

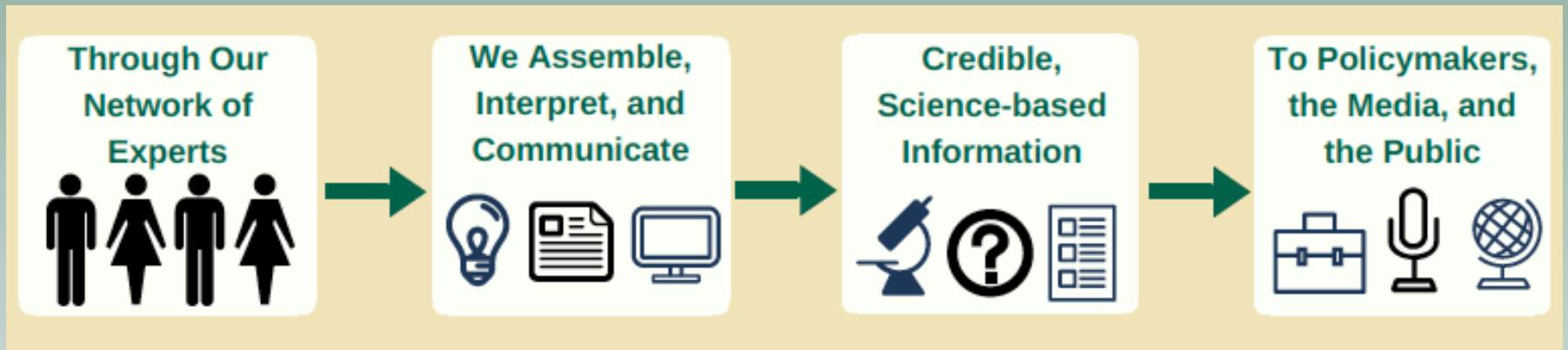
# THE 2018 BORLAUG CAST COMMUNICATION AWARD



The Science Source for Food,  
Agricultural, and Environmental Issues

#BCCA18

# The CAST Mission



The Science Source for Food,  
Agricultural, and Environmental Issues

# The CAST Vision

A world where decision making related to agriculture and natural resources is based on credible information developed through reason, science, and consensus building.



*“...what CAST does is very important to mankind.”*

*~Dr. Norman E. Borlaug*



The Science Source for Food,  
Agricultural, and Environmental Issues

The Borlaug CAST Communication Award is presented annually for outstanding achievement by a scientist, engineer, technologist, or other professional working in the agricultural, environmental, or food sectors for contributing to the advancement of science in the public policy arena.



The Science Source for Food,  
Agricultural, and Environmental Issues



# Borlaug CAST Communication Award

## Building a Legacy of Excellence

Jayson Lusk (2017)



Channapatna Prakash (2015)



Kevin Folta (2016)



Alison Van Eenennaam (2014)

Carl Winter (2012)



Akin Adesina (2010)



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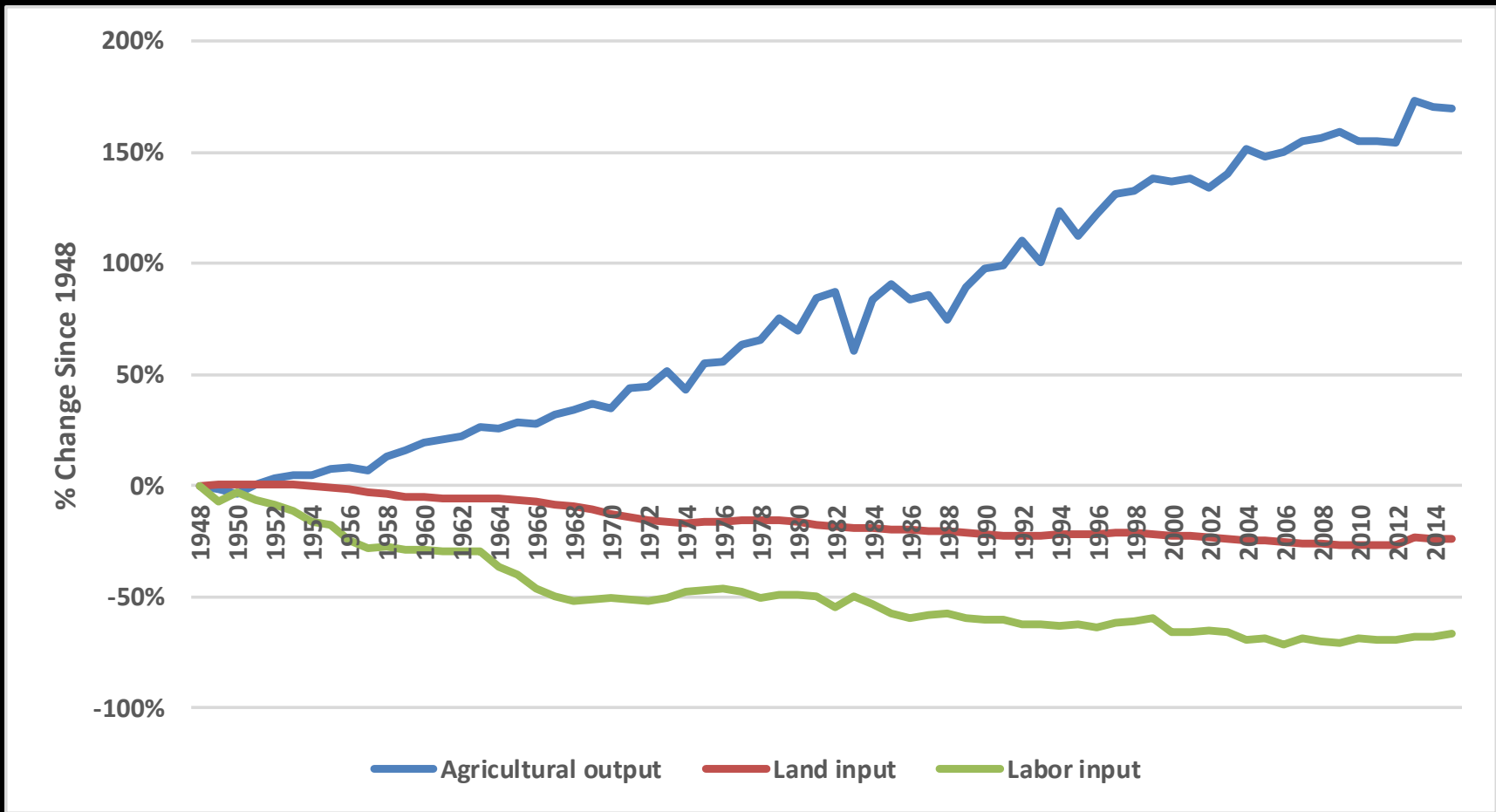
Catherine Bertini (2011)



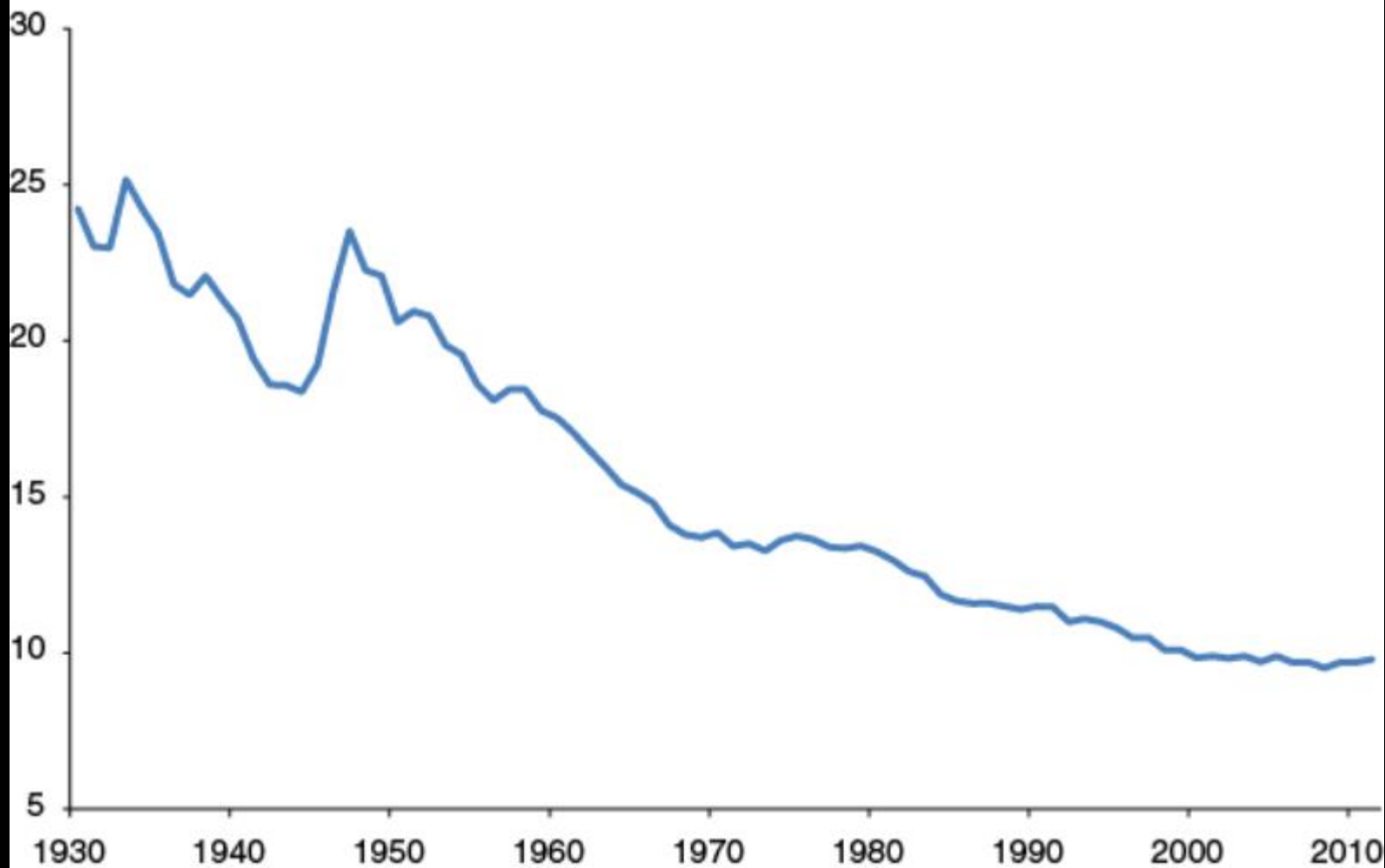
# The Politicization of Food Consumption and Communication

**Jayson L. Lusk**

Distinguished Professor and Head  
Department of Agricultural Economics  
Purdue University  
[jlusk@purdue.edu](mailto:jlusk@purdue.edu)  
[www.jaysonlusk.com](http://www.jaysonlusk.com)  
[@JaysonLusk](https://www.instagram.com/JaysonLusk)



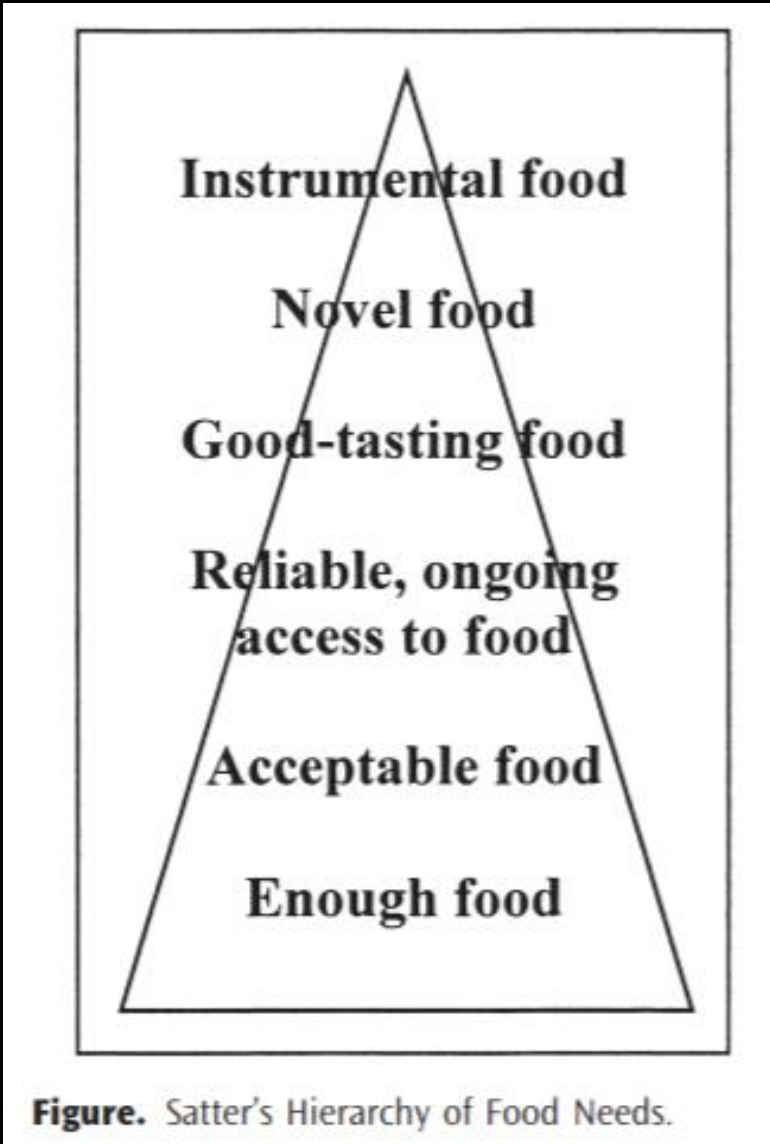
Percent of disposable personal income spent on total food



Source: USDA, Economic Research Service, Food Expenditure Series.



**Broad Disagreement**



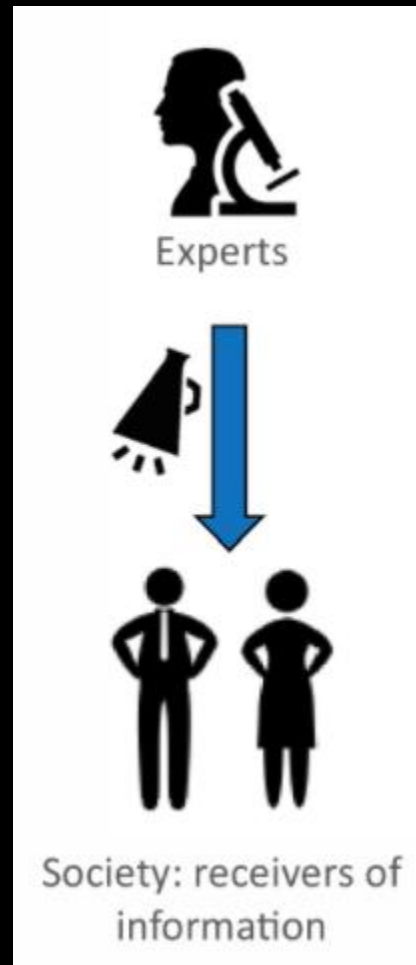
**Figure.** Satter's Hierarchy of Food Needs.

**Broad Agreement**

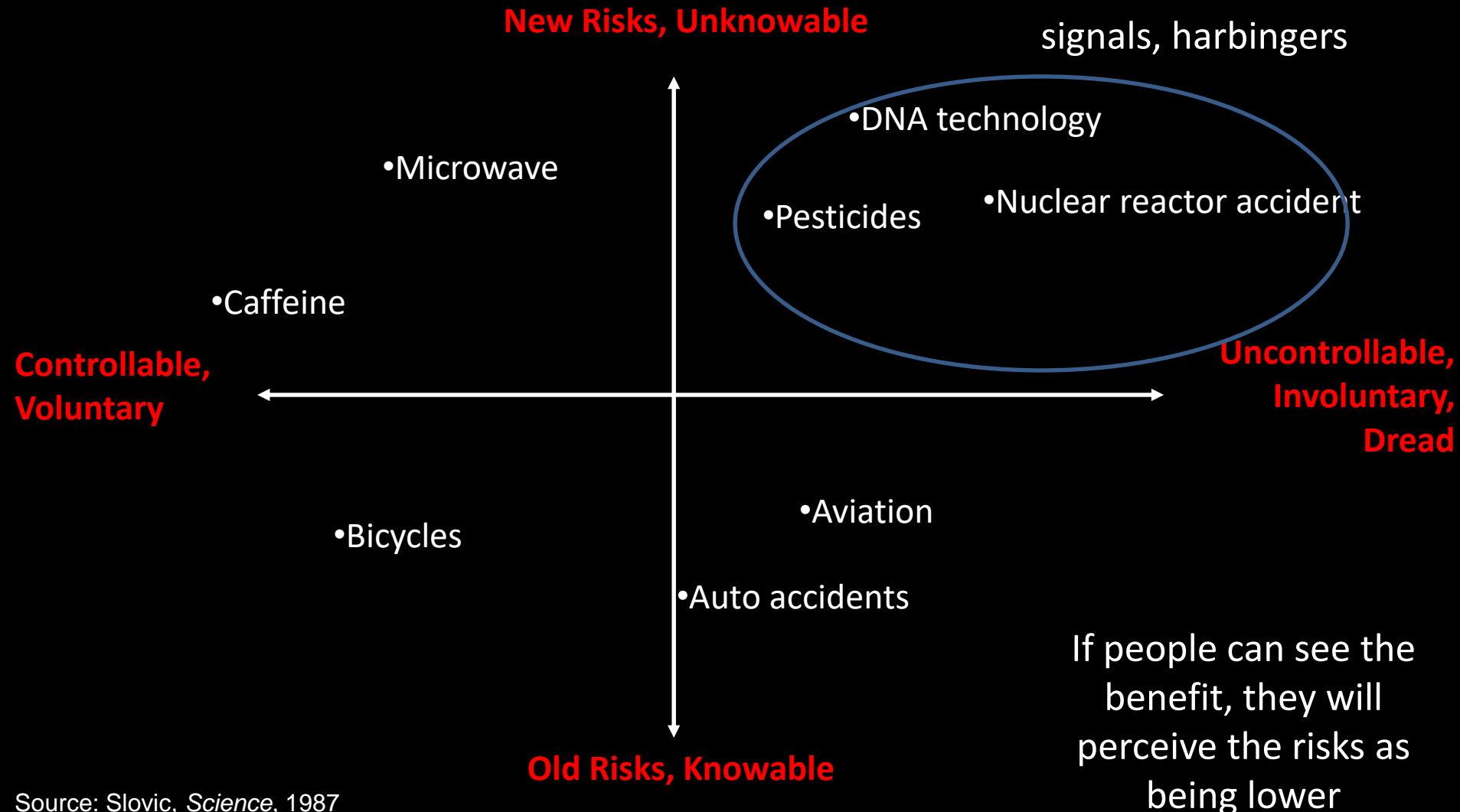
**Instrumental Food:**  
Consumed to “achieve a  
desired physical,  
cognitive, or spiritual  
outcome ... These  
instrumental reasons may  
or may not be rational or  
supported by scientific  
inquiry.”

# **Consumer Acceptance of Productivity Enhancing Technologies**

# The Old Information Deficit Model

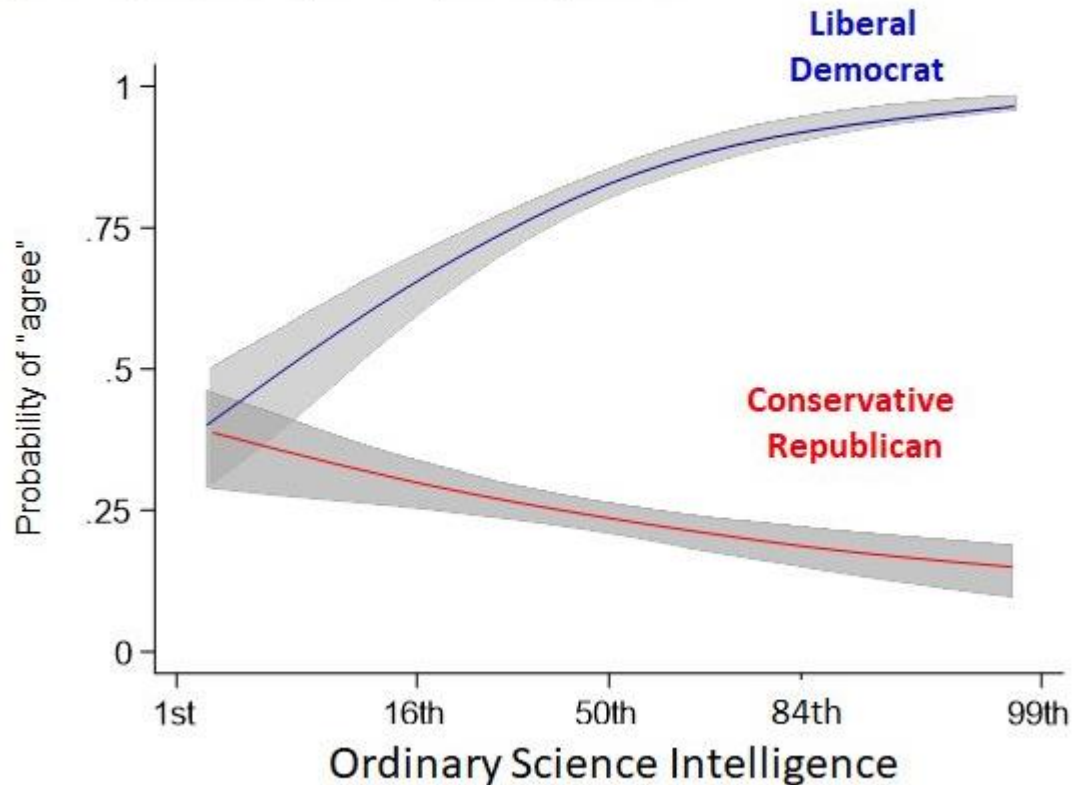


# The Not-So-New-Anymore Lay Risk Perception Models



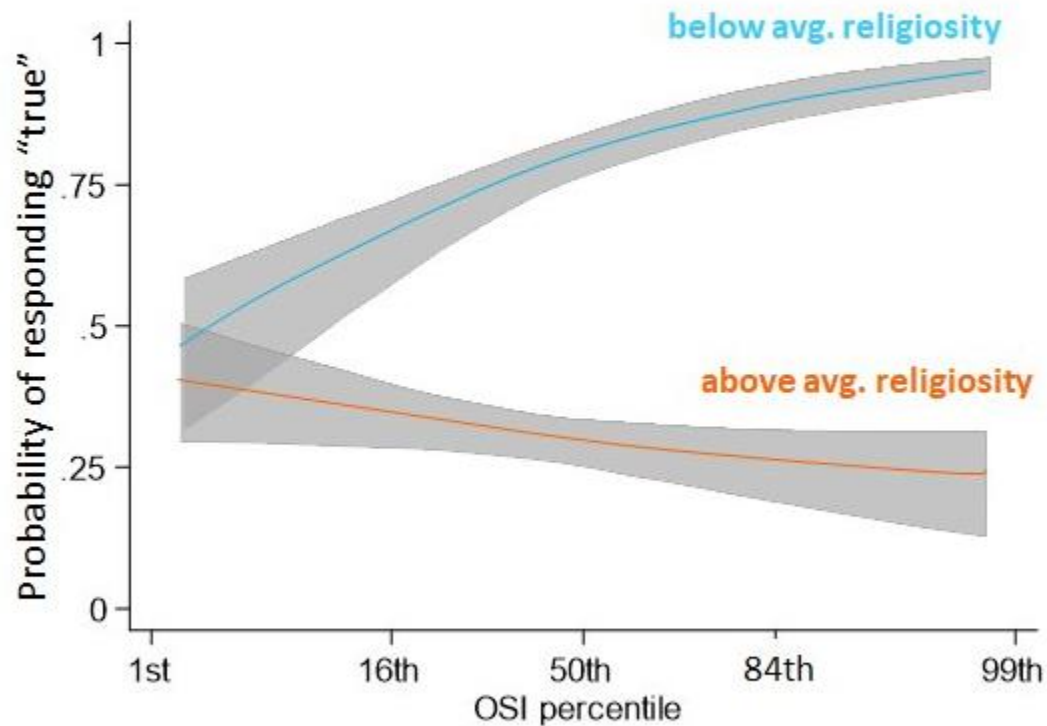
Source: Slovic, *Science*, 1987

***There is "solid evidence" of recent global warming due "mostly" to "human activity such as burning fossil fuels." [agree, disagree]***



Adapted from Kahan, *J. Risk Res.* 20, 995-1016 (2016).  $N = 1769$ .  
Derived from logistic regression model. Gray zones denote 0.95 CIs.

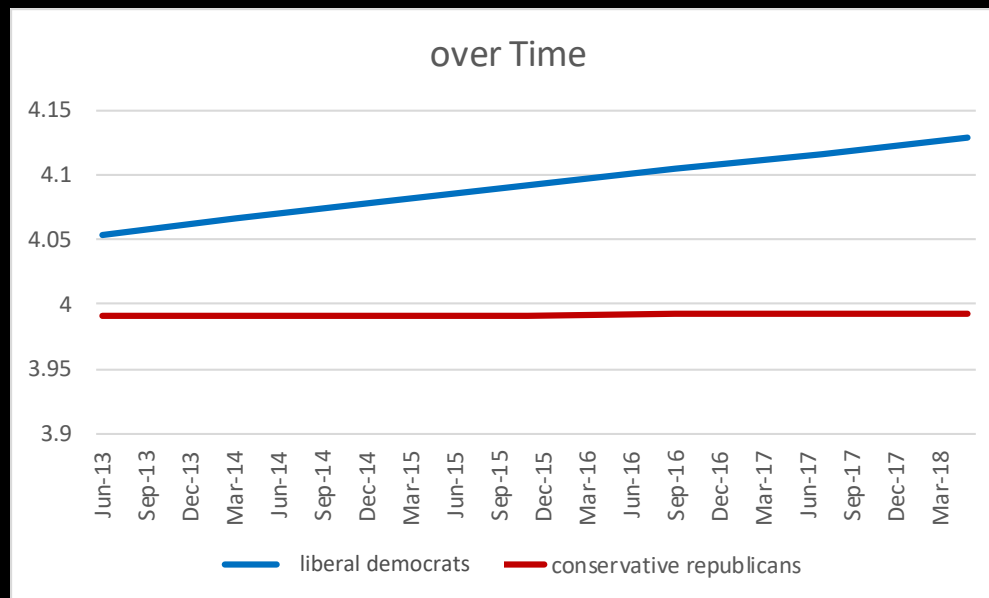
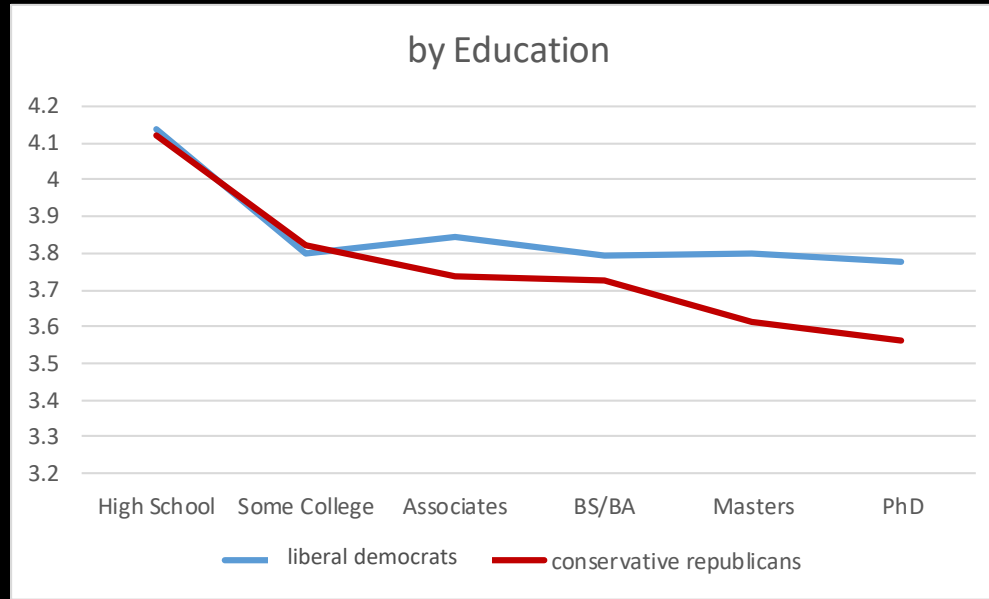
***Human beings, as we know them today, developed from earlier species of animals.” (True/false)*** (True/false)



Adapted from Kahan, *J. Risk Res.* 20, 995-1016 (2016). *N* = 1012.  
Derived from logistic regression model. Gray zones denote 0.95 CIs.

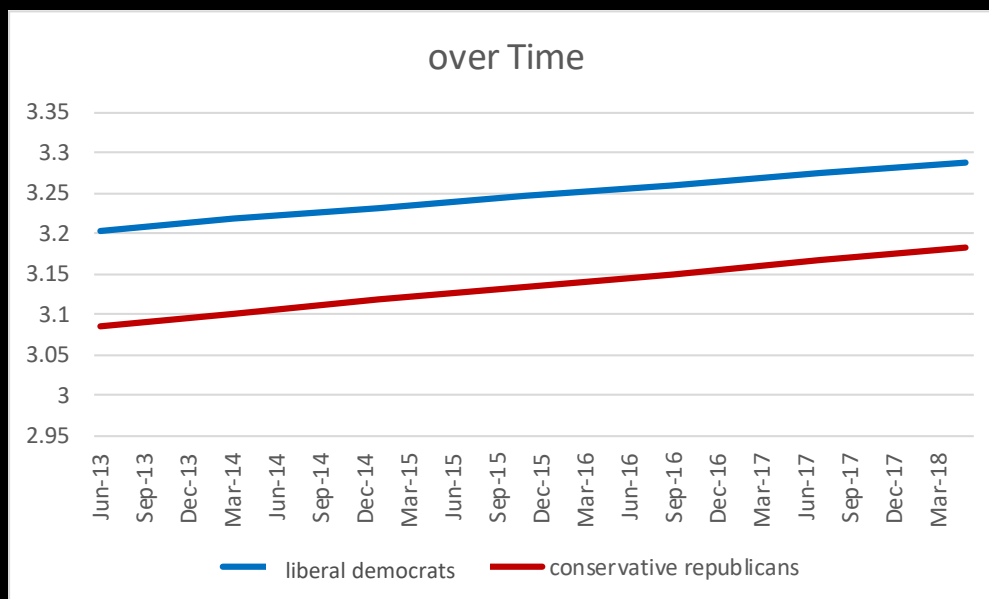
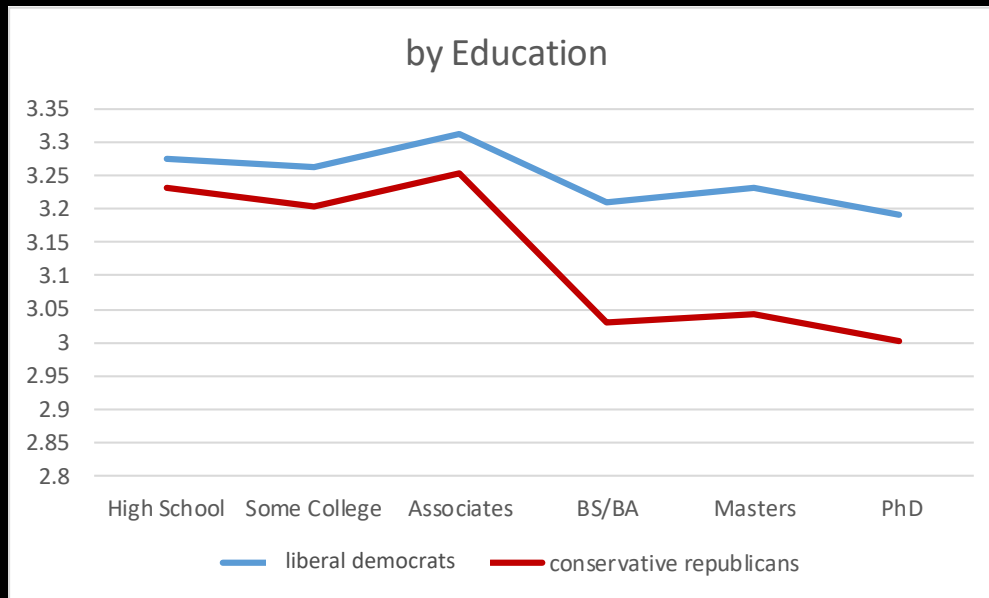
# Food Challenge Ranking

“Avoiding foods that contain pesticides, added hormones & antibiotics”



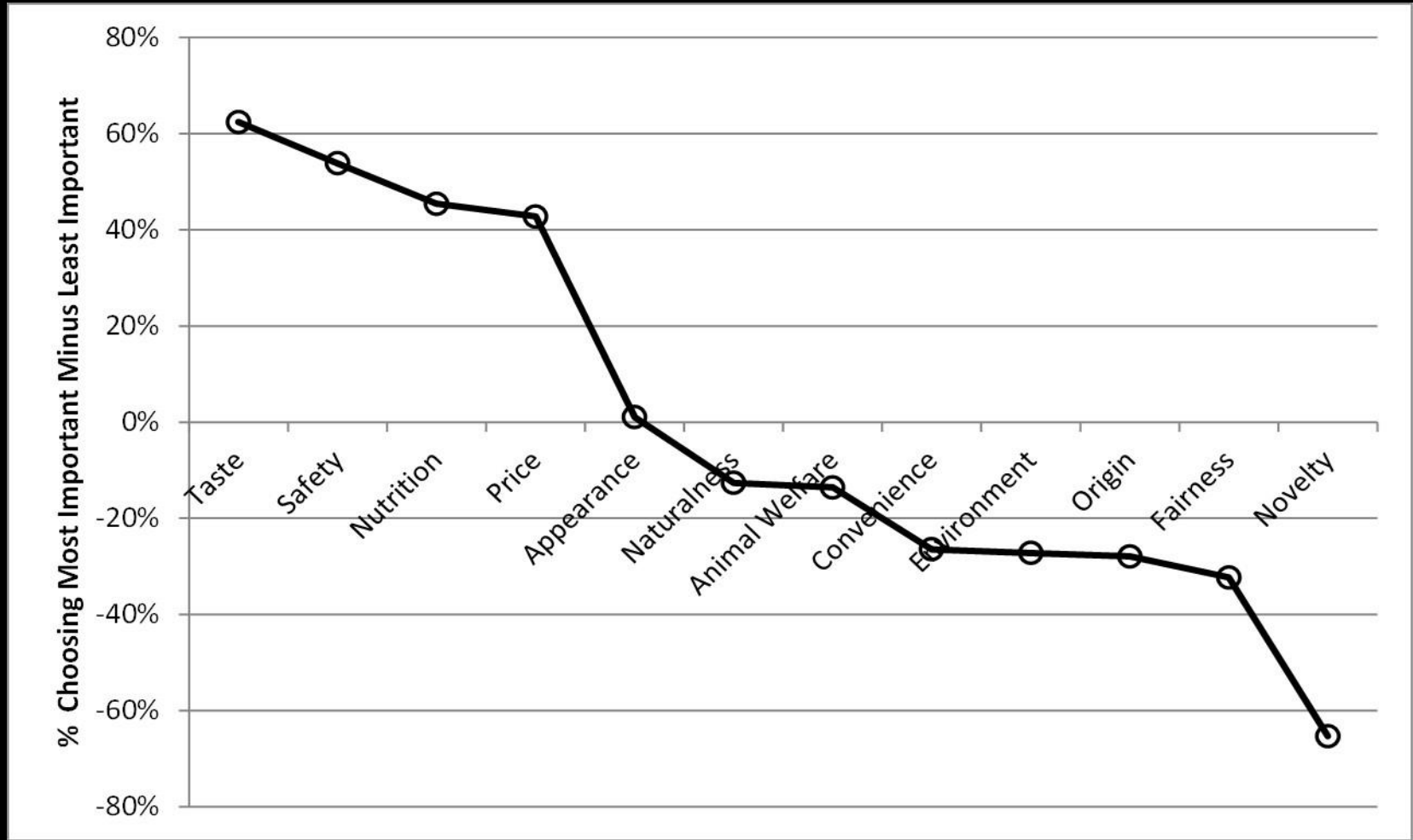
# Food Safety Concern

## Genetically Modified Food



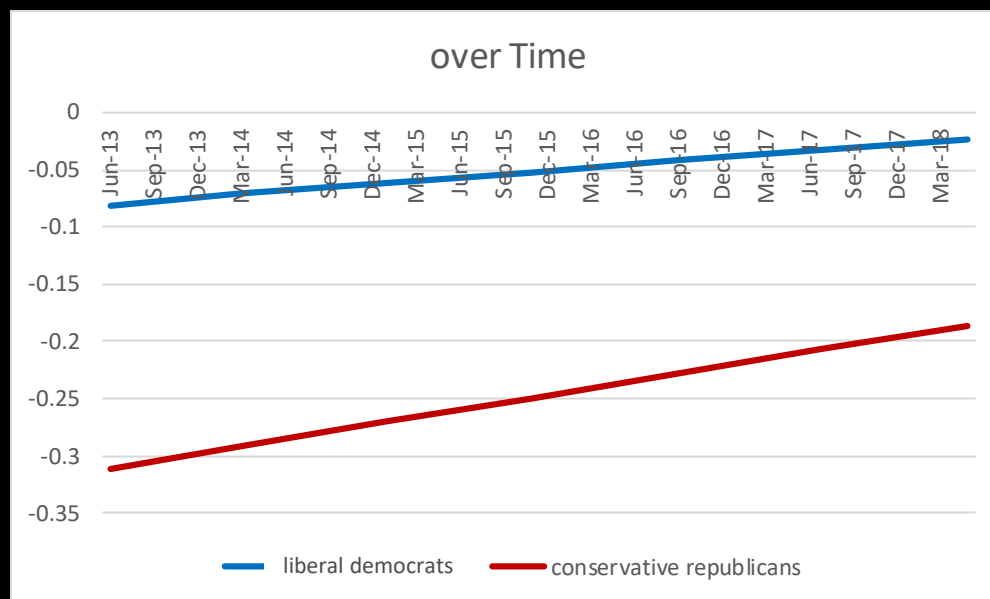
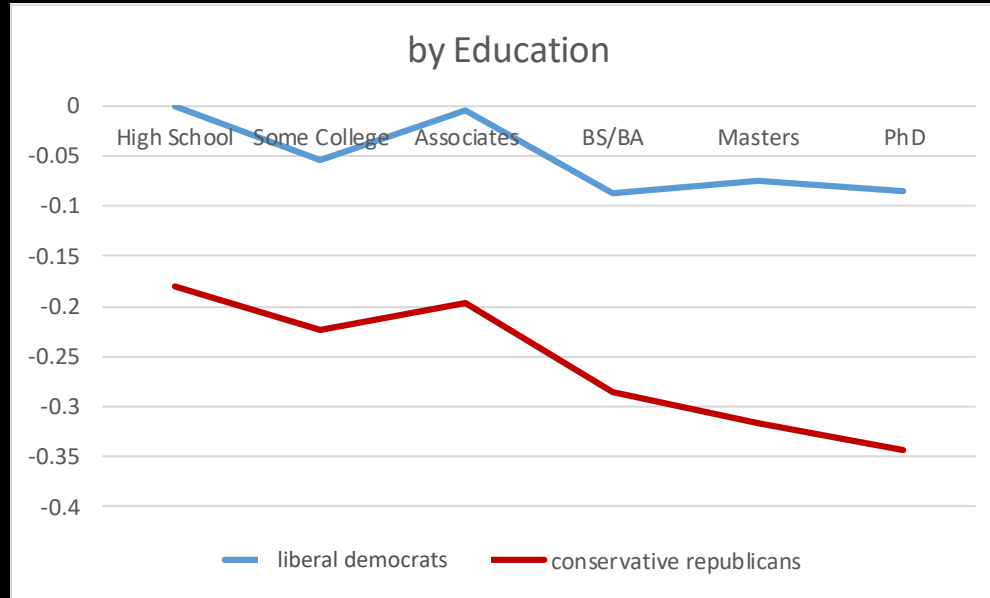


# U.S. Consumers' Food Values



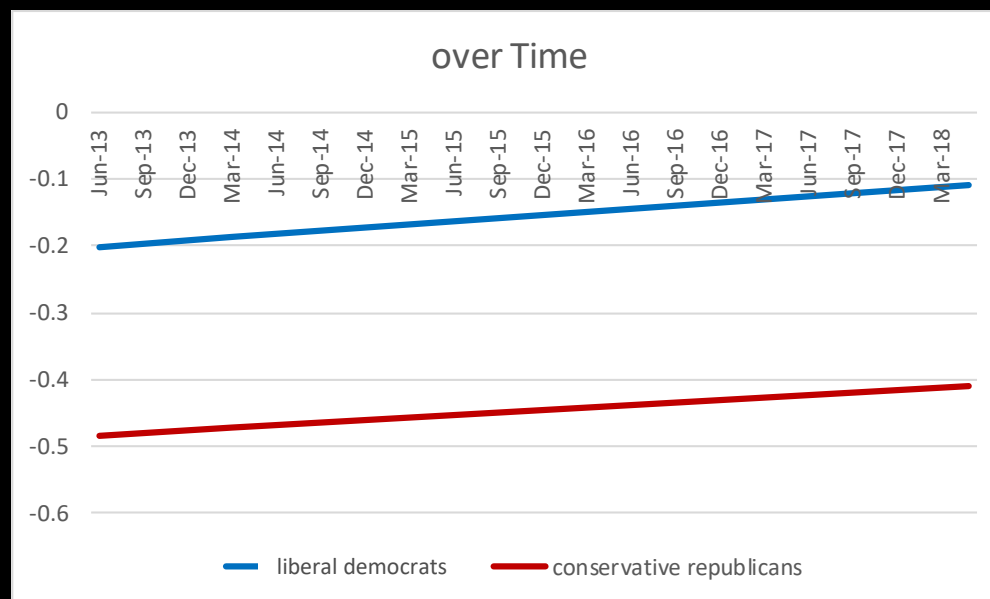
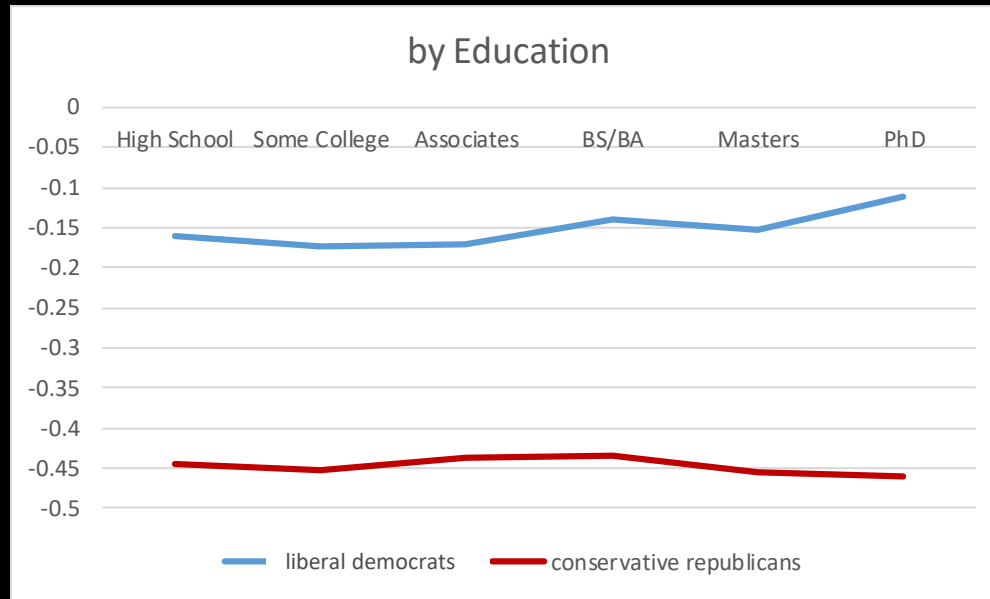
# Food Value Ranking

## Animal Welfare



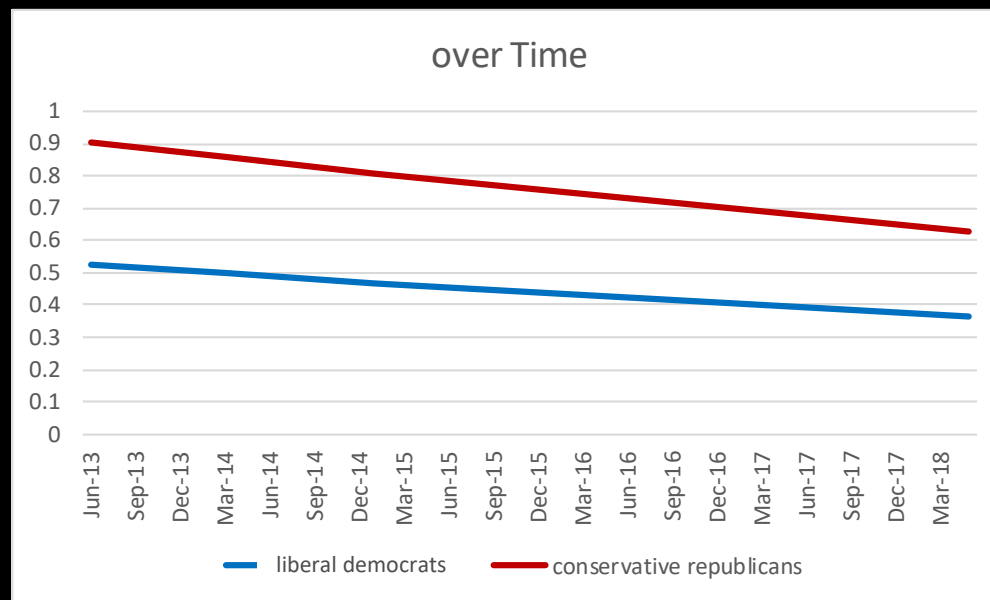
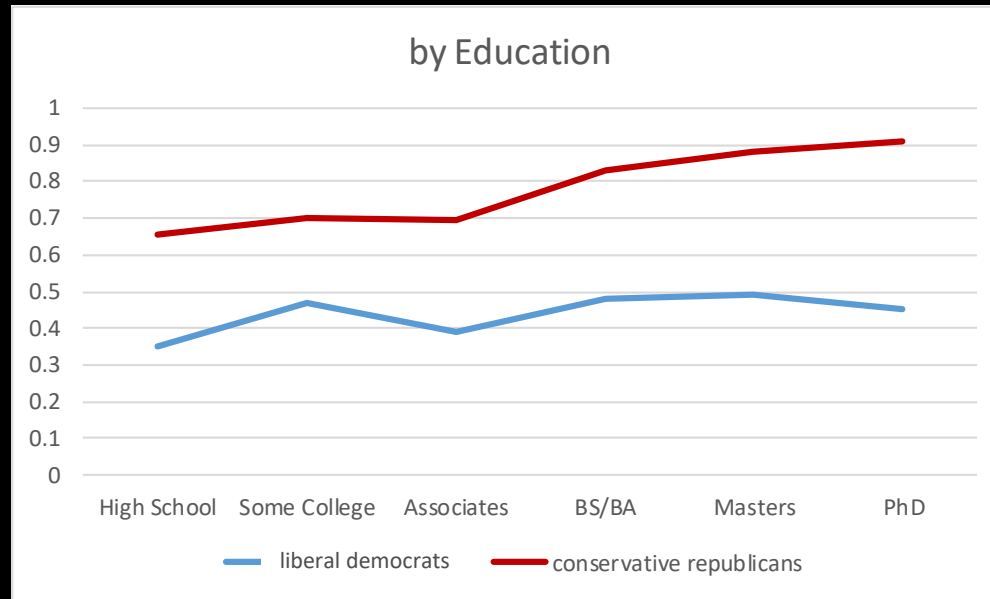
# Food Value Ranking

## Environment



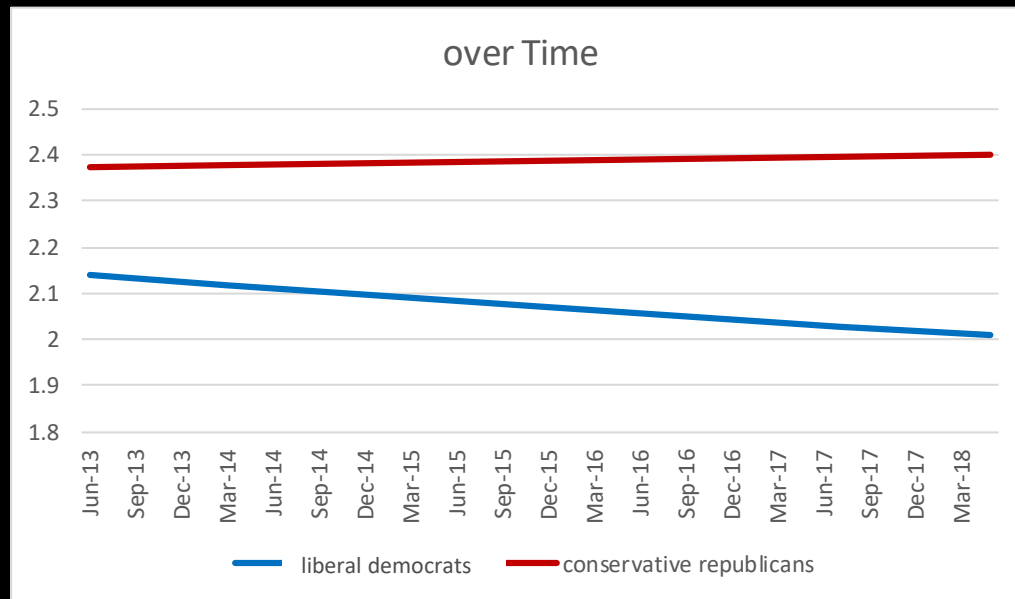
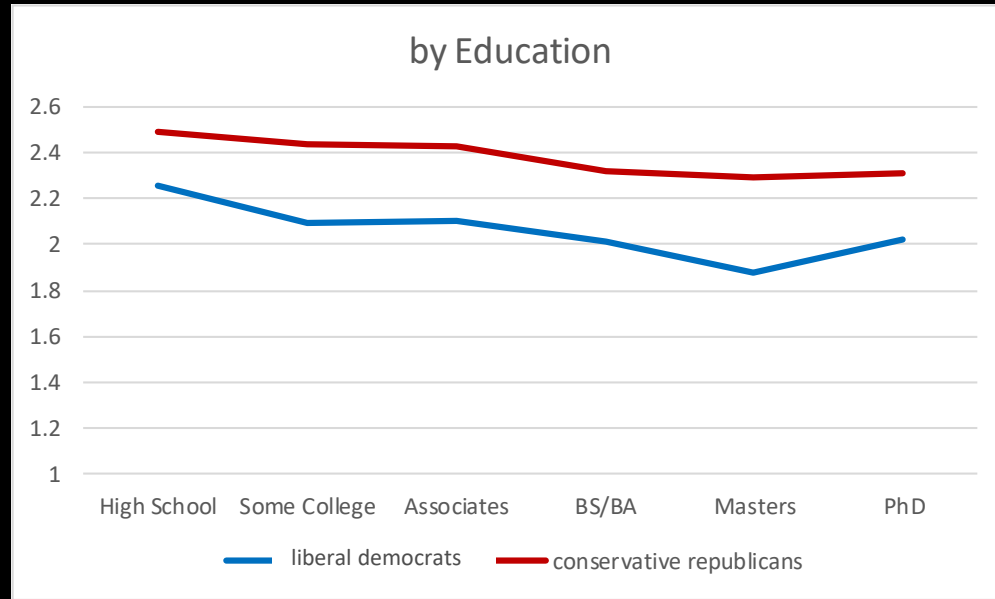
# Food Value Ranking

## Price

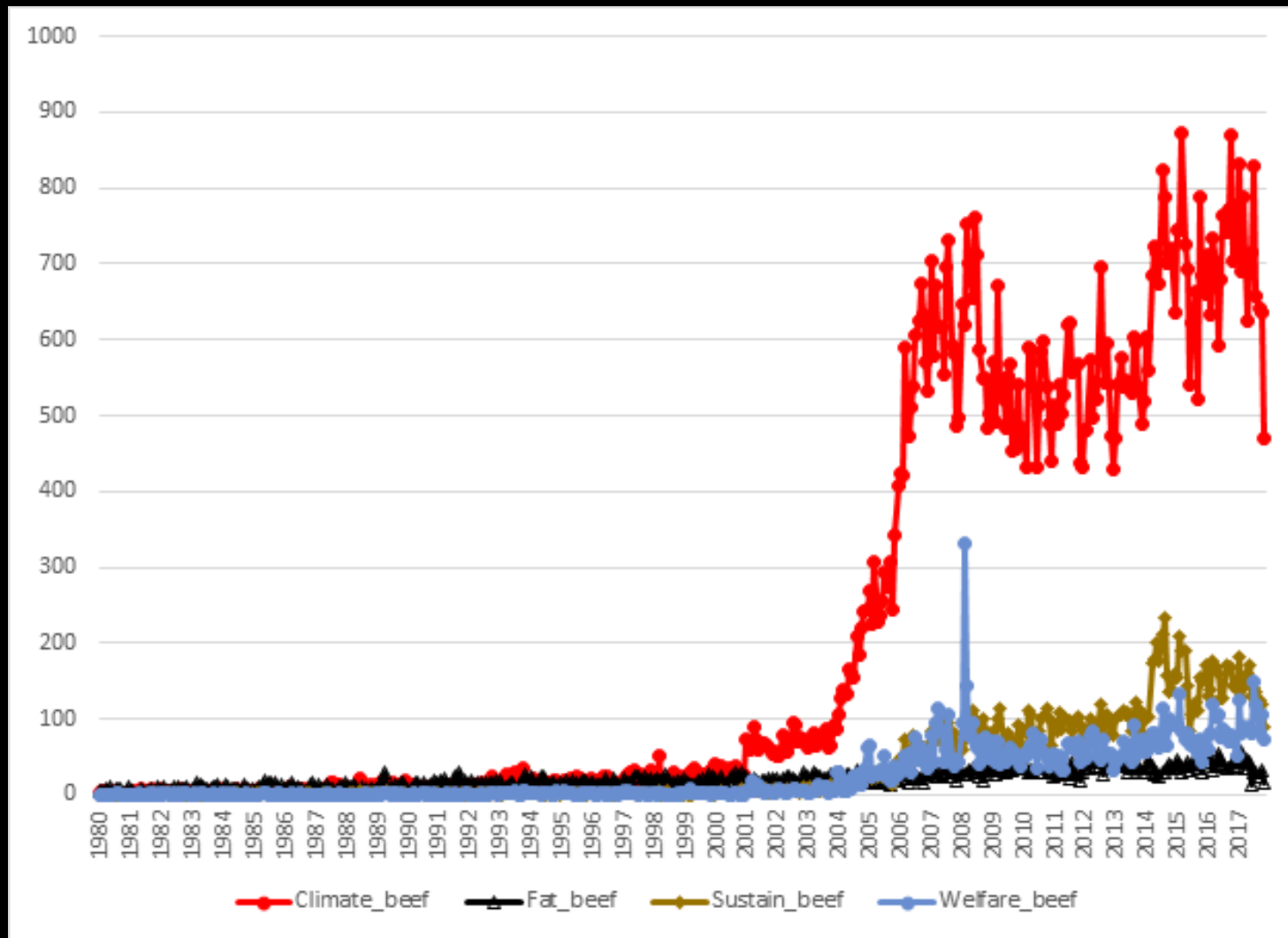




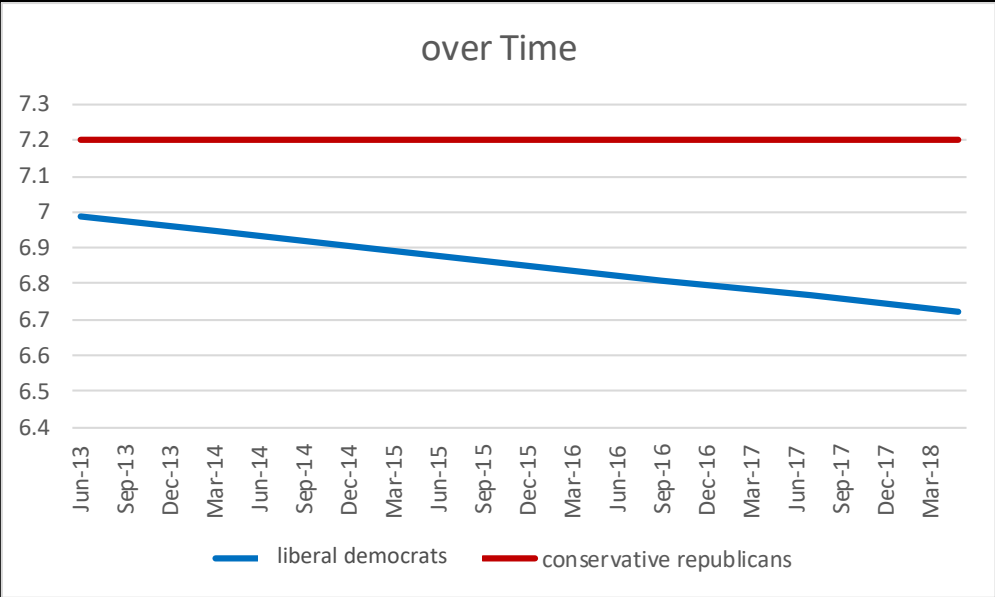
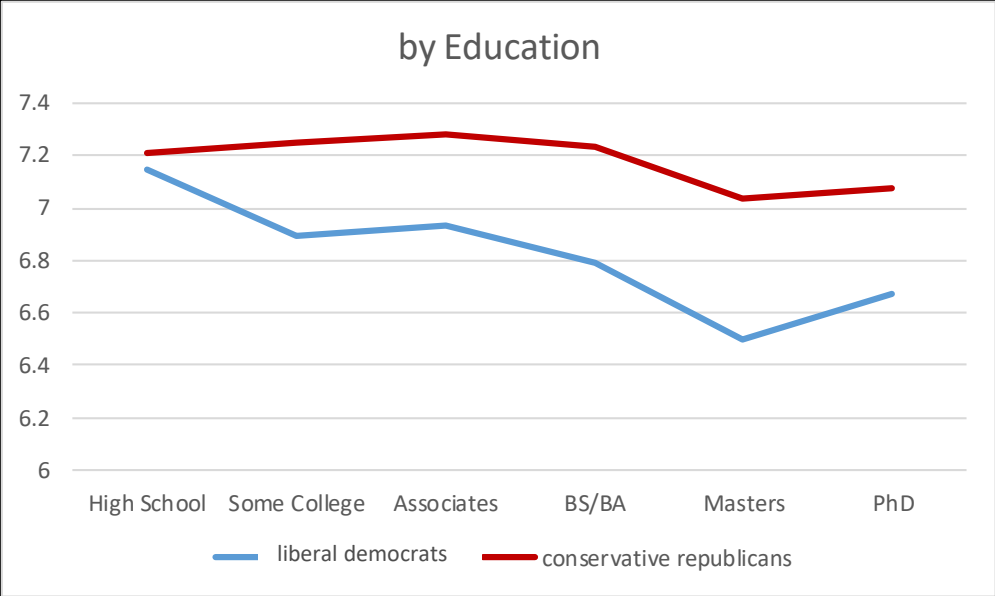
# Beef Demand



# Beef Industry, Media and Medical Indices Jan. 1980 – Nov. 2017



# Meat Demand





# Expect future policy to be more about *food* and less about *agriculture* and more *political*

## The Washington Post

How a national food policy could save millions of American lives



## A National Food Policy for the 21st Century

*A memo to the next president*

by Mark Bittman, Michael Pollan, Ricardo Salvador, Olivier De Schutter

October 2015

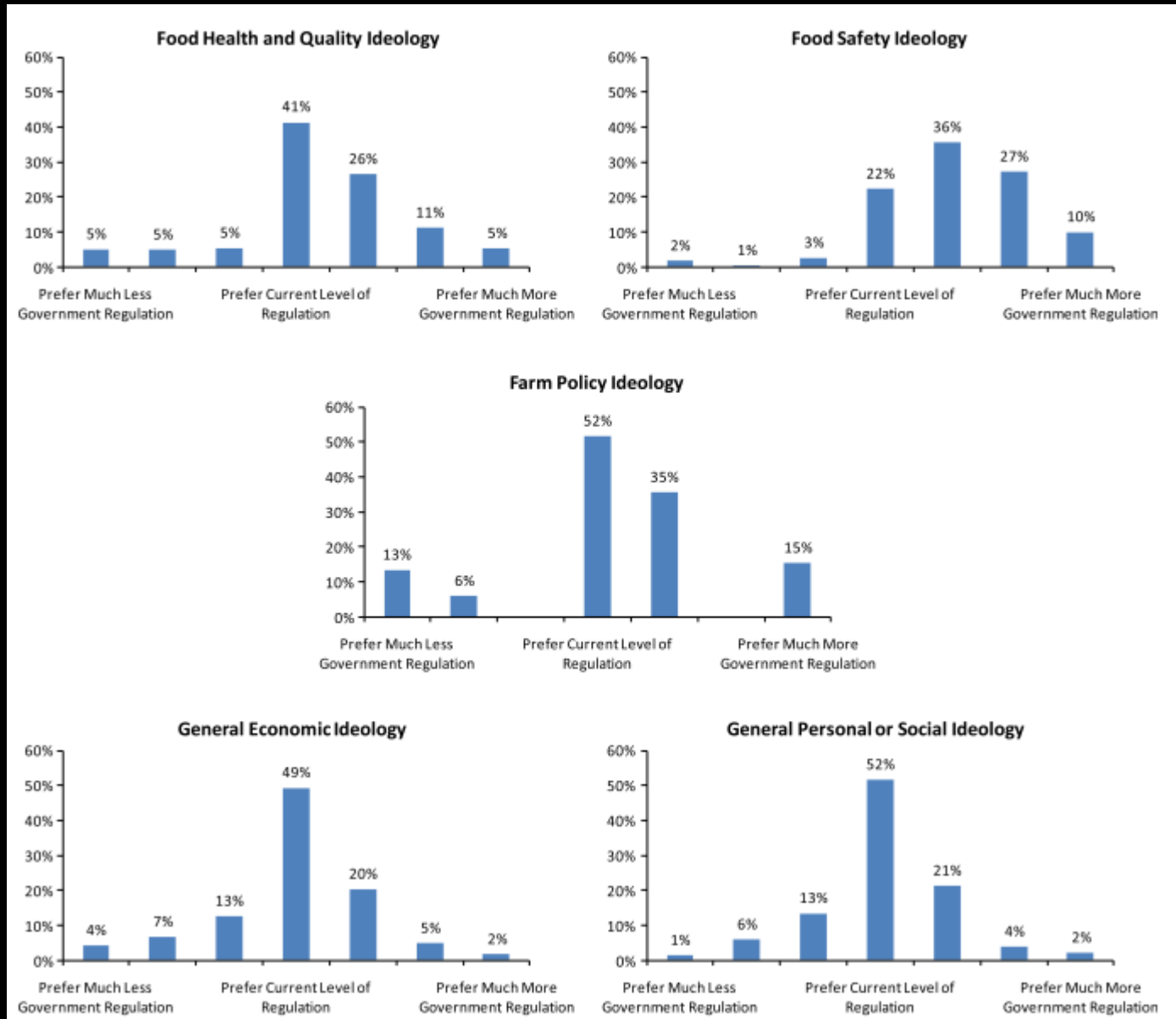


**FUTURE** of **FOOD**

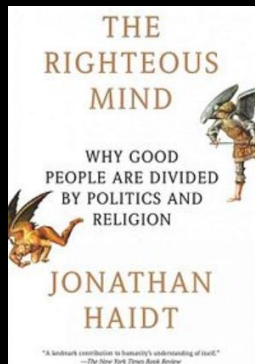
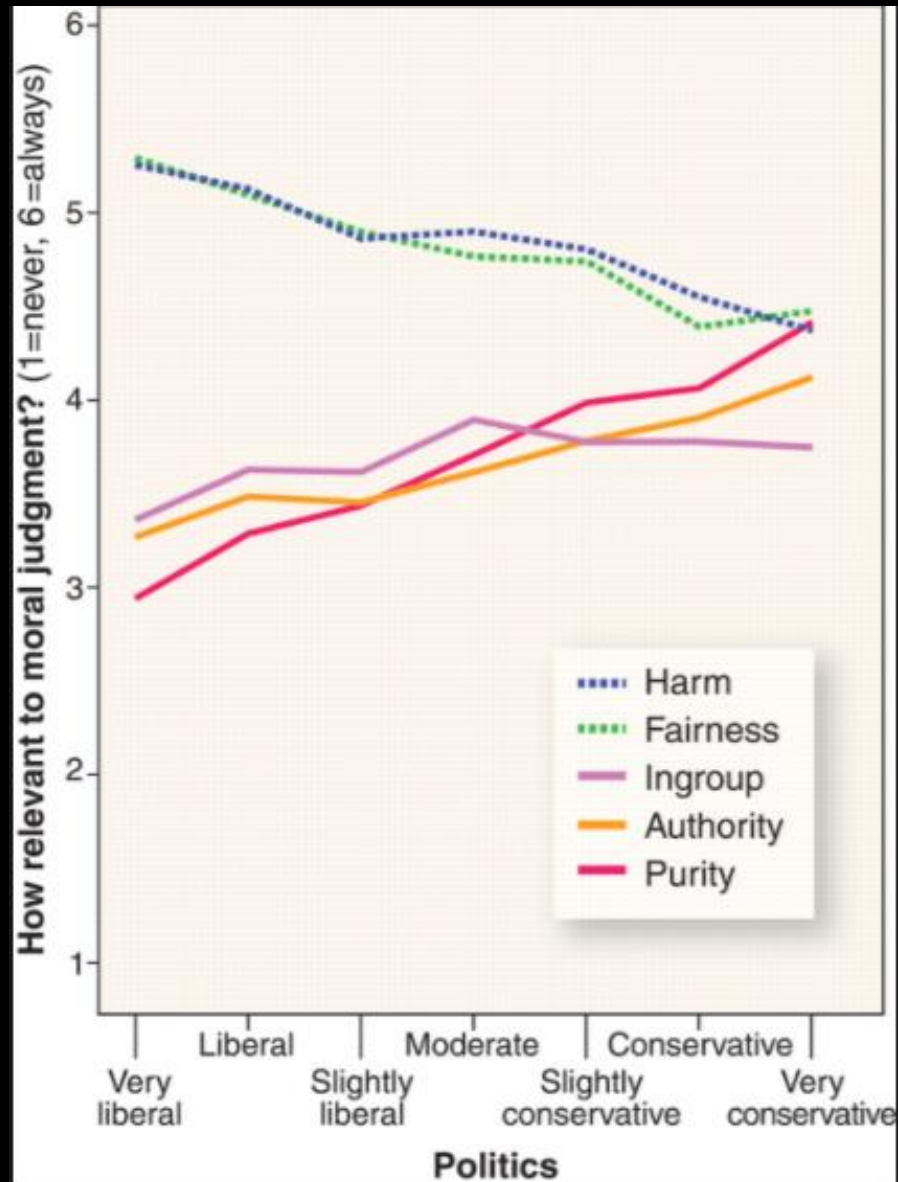
# Policy Environment – Farm Bill Discussions



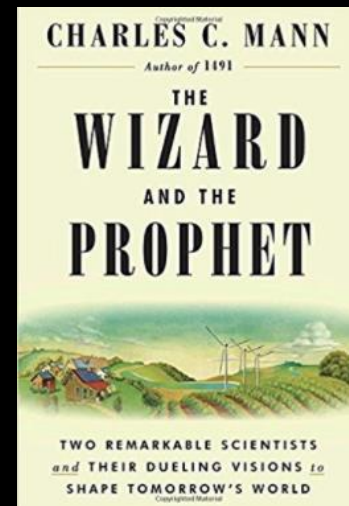
# Citizens are Remarkably Interventionist



# Moral Foundations



- **There are opportunities for more effective communication about productivity-enhancing technologies**
- **Quality-enhancing technology is increasingly important**
- **There are also competing visions for the future of food and agriculture**

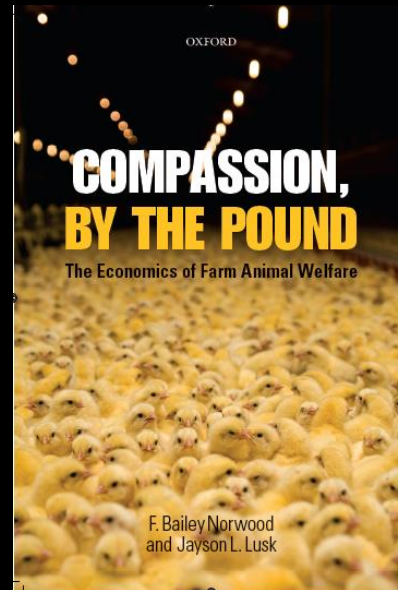
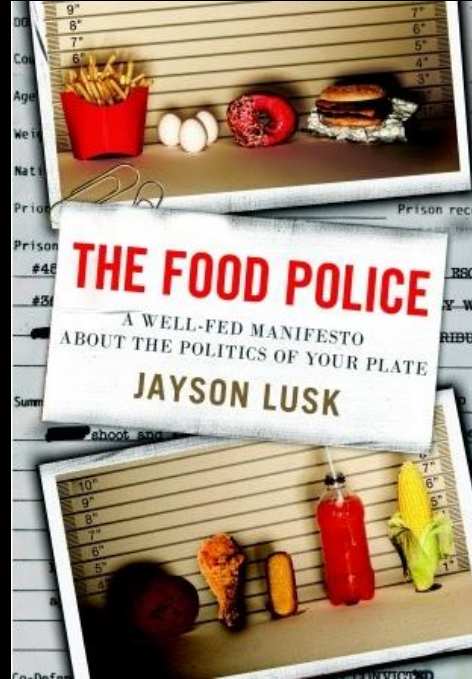


HOW SCIENCE AND TECHNOLOGY  
ARE SERVING UP SUPER FOODS  
TO SAVE THE WORLD



# Unnaturally Delicious

JAYSON LUSK



≡ The Oxford Handbook of  
**THE ECONOMICS OF  
FOOD CONSUMPTION  
AND POLICY**

Contact:

[jlusk@purdue.edu](mailto:jlusk@purdue.edu)

765-494-1903

[www.jaysonlusk.com](http://www.jaysonlusk.com)

@JaysonLusk

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and the award goes to...



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# Marty Matlock

Executive Director of the University of Arkansas Resiliency Center  
Professor of Ecological Engineering  
Department of Biological and Agricultural Engineering

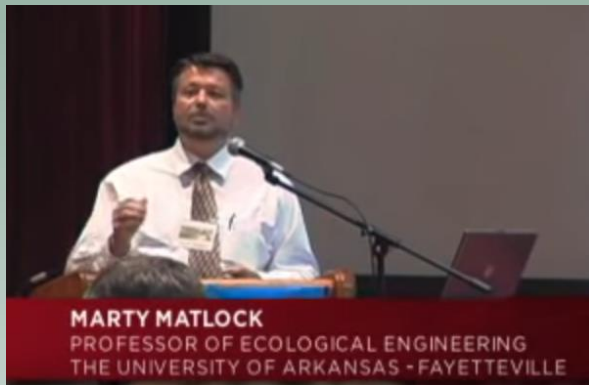
*World leader in the  
science of agricultural  
sustainability*



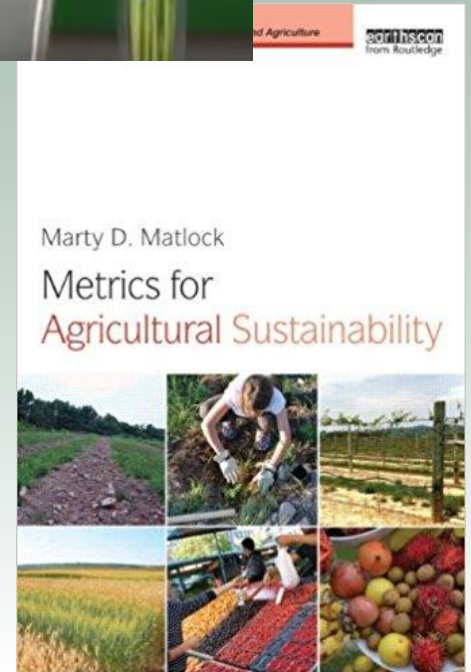
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*A premier communicator and tireless advocate for science-based, sustainable food and farming practices across the globe*



*“His commitment embodies many of the attributes and characteristics of Dr. Borlaug, most notably providing leadership to advance science and engineering in a way that not only benefits agriculture and food production, but also contributes to the betterment of society.”*



# ecological engineering design

restoring and conserving  
ecosystem services



Marty D. Matlock  
Robert A. Morgan



*“Everything is connected.  
Everything is changing.  
We are all in this together.”*



# Borlaug CAST Communication Award



Award to be presented to Dr. Matlock at a side event at the 2018 Borlaug Dialogue International Symposium, a World Food Prize event, in Des Moines, Iowa, October 17, 2018.

For more information about Dr. Matlock and the award, refer to the printed program or visit [www.cast-science.org](http://www.cast-science.org).



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