



Annual Report 2014



Timely Publications
Productive Partnerships
Enhanced Outreach

All great achievements require time.
~ Maya Angelou

Council for Agricultural Science and Technology
www.cast-science.org

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December 31, 2014



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American Society for Nutrition: Kimberly Barnes, West Virginia University, Morgantown

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Poultry Science Association: Murray Bakst, Beltsville Agricultural Research Center, Beltsville, Maryland

Society for In Vitro Biology: Nancy Reichert, Mississippi State University, Mississippi State

Weed Science Society of America: Open

Western Society of Weed Science: Philip Westra, Colorado State University, Fort Collins

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DuPont Pioneer: Wendy Srnec, Crop Genetics Research and Development, Johnston, Iowa

Elanco Animal Health: Jose Simas, Research and Development, Greenfield, Indiana

Land O'Lakes: Open

Monsanto: John Vicini, Monsanto Company, St. Louis, Missouri

Syngenta Crop Protection, Inc.: Open

Representatives of Member Nonprofits

American Farm Bureau Federation: Bob Young, Economic Analysis Department, Washington, D.C.

California Dairy Research Foundation: Gonca Pasin, Davis, California

CropLife America: Open

Innovation Center for U.S. Dairy: Juan Tricarico, Cow of the Future, Rosemont, Illinois

Iowa Soybean Association: Carol Balvanz, Policy and Producer Outreach, Ankeny, Iowa

National Pork Board: Chris Hostetler, Animal Science, Des Moines, Iowa

National Turkey Federation: Lisa Wallenda Picard, Scientific and Regulatory Affairs, Washington, D.C.

United Soybean Board: Laura Foell, Schaller, Iowa

Board Meetings

In April, CAST Directors and senior staff gathered in Washington, D.C., for their Spring Board of Directors' meeting. Two days of business meetings were hosted at the office of Texas A&M University, and one afternoon was devoted to meetings with senior Hill staff members and a briefing by Fran Boyd of Meyers & Associates.

Executive Vice President Linda Chimenti provided updates on project initiatives. Committee and work group representatives reported on current activities, an ad hoc fundraising committee was established, and the Board approved one new publication proposal.

The Fall Annual Board Meeting was held in India-

napolis, Indiana, at the end of October. The Boards of Directors, Representatives, and Trustees gathered for meetings, guest speakers, and work group breakout sessions. Several noteworthy speakers addressed the group at various times throughout the meeting: Ted McKinney, Director of the Indiana State Department of Agriculture; Jeff Simmons, President of Elanco Animal Health; Mike McCarty, Food Industry & Consumer Affairs at Elanco; Doug Miller, Global Scientific Affairs at Elanco; and Scott Hutchins, Global R&D Leader for Dow AgroSciences.

On the last day of the meeting, the gavel was passed from Dr. Lowell Midla to Dr. David Songstad, who will serve as the CAST President for 2014–2015.

As Time Goes By

Every time you tear a leaf off a calendar, you present a new place for new ideas and progress.

~ Charles Kettering, American Inventor


With a gentle reminder from the Editor that it's time to prepare another letter for the *Annual Report*, I'm made aware once again of the passing of time. An "annual report," after all, indicates that a whole year has gone by since the last one. Of course during that time there have been many pieces of communication from CAST to its members and stakeholders, but the *Annual Report* is special, a milestone marking the years since this organization was founded. And that number stands at 42 and counting!

As described in the article titled "CAST Growth," **membership** was a significant focus of activity in 2014. CAST gained new or returning members in all categories—companies, nonprofit organizations, societies, and universities in the Education Program. In addition, we honored our Individual Members of long standing with a Loyalty Recognition certificate.

Publications were another important focus in 2014. As detailed in President Songstad's letter and the "CAST News" section, CAST publications were very timely. Each one brought valuable information to readers on important topics in agriculture just as those topics were in the news and on people's minds.

The CAST Strategic Plan states that "CAST will seek diverse audiences for educational programs and develop procedures and partnerships to facilitate program delivery." Following that guidance, the third focus of CAST activity in 2014 was **partnerships**. We interacted with numerous ag-related organizations to reach new and expanded audiences and to share opportunities of mutual interest. I hope those partnerships, and others, will continue in the future.

As 2014 neared its end, I notified the CAST Board of Directors of my plan to step down from the Executive Vice President's position in mid-2015. I'm sure this decision comes at the right time, not only for me personally but also for CAST. With strong leadership from the Board of Directors, active participation by the Board of Representatives, and thoughtful guidance by the Board of Trustees, this organization is strong. And with the vital support of the capable Headquarters Office Staff, this organization will maintain its forward progress. I wish CAST all the best, as time goes by.



Linda M. Chimenti
Executive Vice President



Linda M. Chimenti
Executive
Vice President



On the cover:
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CAST Growth

The year was a banner one for CAST, particularly in terms of membership and collaboration.

New in 2014, CAST offered the "CAST Member-Plus-One Campaign" to encourage current loyal members to recruit others to join CAST. Another new program in 2014, Loyal Member Recognition, honors member loyalty—those individual members who joined CAST ten or more years ago and have contributed annually.

Organizations new to CAST this year include the California Dairy Research Foundation, the California Farm Bureau Federation, the Innovation Center for U.S. Dairy, the National Turkey Federation, and the North Carolina Pork Council. Society additions are the Association of American Veterinary Medical Colleges, the Crop Science Society of America, the Midwest Poultry Federation, Ohio Dairy Vets, and the Philadelphia So-

ciety for Promoting Agriculture. Merck Animal Health and BASF joined as company members. The Education Program also added new members: the University of Kentucky, the University of Nevada, and Mississippi State University.

CAST collaborated with several organizations centered around publication rollouts—FoodPolicy.US; the American Farm Bureau; the American Society of Plant Biologists; the Agronomy, Crop Science, and Soil Science Societies; the Modern Agricultural Caucus; and the Aquatic Plant Management Society. Additionally, two issue paper authors were the speakers at a web seminar presented by CAST and Food Seminars International.

CAST and DuPont cohosted the 2014 Borlaug CAST Communication Award breakfast at the World Food Prize on October 15. Additionally, CAST and the U.S. Farmers and Ranchers Alliance presented a Food Dialogues discussion after the breakfast.



Letter from the CAST President



David Songstad
President

As we enter 2015, we will certainly be focused on the future and the future will involve a new EVP. Linda Chimenti announced in 2014 that she plans to step down as CAST EVP at the end of May in 2015. I have formed a search committee to lead the effort to present a short list of candidates to the CAST Board of Directors for consideration. We do expect to have this position filled by May.

It is human nature not to embrace change. However, this is an opportunity for everyone involved with CAST—from the Boards of Directors, Trustees, and Representatives, to the staff and to all the individual members of CAST—to see that this is a chance to positively influence the future of this organization. The choice of the new EVP should be a reflection of both the history of CAST and also the future as we fulfill our mission to assemble, interpret, and communicate credible science-based information and to advocate for (the sole exception to the above advocacy proscription) the use of science in the formation of both agricultural public policy and the public's understanding of agricultural issues.

Reflecting back on 2014, CAST made a profound impact regarding communication of science. These publications include the following:

The Issue Paper *The Potential Impacts of Mandatory Labeling for Genetically Engineered Food in the United States* was released in April, and this publication received considerable attention. Dr. Alison Van Eenennaam, the Task Force Chair for this Issue Paper, was interviewed by several news agencies and the timing for this Issue Paper was “spot on!”

In July, the Commentary *Benefits of Controlling Nuisance Aquatic Plants and Algae in the United States* was released, with Dr. Kurt Getsinger as the Task Force Chair. The release of this CAST Commentary was also very timely because of the news of the loss of drinking water in Toledo, Ohio, due to algal contamination.

This past November, Dr. Stephen Weller led the Task Force that produced *The Contributions of Pesticides to Pest Management in Meeting the Global Need for Food Production by 2050*. This message was also timely, based on what I heard at the World Food Prize with regard to feeding the population by the year 2050.

The common theme that I want to see continue is the rollout of “timely” CAST publications—timely in the sense of impact that CAST publications have on policymakers, regulators, government officials, and the public at large. The year 2014 will be held as an example for the impact of timely CAST publications. I hope to see more of the same in 2015.

I would like to personally thank Linda and everyone in the CAST office for their dedication and hard work throughout 2014. The publications highlighted above would not be possible without their diligence and steadfast efforts. Further, I would like to thank the members of the three CAST Boards (Representatives, Directors, and Trustees), as well as the authors and reviewers of our publications, who have volunteered their time and talent contributing to the success of CAST. I challenge everyone reading this to consider what you can do to contribute to CAST's future success—and then do it.

In preparing this letter, I reread last year's submission by Past President Lowell Midla and appreciated his words. I echo what he shared by saying that science is defined as “the search for the truth.” Let us keep our eyes and ears focused on this search, and I believe that our efforts will be even more recognized in the years to come.

With highest regards,

David D. Songstad
President of CAST



Lowell Midla passing the gavel to David Songstad in Indianapolis.



Rollouts

The Potential Impacts of Mandatory Labeling for Genetically Engineered Food in the United States, Issue Paper 54, April. *Chair: Dr. Alison Van Eenennaam, Department of Animal Science, University of California, Davis.* April rollout and presentations given by Alison Van Eenennaam:

- Russell Senate Office Building, Washington, D.C.
- National Coalition for Food and Agricultural Research (NC-FAR) “Lunch-N-Learn” seminar (in collaboration with the American Society of Plant Biologists; The Agronomy, Crop Science, and Soil Science Societies; and the Modern Agricultural Caucus), Washington, D.C.
- Panel discussion cohosted by FoodPolicy.US and CAST at the Georgetown University School of Continuing Studies, Washington, D.C.



Linda Chimenti, Alison Van Eenennaam, and Lowell Midla (CAST President).

Benefits of Controlling Nuisance Aquatic Plants and Algae in the United States, Commentary QTA2014-1, July. *Chair: Dr. Kurt Getsinger, U.S. Army Engineer Research and Development Center, Vicksburg, Mississippi.* July rollout and presentation given by John H. Rodgers, Jr. (Task Force Author):

- Aquatic Plant Management Society Annual Meeting, Savannah, Georgia
- Additional presentations planned at regional meetings in 2015

The Contributions of Pesticides to Pest Management in Meeting the Global Need for Food Production by 2050, Issue Paper 55, November. *Chair: Dr. Stephen C. Weller, Department of Horticulture and Landscape Architecture, Purdue University, West Lafayette, Indiana.* November rollout and presentations given by Stephen Weller:

- Russell Senate Office Building, Washington, D.C.
- NC-FAR “Lunch-N-Learn” seminar, Washington, D.C.
- Panel discussion hosted by the American Farm Bureau Federation at their office suite, Washington, D.C.



Panel discussion at American Farm Bureau Federation.



John Rodgers at APMS presentation.

Board of Trustees

The CAST Board of Trustees is composed of nationally prominent individuals from academia, industry, and nonprofit organizations. Trustees discuss and evaluate national concerns and the role of CAST publications in addressing them. They also focus on improving the communications between CAST and potential stakeholders. CAST has been fortunate to include many well-respected experts on its Board of Trustees, and during 2014 several more individuals have agreed to serve.

Current members are Barbara Allen-Diaz, Vice President of UC Agriculture and Natural Resources at the University of California; Claude Brown, President and Founder of Ag Industrial Manufacturing; Mark J. Cochran, Vice President for Agriculture, Head of the University of Arkansas Division of Agriculture, and Professor of Agricultural Economics and Agribusiness; Nancy M. Cox, Dean of the College of Agriculture, Food and Environment at the University of Kentucky and Director of the Kentucky Agricultural Experiment Station; Craig Hill, President of the Iowa Farm Bureau; Stanley Johnson, University of Nevada–Reno; and Wendy Wintersteen, Dean of the College of Agriculture and Life Sciences at Iowa State University.

2014 Borlaug CAST Communication Award

CAST President Lowell Midla announced Alison Van Eenennaam as the winner of the 2014 Borlaug CAST Communication Award at an event at the World Bank in Washington, D.C., on Thursday, May 1.

CAST and DuPont—in conjunction with the World Bank—hosted a presentation by Jeff Simmons, President of Elanco and the 2013 Borlaug CAST Communication Award recipient. He emphasized viable solutions in the movement for a food-secure future, and he focused on the “Enough” campaign—*The Fight for a Food-secure Tomorrow*.

Following Simmons’ speech, the announcement of Dr. Van Eenennaam’s award was made. An official presentation occurred at a breakfast side event cohosted by DuPont and CAST at the World Food Prize Symposium in Des Moines, Iowa, on October 15. After the breakfast, a Food Dialogues event organized by the U.S. Farmers and Ranchers Alliance was held, and Van Eenennaam served as a panelist. She is a specialist in the field of animal genomics and biotechnology, and she is at the forefront of those delivering clear, science-based information to the public and policymakers alike.



Linda Chimenti presents the 2014 Borlaug CAST Communication Award to Dr. Alison Van Eenennaam.



2014 CAST Membership

KEY

- ◇ Lifetime Member
- Millennium Club
- President's Club
- ▲ Friends of CAST Individual Member (includes retired and student)
- ♥ Loyalty Member (≥10 years of annual giving)

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R. Phillip Upchurch, Chesterfield ◇
Marc Vanacht, St. Louis
John Vicini, St. Louis

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Robert Short, Laurel ◇
B. Staigmiller, Absarokee ◇

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Chris R. Calkins, Lincoln ♥
Charles Francis, Lincoln
DeLynn Hay, Waverly
Gary W. Hergert, Scottsbluff
Lloyd L. Lipska, Seward
Martin A. Massengale, Lincoln ◇
Z. B. Mayo, Lincoln ♥
Fred W. Roeth, Lincoln ◇
William G. Schmutz, Omaha
Michele Schoeneberger, Lincoln
Joan S. Schrader, Ashland
Larry D. Schulze, Eagle ♥
Charles A. Shapiro, Concord ◇
David P. Shelton, Concord
Robert C. Sorensen, Lincoln ♥
Leroy V. Svec, Seward ♥
Raymond Ward, Kearney ◇
Ted R. Warfield, Kearney ◇

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Zane Helsel, Ewing
Melvin R. Henninger, East Windsor ♥
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Donald Schaffner, Freehold

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Stephen H. Thomas, Las Cruces ♥

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Gary Bergstrom, Ithaca ♥
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Michael L. Thonney, Ithaca ♥

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Markus Andres, Chapel Hill
Garth W. Boyd, Wilmington ◇
Wayne Buhler, Raleigh
Beth Carroll, Greensboro
Harold Coble, Cary ◇
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Dirk Drost, Greensboro ▲

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KEY

- ◇ Lifetime Member
- Millennium Club
- President's Club
- ▲ Friends of CAST Individual Member (includes retired and student)
- ♥ Loyalty Member (≥10 years of annual giving)

List as of December 31, 2014

E. James Dunphy, Raleigh ♥
 Robert E. Holm, Holly Springs ♥
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 Lee-Ann Jaykus, Durham
 David Jordon, Raleigh
 David R. Lineback, Southport ◇
 Charles McFatrigh, Chapel Hill
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 Ishwar Murarka, Raleigh ◇
 George C. Naderman, Jr., Cary
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 Katharine B. Perry, West End ◇
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 Ronald E. Sneed, Raleigh ♥
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 Charles W. Stuber, Raleigh ♥
 Turner B. Sutton, Windsor
 Gerald C. Weigel, Wake Forest ♥
 Richard F. Wilson, Raleigh ♥
 Mulumbet Worku, Greensboro
 A. Douglas Worsham, Scottville ♥

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 Alan Dexter, Fargo ◇
 Hiram M. Drache, Fargo
 Kirk Howatt, Fargo
 Brian Jenks, Minot
 Rodney G. Lym, Fargo
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 K. Fred Gingerich II, Ashland
 Robert J. Gustafson, Worthington
 Robert W. Harriman, Delaware ◇

Stanley W. Joehlin, Curtice ◇
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 Jeffrey Lakritz, Columbus
 John H. Litchfield, Worthington ♥
 Phil Lowe, Beverly
 Gabe Middleton, Orrville
 Lowell Midla, Marysville ◇
 Eric K. Nelson, Marysville ◇
 Don Sanders, Urbana
 Gene E. Schram, Whitehouse ♥
 Eric Shaver, Berlin
 Luther G. Tweeten, Columbus ◇
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 Tommy L. Zimmerman, Wooster ♥

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 David M. Engle, Stillwater ♥
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 Ned S. Raun, Tulsa ◇

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 Loydee S. Stonebrink, Rickreall ◇
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 David Galligan, Kennett Square
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 Verdean E. Keyser, Boswell ◇
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 Harold G. Marshall, Bellfonte ◇
 Gregory P. Martin, Elizabethtown ♥
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 George A. Somkuti, Lansdale ◇
 Ronald Stotish, Ivyland
 Kurt M. Walker, Somerset ♥
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 Erin Cortus, Brookings
 Elaine E. Grings, Brookings ♥

Roy and Jacqueline Holland, Spearfish ◇
 David J. Schingoethe, Brookings

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 Charles Cobb, Hereford
 Noel Andy Cole, Amarillo ♥
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 Gary L. Eilrich, Willis ▲
 Cady R. Engler, College Station ◇
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 C. Ross Hamilton, Flower Mound ▲
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 Colin Kaltenbach, Laramie
 Alvin L. Young, Cheyenne

Among the CAST supporters who are no longer with us, CAST lost two good friends this past year—
 Dr. Bob Sweet, a valued member of the CAST Board, and Dr. Scott Hurd, a respected CAST Task Force Chair.

2014 CAST Membership

INTERNATIONAL

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Queensland

Brazil

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Leslie Ballentine, Toronto, ON
Stan Benda, Toronto, ON

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Nagano-ken ♥

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pan, Jalisco
Francisco Mayorga, Jr., Guadalajara

Nigeria

Akin Adesina, Abuja ◊

Thailand

Mark Kujawa, Bangkok, AP ♥

United Kingdom

Kevin Moran, Harrogate, North
Yorkshire

Social Media

Social media continues to buzz. The CAST Twitter account has 4,548 followers, with new people joining daily. CAST has an active Pinterest account that has accumulated 514 followers since its creation during the summer of 2012. CAST's Facebook page has recently grown to 619 likes.

The CAST blog is nearing the 66,500 hit mark, with approximately 1,800 per month. Reprints of the CAST blog have been in several magazines (e.g., *Our Iowa, Woodlands & Prairies*) and newspapers (*The Des Moines Register* and *Ames Tribune*)—and reprinted on several other blogs. CAST's website has received more than 233,520 visits with viewers from all U.S. states and more than 168 countries.

Blog (cast-science.blogspot.com)
Facebook (facebook.com, search for CAST)
Pinterest (pinterest.com/castagscience)
SchoolTube/YouTube (schooltube.com/user/CAST;
youtube.com/user/CASTagScience)
Twitter (twitter.com/CASTagScience)
Website (cast-science.org)



Individual Membership Options

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\$2,500/contribution or pledge
- Millennium Club
\$1,000/calendar year
- President's Club
\$500/calendar year
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\$60/calendar year
- Student Member
\$25/calendar year

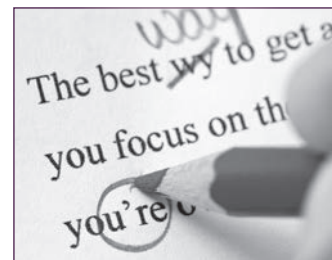
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CAST Offers New Editing Services

CAST initiated a new offering to ag professionals in 2014—editing services. With many years of experience behind them, the editing staff at CAST can give publications, websites, books, newsletters, and other forms of printed communication the polish they need to promote an organization and attest to its credibility.

Grammar and style issues become even more important when executives are writing company documents or experts are composing scientific research papers. No matter how accomplished a writer might be, proofreading is a challenge, and proper formatting is a key to successful publications. With this in mind, CAST editors now offer their editorial services to ag-related businesses, societies, and other organizations and private individuals to enhance their communications.

As with most new endeavors, CAST's editing services started slowly—but they picked up speed throughout the year via both advertising and word of mouth. Good editing is a valuable commodity!



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American Association of Bovine Practitioners
American Bar Association, Section of Environment,
Energy, and Natural Resources—Agricultural
Management
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American Meat Science Association
American Meteorological Society, Committee on
Agricultural and Forest Meteorology
American Society for Nutrition
American Society of Agricultural and Biological Engineers
American Society of Animal Science
American Society of Plant Biologists
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Council of Entomology Department Administrators
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North Central Weed Science Society
Northeastern Weed Science Society
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American Sheep Industry Association
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Animal Agriculture Alliance
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Biotechnology Industry Organization
California Citrus Quality Council
California Dairy Research Foundation
California Farm Bureau
CropLife America
Farm Foundation
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Indiana Crop Improvement Association, Inc.
Indiana Horticultural Society
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International Plant Nutrition Institute
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Iowa Farm Bureau Federation
Iowa Pork Producers Association
Iowa Soybean Association
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National Corn Growers Association
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Pennsylvania Pork Producers Council
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United States Animal Health Association
Virginia Farm Bureau Federation
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Sustaining Members 2014

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Université Laval
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Texas A&M University
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MidSouth Aquatic Plant Management Society
Midwest Aquatic Plant Management Society
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Natural Resources
USDA–Agricultural Research Service
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For More Information about CAST

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Pinterest: pinterest.com/castagscience/

SchoolTube Channel: www.schooltube.com/user/CAST

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CAST staff: (front from left) Hailey Duff, Megan Gaul, Lauren Houska; (back from left) Melissa Sly, Colleen Hamilton, Linda Chimenti, Gale Osborne, Carol Gostele, Dan Gogerty; (inset) Collete Haag

CAST
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Mission CAST assembles, interprets, and communicates credible, science-based information regionally, nationally, and internationally to legislators, regulators, policymakers, the media, the private sector, and the public.

Vision CAST will be recognized as a credible and objective source of science-based information on agricultural issues across the urban–rural continuum—especially those issues regarding food, fiber, landscape environments, and agriculturally related natural resource, societal, and environmental concerns.

*There is no greater wisdom than timeliness.
~ Francis Bacon*

