

Issue 24-07

ACDC NEWS

July 2024

On climate change and the effects of U.S. animal agriculture

We are adding to the ACDC collection a sensitive 2024 journal article in *Climatic Change*. It analyzes the role of two university-based centers in addressing effects of livestock on climate change. Authors Viveca Morris and Jennifer Jacquet “documented how the ties between these professors, centers, and the animal agriculture industry have helped maintain the livestock industry’s social license to operate not only by generating industry-supported research, but also by supporting public relations and policy advocacy.”

You can read “[The animal agriculture industry, U.S. universities, and the obstruction of climate understanding and policy](#)” by open access.

Addressing food loss and waste in restaurants

A 2024 article in the *International Journal on Food System Dynamics* reports results of an online literature review about this timely topic. Authors analyzed 80 articles from Scopus and Web of Science to understand economic and environmental effects. Among the results:

- Findings emphasized the importance of investing in employee training and in policies to reduce food loss and waste in storing, processing and serving food.
- They also underscored the need to educate consumers on responsible consumption.

You can read “[Determinants and effects of food waste in restaurants](#)” by open access.

Why and how journalists should report about product recalls

We are adding to the ACDC collection a 2023 article emphasizing the importance of covering product recalls and suggesting ways to cover them. Author Kelechukwu Iruoma wrote it for posting on the website of the Reynolds Center for Business Journalism, Arizona State University.

This article reported that about 1.5 billion units of foods, drugs, medical devices, automobiles, and consumer products were recalled in the U.S. during 2022. Among those sectors, the number of food units recalled during 2022 increased by more than 700% compared to 2021. The article briefly explains why journalists should cover recalls. It also identifies ways to identify story ideas, including some that may hold interest to food and agriculture reporters.

You can read "[Why business journalists should report product recalls](#)" here.

Nearly a quarter century of heated debate

A 2024 issue of the *Journal of Rural Studies* features an article about continuing controversy involving the Murray-Darling Basin Plan in Australia. The debate centers on allocation and management of Australia's natural water reserves in the face of climate change.

Authors analyzed 6,694 media articles referring to the Basin Plan across 135 outlets from 2008 to 2022. Three-fourths of the total articles were coded as negative in tone, "suggesting very little balance in Basin Plan reporting." Rural media outlets were more likely than urban media outlets to report negative stories.

"Far less media coverage was given to...complex issues such as climate change, long-term structural change for irrigation communities, ecological crises, and sharing water with those who have little."

You can read "[Propensity for negative media reporting in the Murray-Darling Basin Plan in Australia](#)" by open access.

Exploring and navigating the chasm

"This study basically examines the sharp contrast, the incompatibility and unsuitability of the Western theoretical concept of Gatekeeping with the traditional

African Akata masquerade which serves as the traditional media for West African natives...in Nigeria.”

The study addresses broad cross-cultural communications issues related to rural development. You can read the article, “[Exploring and navigating the chasm: The incompatibility of Western Gatekeeping Theory with Akwa-Cross Akata indigenous media](#)” by Unwana Samuel Akpan in the *Howard Journal of Communications* by open access.

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.

August 4-7, 2024

[Annual conference, National Agricultural Communicators of Tomorrow \(ACT\)](#), in conjunction with the Ag Media Summit in Kansas City, Missouri.
Information can be found at the above hyperlink.

August 14-18, 2024

[“High Elevations. High Expectations.” Annual Congress, International Federation of Agricultural Journalists \(IFAJ\)](#), at Inter laken/Berner Oberland, Switzerland.
Information can be found at the above hyperlink.

September 8-11, 2024

[Professional development conference, International Food Wine Travel Writers Association](#), at Corning-Finger Lakes, New York.
Information can be found at the above hyperlink.

October 11, 2024

Deadline for submitting research papers for the [2025 National Agricultural Communications Symposium \(NACS\)](#) held in Irving, Texas, during February 2-3, 2025.

Information can be found at the above hyperlink.

October 14-16, 2024

[Fall conference, National Agri-Marketing Association \(NAMA\)](#) in Minneapolis, Minnesota.

Information can be found at the above hyperlink.

October 18, 2024

Deadline for submitting posters and professional development proposals for the [2025 National Agricultural Communications Symposium \(NACS\)](#) held in Irving, Texas, during February 2-3, 2025.

Information can be found at the above hyperlink.

October 18, 2024

Deadline for expressing interest in sharing ideas at an idea incubator session during the [2025 National Agricultural Communications Symposium \(NACS\)](#) held in Irving, Texas, during February 2-3, 2025.

Information can be found at the above hyperlink.

October 22-24, 2024

[“Transparency in action” Transparency Summit](#) sponsored by the Center for Food Integrity in Chicago, Illinois.

Information can be found at the hyperlink above.

Advice about reading

We close this issue of *ACDC News* with the insight of a German proverb:

“It is not healthy to swallow books without chewing.”

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](#). 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 Agricultural Communications 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