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## **2011 Golden ARC Winners Announced**

February 26, 2011 – Fort Myers, Fla. – Winners of the Agricultural Relations Council (ARC) 2011 Golden ARC Awards Contest were announced February 25 at the organization’s annual professional development meeting in Fort Myers, Fla. The 24 Golden ARC winners and 19 Merit winners rank among the elite in agricultural public relations, as recognized through the Golden ARC Awards Contest, sponsored by ARC.

Agency Weber Shandwick led the prize winners with four Golden ARC Awards and three Merit awards for clients Syngenta Seeds and Dairy Management Inc. On the corporate side, Intervet/Schering-Plough Animal Health won three Golden ARC Awards and two Merit Awards.

Other organizations winning multiple awards included Osborn & Barr with three Golden ARC Awards and four Merit Awards; Syngenta Seeds with two Golden ARC Awards and three Merit Awards; CHS with two Golden ARC Awards and two Merit Awards; Charleston Orwig and Dairy Management Inc. with two Golden ARC Awards and one Merit; Egg Farmers of Ontario, David & Associates, Pfizer Animal Health and Bader Rutter & Associates each with two Golden ARC Awards; National Cattlemen’s Beef Association and Rhea + Kaiser (Bayer CropScience) with one Golden ARC Award and two Merit Awards each; and Arm & Hammer Animal Nutrition with one Golden ARC Award and one Merit Award.

“A tremendous amount of talent from strong industry players was displayed in this year’s contest,” said Amy Keith McDonald, contest manager. “In its history, the Golden ARC Awards Contest has established a precedent of being the most prestigious agricultural PR awards programs in the nation. This year’s entries rose to the standards ARC has set, with more than twice the entries of last year’s competition.”

The competition was judged by members of the North Florida chapter of the Public Relations Society of America. McDonald noted that the PRSA professionals judged to very high standards. “The judges focused on a number of objectives including audience analysis, creativity, execution and campaign results,” she said. “They then provided constructive feedback to allow entrants to grow professionally from the opportunity.”

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 38 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 [www.GoldenARCawards.com](http://www.GoldenARCawards.com) or at the ARC website, [www.agrelationscouncil.org](http://www.agrelationscouncil.org).

A complete winners' listing of the 2011 Golden ARC Awards follows.

## Campaigns Division

Organization or Corporate Reputation: "Who Made Your Eggs Today?" – [Egg Farmers of Ontario](#)

- (Merit) "Unwanted Horse Veterinary Relief Campaign" – [Intervet/Schering-Plough Animal Health](#); Osborn & Barr

PR Campaigns – Public Affairs: "Healthy People. Healthy Animals. Healthy Planet." – [Animal Health Institute](#); FD

- (Merit) "Arysta LifeScience EPA Backstop and California Grassroots Campaign" – [Arysta LifeScience](#); Peritus

Crisis Communications: "Preparing the Dairy Industry for the Unthinkable" – [Dairy Management Inc](#); Weber Shandwick

Marketing and Communications for Ag Audiences

- (Merit) "Milk Fat Depression PR Campaign" – [Arm & Hammer Animal Nutrition](#); Charleston | Orwig
- (Merit) "Peer to Peer: LibertyLink Soybeans Year One" – [Bayer CropScience](#); Rhea + Kaiser

Marketing and Communications for Non-Ag Audiences: "Who Made Your Eggs Today" – [Egg Farmers of Ontario](#)

- (Merit) "Telling Your Story" – [Dairy Management Inc](#); Board & Producer Communications

Agricultural Image: "Empowering Dairy Producers to Protect Their Image" – [Dairy Management Inc](#); Weber Shandwick

- (Merit) "America's Farmers Farm Mom of the Year" – [Monsanto](#); Osborn & Barr

PR Campaign – Internal

- (Merit) "Giving Garden" – [CHS](#)

Open Category: "CHS Scholars Program" – CHS

## Tactics Division

Media Relations: Print Media Relation – Ag Audiences: "A Game-Changer: Deregulating the Agrisure Viptera Trait Stack" – Syngenta Seeds; Weber Shandwick

- (Merit) "Cattle Feeders Hall of Fame News Release" – Cattle Feeders Hall of Fame; Osborn & Barr

Media Relations: Radio – Ag Audiences: "A Game-Changer: Deregulating the Agrisure Viptera Trait Stack" – Syngenta Seeds; Weber Shandwick

- (Merit) "Monsanto Agronomist Insect Awareness and Harvest Interview" – Monsanto; Osborn & Barr

Media Relations: Media Events and News Conferences: "From the Desk to the Field" – Bayer CropScience; Rhea + Kaiser

- (Merit) "Estate Tax News Conference" – National Cattlemen's Beef Association

Video Programs: "USGC 50th Annual Meeting 'Teaser' Video" – U.S. Grains Council; David & Associates

- (Merit) "Modern Agriculture" – CropLife America
- (Merit) "Bringing Excitement to the Agrisure Viptera Trait Stack Launch" – Syngenta Seeds; Weber Shandwick

Print Publications: Magazines: "C Magazine" – CHS

Print Publications: Single Issue Publications: "CFC Corn Fact Book" – Corn Farmers Coalition; David & Associates

Print Publications: Newsletters: "The Peak Report newsletter" – Arm & Hammer Animal Nutrition; Charleston | Orwig

Collateral/Literature: "Pfizer Animal Health – Reproductive Products Detailer" – Pfizer Animal Health; Bader Rutter & Associates

Research and Evaluation: "Consumer Perceptions, Motivations and Behavior Toward Beef" – Intervet/Schering-Plough Animal Health; Just Ask A Woman

Speeches: "Scott Bennett Speech" – National Cattlemen's Beef Association

Feature Writing: "Footrot Can Cripple Herd Performance" – Novartis Animal Health; Charleston | Orwig

Digital and Social Media – Podcasts: "FoodieCast Thanksgiving Special" – American Farm Bureau Federation

- (Merit) “Stoneville Podcasts” – Bayer CropScience; Rhea + Kaiser

Digital and Social Media – Blogs/Electronic Newsletters: “CornCommentary.com” – National Corn Growers Association; ZimmComm Media

- (Merit) “www.TheDirtOnSeeds.com” – Syngenta Seeds; Weber Shandwick
- (Merit) “BeltwayBeef Blog” – National Cattlemen’s Beef Association

Digital and Social Media – Websites: “Pfizer Animal – Milk Quality Focus” – Pfizer Animal Health; Bader Rutter & Associates

Digital and Social Media – Other Innovative Use of Social Media: “Yield Signs e-Newsletter” – SFP; Osborn & Barr

- (Merit) “Biodiversity World Tour” – CropLife International; Plant Biotechnology CropLife International
- (Merit) “Worm Control News' Email Newsletter” – Horseman’s Laboratory; Kemp Equine

Special Events: “Cattle Feeders Business Summit” – Intervet/Schering-Plough Animal Health; Osborn & Barr

- (Merit) “Not Your Dad’s Field Day: Agrisure Viptera Experience” – Syngenta Seeds; Weber Shandwick

Annual Reports – Non-Financial: “Illinois Farmland Values and Lease Trends” – ISPFMRA; Countryside Marketing, Inc.

Annual Financial Reports

- (Merit) “CHS Annual Report” – CHS

Unique Tactics and Executions – Open Category: “Equine Health Series – Live on RFD-TV” – Intervet/Schering-Plough Animal Health; Osborn & Barr