

Issue 23-09

ACDC News

September 2023

What’s “regenerative” in agriculture and what’s not?

We are adding to the ACDC collection a recent article in *The Packer* periodical about confusion involving the current buzzword, “regenerative.” Author Kristin Leigh Lore noted that there isn’t yet a universally agreed upon definition. “The term is not regulated like organic.”

Citing a California Agricultural Vision report, she added: “Even so, the ‘regenerative’ terminology is gaining traction and support like never before due to the belief that ‘regenerative’ moves beyond the philosophy of ‘do no harm’ to one of making things better... A common thread that connects many definitions of regenerative agriculture is soil health.” She cited five common initiatives described as regenerative.

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

Role of social media: farmers’ protest in India

A 2022 article in the *Journal of Sikh and Punjab Studies* addressed the role of social media after the passing of three farm bills in the Indian Parliament. Those laws launched the 2020-2021 Indian farmers’ protest. Author Tejpal S. Baniwal analyzed different historical forms of communication involving such conflicts in India. Findings also revealed how social media were used in this protest to:

- Mobilize the masses and organize rallies
- Gather funds to support the farmers’ protests
- Help combat the dominant narrative
- Raise awareness about the protests

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

Trends in U.S. vegetarian and vegan eating preferences

The latest Gallup Poll (July 3-27, 2023) “finds 4% of Americans saying they are vegetarian and 1% vegan, in terms of their eating preferences. These figures are similar to what Gallup has measured previously, including 2012 and 2018.”

You can read this brief research summary [here](#), including demographics of those identified as vegetarian and vegan.

Boosting awareness of rural issues among students - through writing

In this 2021 *Rural Educator* article, secondary language arts teacher Anthony Olson explained how he changed his English curriculum. He wanted to help sophomores strengthen their awareness of rural issues in their communities.

In conclusion, after the change: “They know the issues we face... Above all, kids develop the necessary skills to assess the strengths and weaknesses in their ‘house’... We need good change in rural communities and good change starts only after awareness is developed.”

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

Welcome to a new ACDC associate



We are delighted to welcome Nikki Gross as a new graduate assistant in the Agricultural Communications Document Center within Funk ACES Library. She

joined us during mid-August with a part-time appointment as she undertakes graduate studies in the School of Information Sciences at the University of Illinois.

Nikki earned her Bachelor of Arts degree in cultural anthropology with minors in English and history from the University of Arkansas. She brings research, international and musical experiences with her as well as prior library experiences from the University of Arkansas Libraries. At ACDC, she will catalog and process materials, identify preservation needs, alongside a variety of special projects.

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.

October 6-10, 2023

“Science Writers 2023.” Annual meeting of the National Association of Science Writers (NASW) in Boulder, Colorado.

Information: <https://www.nasw.org/>

November 14-16, 2023

“Find yourself in Tassie 2023.” Australasia Pacific Extension Network (APEN) international conference in Launceston, Tasmania, Australia.

Information: <https://apen.org.au/events/news>

November 15-17, 2023

“Homecoming.” 80th Annual Convention of the National Association of Farm Broadcasting (NAFB) in Kansas City, Missouri. Information:

<https://nafb.com/events/nafb-convention>

Learning to speak – and think

We close your September issue of *ACDC News* with this German proverb about communicating:

“Speaking comes by nature, silence by understanding”

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