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ACDC NEWS

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“Protein-dazed, and still confused”

New research findings from the International Food Information Council suggest that America’s protein obsession is real – and rising. Yet, most consumers still do not know how much protein they actually need.

Results of the 2025 IFIC Food and Health Survey show that 71 percent of Americans are trying to consume protein. Consumption has grown from 67 percent in 2023 and 59 percent in 2022. “Protein is riding a wave of popularity, powered by trends in weight management, fitness and healthy aging.”

However, 79 percent of consumers report they are either unaware (53 percent) or unsure (26 percent) how much protein they should actually consume daily.

You can read “[Protein-dazed, and still confused](#)” by open access.

“The business case for getting your team to laugh together”

We are adding to the ACDC collection a 2022 commentary about the professional and personal value of humor during an era of constant connection, information overload, stress and stiff upper lip. Author Steve Cody, CEO of Peppercomm, leads a communications firm that serves clients involved in food and beverages, consumer lifestyle, finance, crisis management and other matters.

He cited research indicating that organizations using humor as part of the culture experience shareholder returns 19 percent higher than their competitors.

“Humor connects people and encourages them to be present. Injecting humor and levity in our daily work interactions, even virtually, can actually change how our brains work, generating more alpha brainwaves that help us develop creative solutions, reduce stress and solve problems. Most important, it builds resiliency,

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which can help employees better navigate the challenges and changes we are facing on a regular basis and bounce back more quickly.”

You can read “[The business case for getting your team to laugh together](#)” by open access.

Six ways to become a go-to grocer

The produce industry offers a wealth of insights about communicating effectively in the food world. Here is a recent commentary published in *The Packer*.

Columnist Armand Lobato shares tips to food stores about how to be a primary destination for consumers’ purchases of fresh fruits and vegetables.

- Be neat and clean. Dirt repels sales.
- Be consistently fresh
- Don’t run out of product
- Offer great variety
- Offer great selection
- Provide service with smile

You can read “[6 ways to become a go-to grocer](#)” by open access.

Agricultural Relations Council honoree

Congratulations to Robert Giblin who was inducted into the Agricultural Relations Council Hall of Fame at the ARC annual meeting during June. This 40-year communications veteran has held important roles in agency, corporate, government and military work.

He is commended for excelling at crafting and executing communication initiatives that connect farmers, agribusiness leaders, policymakers and consumers. Within ARC, he served as president and “strategically led initiatives to secure ARC’s position as the only association dedicated to serving the unique needs of public relations professionals working in agriculture, food and fiber industries.”

You can read “[Bob Giblin to be inducted into Ag Relations Council’s Hall of Fame](#)” by open access.

ACDC collection tops 51,000

We find special pleasure in reporting that the Agricultural Communications Documentation Center collection reached a total of more than 51,000 documents during June. A bulk upload of citations involved valuable information from a nine-box collection of documents contributed by Robert and Susanne Morris. ACDC personnel have been processing these materials during the past year.

Based in Washington, D.C., Robert and Susanne have had a remarkable career of studies, research, and training in cross-cultural communication. We look forward to reporting more about them and their contributions in an approaching issue of *ACDC News*.

Communicator events approaching

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

July 27-30, 2025

Agricultural Media Summit in Rogers, Arkansas. Member associations include Ag Media Council of SIIA AM&P Network, Agricultural Communicators Network (ACN) and Livestock Publications Council (LPC). Information:

<https://agmediasummit.com>

July 27-29, 2025

Annual conference of National Agricultural Communicators of Tomorrow (ACT). This student organization meets in collaboration with Agricultural Media Summit in Rogers, Arkansas. Information: <https://nactnow.org/upcoming-events>

October 14-18, 2025

International Federation of Agricultural Journalists (IFAJ) Congress in Nairobi, Kenya. Hosted by Kenya Media for Environment, Science, Health and Agriculture (MESHA). Information: <https://www.ifaj.org/ifaj-congress2025-kenya/46175/>

October 19-22, 2025

Annual meeting of the Communication Officers of State Departments of Agriculture (COSDA) in Virginia Beach, Virginia.

Information: <https://www.nasda.org/about-nasda/affiliates/communication-officers-of-state-departments-of-agriculture-cosda/>

November 7-9, 2025

ScienceWriters2025 in Chicago, Illinois, at the Marriott Chicago O'Hare. Hosted by the National Association of Science Writers and the Council for the Advancement of Science Writing. Information: <https://www.nasw.org>

November 19-21, 2025

National Association of Farm Broadcasting (NAFB) convention in Kansas City, Missouri, at the Westin Crown Center.

Information: <https://nafb.com/events/nafb-convention-0>

No return to “default”

We close this issue of *ACDC News* from a piece of advice about communicating. It comes from the *Farmer's Almanac*, with thanks to Paul Hixson for sharing it.

“You cannot unsay a cruel word”

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 welcome to follow us on X [@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
