

Issue 23-03

ACDC NEWS

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“A tale of two urgent food system challenges”

A 2022 article in *Sustainability* journal identifies important differences regarding how two issues are covered in the media and approached by stakeholders in the U.S.:

- Reducing high-meat diets
- Reducing wasted food

Researchers conducted a qualitative content analysis of 238 newspaper articles (2018-2020) to compare media framing and stakeholder involvement regarding those two issues. Findings prompted researchers to conclude that their results “can inform communication with consumers, journalists, and policymakers to more effectively translate evidence into solutions, especially at the organizational and policy levels.”

You can read the article by open access [here](#).

Sustainability Insights 2022

The Packer has released results of the 2022 Sustainability Insights Survey, based on a poll of 664 U. S. food growers, consumers and retailers. The Survey invited:

- Consumer perspectives on climate change, sustainability and food waste
- Grower perspectives on sustainability, water issues and sustainable packaging
- Retailer perspectives on sustainability and simplifying the sustainable packaging message

You can read the 44-page report [here](#),

Communication sins of professional farm managers and rural appraisers: a look back

We recently added to the ACDC collection an article in the 2002 issue of the *Journal of the American Society of Farm Managers and Rural Appraisers*. Authors Harold D. Guither and Ray L. Brownfields identified “the most common weaknesses in communication situations...” They highlighted 12 “sins” and offered brief suggestions for farm managers, rural appraisers and consultants. Even after more than 20 years of

dynamic changes in media and methods, the list reflects some familiar, enduring challenges and opportunities for those who communicate about agriculture.

The article seems not available online by open access, but please [let us know](#) if you are interested in reading it. We have the full text.

The virtual good farmer

A recent article in *Sociologia Ruralis* considered farmers' use of social media in representing "the good farmer." Researchers Mark Riley and Bethany Robertson analyzed 5,000 farming tweets and interviews with 22 United Kingdom farmers.

"The paper shows us how social media's ability to offer this regular and contextual information allows us to move beyond abstracted and decontextualized symbols of good farming toward recognizing the context-specific nature of the 'rules of the game,' and how a broader audience beyond the farming community may be beginning to play a role in (re)shaping the symbols and practices of good farming."

You can read the article by open access [here](#).

Strong link between temperature fluctuations and social conflicts

We have added to the ACDC collection a 2023 research report about climate change and its impact on various aspects of life, such as health, social life and economic activity.

The research team used a modeling framework to analyze global data during times of peace and conflict. They found significant evidence to suggest that unusually high temperatures were associated with social conflict. Examples included rebel attacks against government resources or acts of state repression, as well as government-civilian conflicts via citizen protests.

"The implications of the research underscore how vital international cooperation is for combating climate change." You can read a summary of the report [here](#).

Communicator events approaching

Here are event plans you may find helpful, with contact information you can use for details. We welcome suggestions or revisions for this calendar.

April 19-23, 2023

32nd Annual Conference of the Society of Environmental Journalists (SEJ) in Boise, Idaho. Information: <https://conference.sej.org>

April 25-27, 2023

Annual meeting of the Turf and Ornamental Communicators Association (TOCA) in Portland, Maine. Information: <https://www.toca.org/toca-annual-meeting>

April 26-28, 2023

“Next2Now: Tap into the Future Today.” Conference of the National Agri-Marketing Association (NAMA) in St. Louis, Missouri.

Information: <https://www.nama.org/2023-agri-marketing-conference.html>

April 26-29, 2023

Conference of the International Agricultural and Extension Education Association (IAEE) in Guelph, Ontario, Canada. Information: <https://aiaee.org/2023conference>

June 4-6, 2023

“Putting the Spotlight on Communications.”

2023 Institute of the Cooperative Communicators Association (CCA) in Portland, Maine.

Information: <https://www.communicators.coop/professional-development/cca-institute/>

June 11-13, 2023

Conference of the Association for Communication Excellence (ACE) in Ashville, North Carolina. Information: <https://aceweb.org/2023conference>

June 13-15, 2023

Annual meeting of the Agricultural Relations Council (ARC) in Des Moines, Iowa.

Information: <https://agrelationscouncil.org>

June 28-July 3, 2023

“New Frontiers in the West.” Annual Congress of the International Federation of Agricultural Journalists (IFAJ), in Calgary and Olds, Alberta, Canada.

Information: <https://www.ifaj.org/events/annual-congress/>

The first word out

We close this issue with a Norwegian proverb collected by Julie Jensen McDonald. It offers insight about tendencies in communicating:

“The word that lies nearest the heart comes first to the lips.”

Best regards and wishes

ACDC is a deep and open resource for you, so please feel free to invite our help as you search for information, local to global. You are welcomed to follow us on Twitter [@ACDCUIUC](https://twitter.com/ACDCUIUC). And please suggest (or send) agricultural communications documents we might add to this unique and valued international collection. We welcome them in hard copy (sent to Ag Comm Documentation Center, 510 ACES Library, 1101 S. Goodwin Avenue, University of Illinois, Urbana, IL 61801) - or in electronic format sent to acdc@library.illinois.edu