

Issue 24-12

# ACDC NEWS

## December 2024

### **Ethics issues in farmers market organizations**

Insight from this 2022 article in the *Journal of Rural Studies* “challenges commonly-held assumptions about the values often assumed to be inherent in alternative food networks and embedded forms of exchange.”

So reported author Gwyneth M. Manser about her analysis of vendor rules and regulations of Oregon (USA) farmers market organizations. Findings revealed that geographic proximity, economic, and community-oriented values and goals predominated. “Farmers market organizations showed comparatively less focus on values such as equity, health, and sustainability. These findings are surprising, given how frequently farmers markets are equated with ethical and sustainable consumption.”

You can read “[Systematizing authenticity and codifying values: The role of values, standards, and governance at farmers markets](#)” by open access.

### **“Consumers want convenient, healthy meals at home...”**

The retail data science firm that serves The Kroger Company “says today’s consumers seek both protein-rich foods and convenience,” according to *The Packer* periodical in a recent article.

Those goals may seem like opposite ends of a spectrum. However, they should not be considered in isolation, according to this report. “Instead...they are part of a broader shift towards holistic health as consumers recognize that health is multifaceted, encompassing not just diet but also lifestyle and overall well-being.” Meals at home fit into that mindset. The article includes some desired approaches.

You can read “[Consumers want convenient, healthy meals at home](#)” by open access.

## **Easing farmer-pastoralist conflict: facing climate change in Nigeria**

We are adding to the ACDC collection a recent *Ecological Economics* article which examined that dilemma through an experiment that involved effective communications. It included 550 residents of a conflict zone. Researchers discovered that increased public awareness of herder vulnerability to climate change helped increase public support for finding ways to accommodate herders.

Conceptualizing vulnerability allowed for “new methods of mapping public opinion in favor of integrating both groups for peaceful coexistence in conflict zones.”

You can read “[Climate change and the farmer-pastoralist’s violent conflict: Experimental evidence from Nigeria](#)” by open access.

## **“An analysis of food recalls in the United States, 2002-2023”**

This comprehensive article in the *Journal of Food Protection* evaluates and summarizes Food and Beverages (F&B) recalls managed or mandated by the U.S. Food and Drug Administration (FDA) over the past 20 years. It does not include F&B recalls overseen by the U.S. Department of Agriculture. Among the highlights:

- 91% of the recalls involved food contaminants, 9% processing issues
- 53% of recalls were Class I, 41% Class II, and 6% Class III
- 96% of Class I recalls involved biological contamination and allergens
- 40% resulted from *Listeria* and *Salmonella*

You can read “[An analysis of food recalls in the United States, 2002-2023](#)” by open access.

## **Sales and ethical tensions facing community pharmacists in Canada**

A qualitative analysis based on phone interviews revealed how retail settings of health care professionals create some unique tensions. A report of the study appeared in a 2024 issue of *Exploratory Research in Clinical and Social Pharmacy*.

The research team concluded that the retail setting of community pharmacy commonly imposes sales standards and targets. One of the participants observed, “No one went into pharmacy...to sell a lot of Coca Cola. It’s just sort of a necessary evil.” Authors observed, “Clear guidance from Canadian pharmacy colleges and legislators to address these tensions may be necessary.”

You can read “[No one went into pharmacy...to sell a lot of Coca Cola](#)” by open access.

### **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.

April 9-11, 2025

“[NAMA Palooza](#)” Conference of the National Agri-Marketing Association (NAMA) in Kansas City, Missouri.

April 14-17, 2025

“[From the highlands to the islands: Bridging community learning and development through extension](#)” Conference of the Association for International Agricultural and Extension Education (AIAEE) in Inverness, Scotland.

April 29-May 1, 2025

Annual meeting of the [Turf and Ornamental Communicators Association \(TOCA\)](#) in Charleston, South Carolina.

June 16-18, 2025

“[Say cheese!](#)” Annual conference of the Association for Communication Excellence (ACE) in Milwaukee, Wisconsin.

June 24-25, 2025

[Annual conference of the Agricultural Relations Council \(ARC\)](#) in Kansas City, Missouri.

## **New golden age in America**

We close this issue of *ACDC News* with a winning entry in the 2024 Bulwer-Lytton Fiction Contest. You may recall that it is a tongue-in-cheek contest, held annually and sponsored by the English Department of San Jose State University in San Jose, California. Entrants are invited “to compose the opening sentence to the worst of all possible novels” – that is, one which is deliberately bad. G. Andrew Lundberg of Los Angeles, California, submitted this winner in the Science Fiction category:

“With the long-awaited legalization of human cloning and the availability of goodly amounts of the DNA of its founding fathers, America in 2035 found itself entering a new golden age – one in which Nathan Hale at last had more than one life to give for his country, Benjamin Franklin was on hand to get the freaking Post Office back on the rails, and Alexander Hamilton could finally play himself on Broadway eight shows a week.”

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