

Issue 24-08

ACDC NEWS

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When is most food wasted during the year?

It's summertime, according to recent U.S. data from Divert Inc. A news report in *The Packer* described food waste as “truly a year-around crisis.” However, for example, wasted food measures nearly 30 percent higher in summer months than during the winter months.

“From here, we need real action and solution implementation with stakeholders across the industry – from consumers to retailers, food manufacturers to restaurants.”

The report includes several key factors in the summertime increase, as well as solutions to address them. You can read “[Data reveals a 30% increase in wasted food during the summer months](#)” by open access.

Why fewer farmers are responding to USDA National Agricultural Statistics Service surveys - and so what?

According to a 2024 report from AgWeb, response rates to U. S. Department of Agriculture NASS crop surveys have been declining over time.

“In the early 1990s, response rates...were 80% to 85%. By the late 2010s, response rates had fallen below 60% in some cases.” The report briefly examined importance of response rates, identified impacts of the decline, and explained efforts USDA are taking to address it.

You can read “[The reasons fewer farmers are now responding to USDA’s NASS surveys](#)” by open access.

Drivers of consumer intention to buy organic meat

A recent study revealed what factors influence the intentions of Chinese consumers to buy organic meat. Researchers gathered information from 305 consumers in three organic stores in Wuhan, China. Their findings, reported in the *Asian Academy of Management* journal, identified four key factors:

- Attitude
- Health consciousness
- Food safety concerns
- Green self-identity

You can read “[Chinese consumers’ purchase intention for organic meat](#)” by open access.

Is it journalism or public relations? How rural journalists draw the line

This 2024 article in *Mass Communication and Society* explored how 31 U.S. rural journalists said they address this ethical issue. Researchers found:

- “In principle they identified stark boundaries between public relations and rural journalism based on journalistic norms...”
- “In practice these journalists were often put in a position to engage in public relations work to support their communities.”

This article is not available by open access. However, please invite our help at acdc@library.illinois.edu

Which media most affect the adoption of digital ag technology

We are adding to the ACDC collection a summary of results from communications research among farmers in the U.S. and Brazil.

“Like everyone else, farmers are inundated with a constant flow of information, and new technologies appear all the time. However, the role of communication, as it impacts broader adoption decisions, is somewhat understudied,” explained lead author Joana Colussi.

Correlation analysis of response patterns from 801 soybean farmers in both countries revealed that “even though social media is increasing in relevance, our results suggest interpersonal meetings are still very important,” in influencing actual adoption practices.

You can read “[How does media impact digital technology adoption in agriculture?](#)” in *Agriculture* journal 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.

October 18, 2024

[Deadline for submitting posters, professional development proposals, and expressing interest in sharing ideas at an idea incubator session](#) 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 22-24, 2024

[“Transparency in action” Transparency Summit](#) sponsored by the Center for Food Integrity in Chicago, Illinois. Information can be found at the above hyperlink.

November 6-7, 2024

[“Level up: Sparking innovation.”](#) Association of Communication Excellence (ACE) fall virtual conference. Information can be found at the above hyperlink.

November 8-11, 2024

[National Association of Science Writers \(NASW\) annual conference](#) in Raleigh, North Carolina. Information can be found at the above hyperlink.

November 13-15, 2024

[Annual convention, National Association of Farm Broadcasting \(NAFB\)](#) in Kansas City, Missouri. Information can be found at the above hyperlink.

Don't pay attention

We close this issue of *ACDC News* with a bit of communications advice we have enjoyed in a book, *Letters from a self-made merchant to his son* by George Horace Lorimer:

“There are two things you never want to pay any attention to – abuse and flattery. The first can't harm you and the second can't help you.”

Reminder: 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 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