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NDA “NEBRASKA AGRICULTURE” VIDEO GARNERS NATIONAL AWARD

LINCOLN - “Nebraska Agriculture,” a video commissioned by the Nebraska Department of Agriculture (NDA) and viewed by thousands on YouTube and at the Nebraska State Fair, recently was named a Golden ARC award winner by a national agriculture professional organization. The video took first place in the video programs division of the contest, which was coordinated by The Agricultural Relations Council.

“I want to thank the farmers and ranchers who contributed their time to be a part of the ‘Nebraska Agriculture’ video,” NDA Director Greg Ibach said. “They, along with our production partners, should be proud that the story of our state’s number one industry received such a prestigious award.”

“Nebraska Agriculture” was produced as a collaborative effort of NDA, David & Associates and the Institute of Agriculture and Natural Resources (IANR) Media at the University of Nebraska-Lincoln. It can be viewed by visiting www.nda.nebraska.gov and clicking on the video icon.

The six-minute video was released in March 2014 to promote Nebraska’s agricultural industry both domestically and internationally. The video was featured at the debut of the Raising Nebraska exhibit at the 2014 Nebraska State Fair. It continues to play in that exhibit’s Grain Bin theater. The video also has over 17,800 views on YouTube. The piece is intended to inform as well as create an emotional connection between viewers and the state’s farmers and ranchers.

Golden ARC winners were announced at The Agricultural Relations Council’s professional development meeting held in Denver, Colo., in June. The Agricultural Relations Council is a national organization dedicated to agriculture public relations professionals.

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