



GOLDEN ARC AWARD WINNERS 2015

<u>Campaigns Division</u>		
Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Organization or Corporate Reputation</i>	Hawaiian Commercial & Sugar Company	Hawaiian Commercial & Sugar Company
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	United States Department of Agriculture (USDA), Animal Plant Health Inspection Service (APHIS)	Broadhead
<i>Campaigns Division – Agricultural Image</i>	Minnesota Pork Board	Broadhead
<i>Campaigns Division – Issues Management</i>	U.S. Farmers & Ranchers Alliance	Ketchum
<i>Campaigns Division – Corporate Social Responsibility and Sustainability</i>	Hawaiian Commercial & Sugar Company	Hawaiian Commercial & Sugar Company
<i>Campaigns Division – Public Affairs</i>	USDA National Agricultural Statistics Service	Osborn Barr
<i>Campaigns Division – Internal</i>	Syngenta	G&S Business Communications
<i>Campaigns Division – Internal</i>	Verdesian Life Sciences	Osborn Barr
<u>Tactics Division</u>		
Category	Program Conducted for...	Winning Company
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	AGCO Corporation	Broadhead
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Rabo AgriFinance	Rabo AgriFinance
<i>Tactics Division – Annual Reports: Non-Financial Annual Reports</i>	CropLife America	CropLife America
<i>Tactics Division – Print Publications: Single Issue Publications</i>	National Association of Wheat Growers	FLM+
<i>Tactics Division – Video Programs</i>	Nebraska Agriculture	David & Associates
<i>Tactics Division – Collateral/Literature</i>	Verdesian Life Sciences	Osborn Barr
<i>Tactics Division – Feature Writing</i>	Verdesian Life Sciences	Broadhead
<i>Tactics Division – Digital and Social Media: Websites</i>	CropNutrition.com	Broadhead
<i>Tactics Division – Digital and Social Media: Social Media</i>	California FFA	AdFarm



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<i>Tactics Division – Open Category</i>	Rabo AgriFinance	Rabo AgriFinance
<i>Tactics Division – Speeches</i>	National Cattlemen's Beef Association	National Cattlemen's Beef Association
	<u>Tactics Division Continued</u>	
Category	Program Conducted for...	Winning Company
<i>Tactics Division – Editorial/Op-Ed Columns</i>	National Association of Wheat Growers	FLM+
<i>Tactics Division – Annual Reports: Annual Financial Reports</i>	GROWMARK, Inc.	GROWMARK, Inc.
<i>Tactics Division – Print Media Relations for Non-Agricultural (Consumer) Audiences</i>	Verdesian Life Sciences	Osborn Barr
<i>Tactics Division – Print Publications: Magazines and Newspapers</i>	United Soybean Board	Osborn Barr

Congratulations to our 2015 Golden ARC de Excellence Winner

Hawaiian Commercial & Sugar Company

“Sugar’s Last Stand – Transforming Urban Legends to Make Hawaiian Sugarcane Sweet Again”

Public Relations Campaign – Organization or Corporate Reputation