



GOLDEN ARC AWARD WINNERS 2013

<i>Category</i>	<i>Program Conducted for...</i>	<i>Winning Company</i>
<i>Campaigns Division – Public Affairs</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	Nebraska Soybean Board	FLM+
<i>Campaigns Division – Agricultural Image</i>	National Pork Board	Weber Shandwick
<i>Campaigns Division – Issues Management</i>	Novartis Animal Health	CharlestonIOrwig
<i>Campaigns Division – Corporate Social Responsibility and Sustainability</i>	National Pork Board	Weber Shandwick
<i>Campaigns Division – Open Category</i>	Monsanto (America's Farmers Program)	Osborn Barr
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Print Media Relations for Non-Agricultural Audiences</i>	Illinois Soybean Association	CharlestonIOrwig
<i>Tactics Division – Media Relations: Media Events and Conferences</i>	Illinois Soybean Association	CharlestonIOrwig
<i>Tactics Division – Video Programs</i>	Smithfield Foods, Inc.	CharlestonIOrwig
<i>Tactics Division – Research and Evaluation</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Tactics Division – Feature Writing</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	AgChat Foundation	CharlestonIOrwig
<i>Tactics Division – Special Events</i>	National Pork Board	Weber Shandwick

Congratulations to our 2013 Golden ARC de Excellence winner

American Farm Bureau Federation for

“Estate Tax Campaign”

Public Relations Campaign – Public Affairs