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ACDC NEWS

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Convenience now outranks health in the minds of U.S. food shoppers

“For the first time in the two-decade history of the International Food Information Council (IFIC) survey, convenience has surpassed healthfulness as a driver of Americans’ food and beverage decisions.” Results of the 2026 survey revealed a shift in the usual rank order. Taste (88%) and price (78%) continued to top the list. For the first time, convenience (61%) outranked healthfulness (56%). Environmental sustainability (30%) remained least influential of the five factors.

“...the rise of convenience suggests that ease, time, and practicality have become especially important in a moment defined by economic pressure, busy lives, and competing priorities.”

You can read [“For the first time in 21 years, convenience outranks health in Americans’ shopping carts”](#) by open access.

“Safety of journalists from a gendered perspective”

This *Communitas* journal article explored the safety risks facing female journalists in rural and peri-urban broadcast media outlets in Ghana. Semi-structured interviews identified these main threats:

- Threats to physical and emotional security
- Poor working conditions
- Occasional ridicule
- Fewer benefits and opportunities for professional growth
- Little employer assistance in the face of safety violations

“Female journalists cope with violations and insecurities by self-censoring, avoiding working during specific hours of the day, and steering clear of reporting conflicts, politics, and elections as a safety measure.”

You can read [“Safety of journalists from a gendered perspective”](#) by open access.

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Farmer attitudes about adapting to climate change

We are adding to the ACDC collection a 2020 *Environment and Behavior* article that sheds light on why farmers may delay efforts to adapt to climate change. The concept is techno-optimism.

Authors of this article explain that in industrialized societies, techno-optimism is the belief that human ingenuity, through improved science and technology, will ultimately provide remedies to most current and future threats to human well-being, such as diseases, climate change, and poverty. Using data from a survey of nearly 5,000 grain farmers in the Midwest U.S., they found evidence of techno-optimism among respondents and inclination to delay actions related to climate change.

You can read “[Techno-optimism and farmers’ attitudes toward climate change adaptation](#)” by open access.

How attitudes and motivations of Swedish dairy farmers affect their management of mastitis

We are adding to the ACDC collection a 2025 *Journal of Dairy Science* article addressing this matter. Researchers gathered information from a sample of 164 Swedish dairy farmers who were using automatic milking systems. Results showed that herd-level udder health perception, perceived control, and both economic and noneconomic motivation significantly influenced health-seeking behavior. Findings highlighted the importance of addressing farmers’ subjective perceptions and motivations in communicating to improve mastitis management and animal welfare outcomes.

You can read “[Farmer attitudes and motivation affect their health-seeking behavior in relation to mastitis in dairy cows](#)” by open access.

Exploring collaborative practices among rural journalists

A 2026 article in *Journalism* explores collaborative practices in rural journalism to maximize dwindling resources during current economic issues plaguing the journalism industry. Through the lens of field theory, researchers explored how and why self-identifying rural journalists in rural America collaborate. Findings revealed generally-positive sentiments about editorial collaboration, and that rural

journalists engage in a variety of both formal and informal collaborative practices. “In particular, journalists emphasized a shared goal of public service...”

You can read “[‘We all need each other’: Rural journalists, collaboration, and the journalistic field](#)” by open access.

Communicator events approaching

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

July 19-21, 2026

“Authentic Intelligence,” theme of the [Ag Media Summit in St. Louis, Missouri](#). Hosted by Agricultural Communicators Network and Livestock Publications Council, with support from the Ag Media Council.

November 18-20, 2026

[Annual convention of the National Association of Farm Broadcasting \(NAFB\) in Kansas City, Missouri](#).

A tip about offering advice

We close this issue of *ACDC News* with some advice from *German Proverbs*:

“Never give advice unasked.”

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 Bluesky [@illinoisacdc.bsky.social](#). 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.