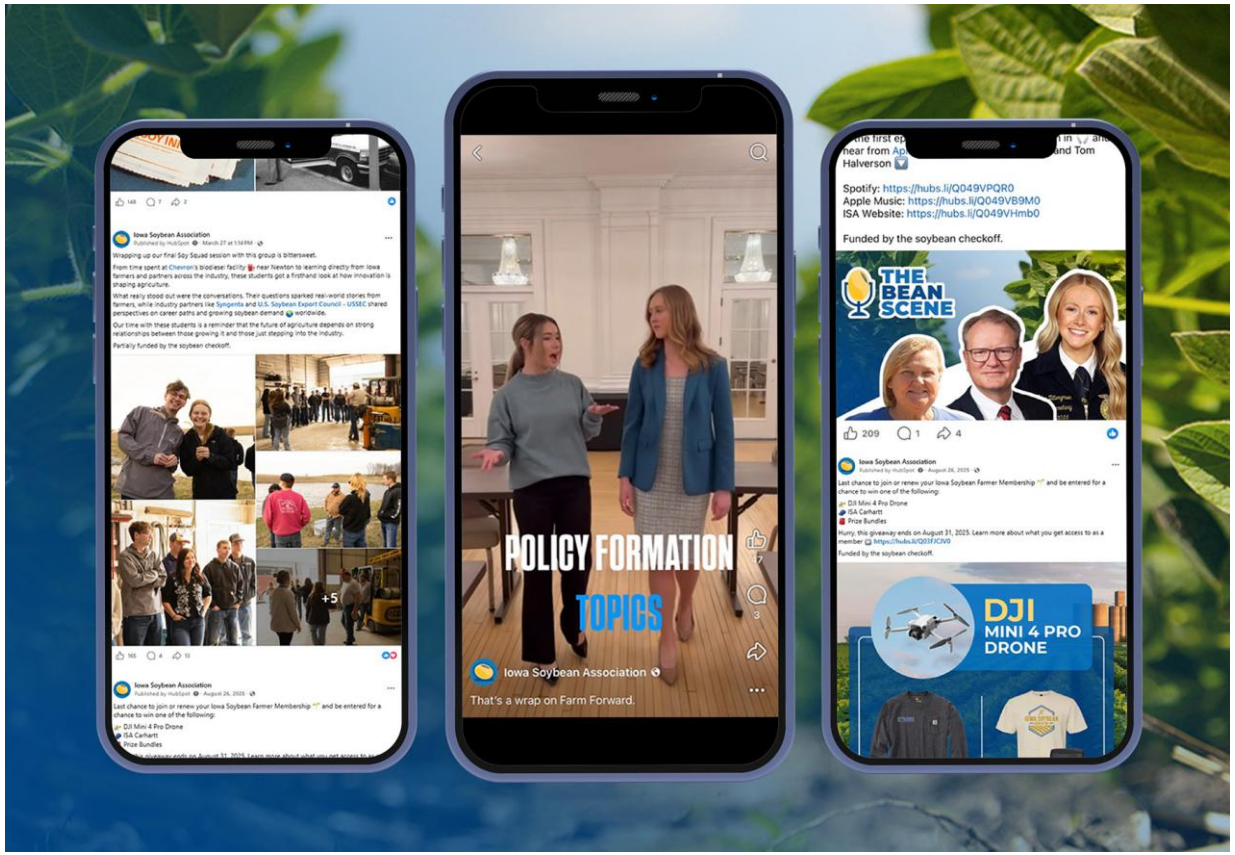


"Beef Facts" Emily Grant, Noble Research Institute

ACN Agricultural Communicators Network

Social Media

2nd place



"Iowa Soybean Association – Social Media" Devin Benish, Iowa Soybean Association

ACN Agricultural Communicators Network

Social Media

1st place



"U.S. Soybean Export Council LinkedIn" Erin Worrell, U.S. Soybean Export Council

ACN Agricultural Communicators Network

ACN
Agricultural Communicators Network

Master of Communications Program



ACN
Agricultural Communicators Network

Jon Adamy
Vanessa Barr
Diane Barry
Cassidy Cage
Ashtyn Carr
Clay Eldridge
Nicole Erceg
Emily Grant
Gil Gullickson
Bridget Hess
Gregg Hillyer
Kristina Hopkins
Jessica Jennings
Terry Johnston
Rob Lagerstrom
Beth Lutter
Lisa Lynd
Dan Miller
Melissa Polley
Dale Ratliff
Joel Reichenberger
Kaleigh Reller
Jordan Reynolds
Tim Sullivan
Laura Temple
Roberto Vargas
Michaela Walsh
Brent Warren
Jacqueline Wisinski

Level One

ACN
Agricultural Communicators Network

Jesse Harding Campbell
Grace Knepp
Emily Kummerfeld
Kurt Lawton
Spencer Scanlan

Level Two



ACN
Agricultural
Communicators
Network

Lori Maude

Matt Strelecki

Level Three

ACN
Agricultural Communicators Network

Devin Benish

Jennifer Nigro

Level Four

ACN
Agricultural Communicators Network

Mitch Galloway
Julianna Langemeier
Courtney Leeper Girgis
Doreen Muzzie
Ryan Tipps
Erin Worrell

Level Five
Master of Communications

AG COMM NETWORK
MASTER COMMUNICATOR

ACN
Agricultural Communicators Network

Level Six

Communicator of Merit

Leigh Ann Cleaver

ACN
Agricultural Communicators Network

2026 Communicator of the Year

ACN
Agricultural Communicators Network

2026 Communicator of the Year Honorable Mention

Erin Worrell

U.S. Soybean Export Council



ACN
Agricultural Communicators Network

Thank You to Our Judges

Adam Durfree
Amy Bradford
Doug Monson
Gardner Hatch
Hayley Eberle
Jon Fessler
Lisa Moorhouse
Priscilla Mau
Rick Purnell
Ron Smith
Sherry Newell
Tracy Courage
Whitney Baxter

Thank You to Our Sponsors

ACN
Agricultural Communicators Network

Agri Marketing

Progressive FARMER
powered by DTN

Hoard's Dairyman

Farm Progress

Southeastern Peanut Farmer

Successful Farming

ACN
Agricultural Communicators Network

Congratulations 2026 MarComm Contest Winners