

Council for Agricultural Science and Technology

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ANNUAL REPORT 2015

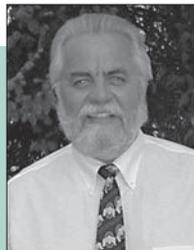
The Science Source for Food, Agricultural, and Environmental Issues



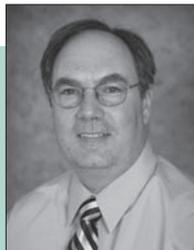
Reaffirming Our Roots

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List as of December 31, 2015

EXECUTIVE VICE PRESIDENT

Since joining the CAST team this past year, I invested considerable time listening to the voices of our members, stakeholders, supporters, directors, trustees, and staff. What I was listening for was what was the essence or core of CAST. What was important about the work we do? What was the most important contribution to agriculture, food, science, and food security that this organization had made in the past, but more importantly what should that look like going forward? It was about defining *what* we were about and *how* we were going to make a difference.

These voices, discussions, and feedback came in many forms—from my travels, meetings, casual visits, and phone conversations. A very valuable and enlightening source was working with the CAST Strategic Planning Committee and their collection of input, ideas, and suggestions that happened this past summer. As we reviewed that information as it was received and later in word clouds, it became clear what was at this core and most important to the future of this organization. CAST has to continue to be focused on communicating balanced, credible, sound science. The *what* we were about was very clear.

This past October at the CAST annual meeting in Des Moines, we had the opportunity to reaffirm the *what* and dive deeper into the *how* we move forward. A lot of good ideas surfaced and were discussed, and the CAST Strategic Planning Committee—with continued input from the Animal, Food, and Plant Science Work Groups—continues to refine and define into our 2016–2020 CAST strategic plan.

Our cover photo provides a pictorial metaphor for our upcoming strategic plan. CAST's roots are its commitment to communicating balanced, credible, sound science. It is what defines us and provides value to the work we have produced in the past but also to the work we will do in the future. With strong roots, we have the ability and opportunity to branch out in new directions. Our efforts to communicate balanced, credible, sound science will probably take new forms and be directed toward audiences that we have not effectively reached in the past.



Kent Schescke
CAST Executive Vice President

Task force makeup includes academic (68%), government (12%), nonprofit (7%), and company (13%) employees.

PRESIDENT

Let me begin by thanking all of you for your ongoing contributions to CAST. Each and every one of you is an important contributor to the success of our organization. We would not succeed, or even exist, without your donation of time to this organization, your support of CAST within your representative organizations, and your promoting CAST to others you come into contact with.

In the last year, in addition to moving forward with multiple papers, we began the process of writing a new strategic plan. I am grateful for all of your engagement in that process and pleased that Richard Cavaletto will drive that to completion. We also hired Kent Schescke as our new Executive Vice President; we are privileged to have brought such a talented and qualified person into our organization. Kent joins an extremely committed group of folks in our CAST home office.

In order to continue to move our organization forward, I would like to see each and every one of us embrace two initiatives—we need to personally own these. The first is to be committed to completing and implementing the strategic plan. I believe the plan will move us in a direction that will provide value to our stakeholders and thus keep us a strong viable organization. Second, we need to make every effort to move forward in a timely fashion with the multiple papers in the process of being written right now. We have seen that the success of our papers is influenced by their timely production and release.

Again, let me thank you for all of your efforts. We all do important work.



Mark Armfelt, DVM, DABVP
President of CAST

BOARD OF TRUSTEES UPDATE

The CAST Board of Trustees underwent several changes in 2015 with some members cycling off and new members taking their places. A leadership change occurred when Wendy Wintersteen, the Endowed Dean of the College of Agriculture and Life Sciences at Iowa State University and Director of the Iowa Agriculture and Home Economics Experiment Station, handed the chair responsibilities to Mark Cochran, the Vice President for Agriculture and Head of the University of Arkansas Division of Agriculture at the University of Arkansas System.

New members to the Board of Trustees this year include Julie Borlaug Larson, Associate Director of the Borlaug Institute of International Agriculture at Texas A&M University; James Greenwood, President and CEO, Biotechnology Innovation Organization; and Ken Roberts, Director of International Business Relations at Mondelēz International.

Other members are Claude Brown, President and Founder of Ag Industrial Manufacturing, Inc.; Nancy 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 Federation; and Stanley Johnson, Chair of the Board of the National Center for Food and Agricultural Policy and Assistant to the Dean for Special Projects in the College of Agriculture, Biotechnology, and Natural Resources at the University of Nevada–Reno.

Wendy Wintersteen also received the CAST President's Award at a dinner that took place at the World Food Prize Hall of Laureates on October 28. The event was part of CAST's Fall Board Meeting, and it featured a speech by Ambassador Kenneth Quinn, President of the World Food Prize. During the presentation of the award, CAST President Mark Armfelt and CAST EVP Kent Schescke noted Wintersteen's years of service to Iowa State University, to CAST, and to agriculture. The President's Award is a CAST honor that recognizes those individuals who have personally contributed to the advancement of CAST and who have furthered the cause of agriculture, science, and technology in a world so dependent on all three disciplines.

BOARD MEETINGS

The CAST Board of Directors and senior staff met in April in Washington, D.C., for the annual spring board meeting. During their business sessions, they discussed CAST's major project initiatives and heard reports from officers and committees. They focused on strategic planning, publication proposals, and development work as well as sharing ideas for upcoming annual meetings. Additionally, members from the Board of Directors went in two-person teams to visit 25 different individuals, making personal connections as they increased awareness of CAST activities and resources.

While in D.C., members of the board were able to attend the announcement of the 2015 Borlaug CAST Communication Award winner, which took place at the National Press Club on Thursday, April 16.

The Fall Annual Board Meeting was held in Des Moines, Iowa, at the Iowa Farm Bureau facilities from October 27 through October 29. David Songstad turned the gavel over to Mark Armfelt, who led the meeting. A major part of the agenda was devoted to refinement of the CAST Strategic Plan. In addition to the breakout sessions for the Strategic Plan, work group meet-



Mark Armfelt (left) and Kent Schescke (right) recognize Wendy Wintersteen for her leadership as chair of the Board of Trustees.

ings were held and numerous future publications were discussed. Several speakers addressed the group, as follows:

- Mike Naig, Iowa Deputy Secretary of Agriculture
- Brent Willett, Executive Director, Cultivation Corridor
- Dan Jenkins, U.S. Agency Lead, Regulatory Affairs, Monsanto
- Betsy Freese, Executive Editor for Meredith Agrimedia

In addition, one evening was spent at the World Food Prize Hall of Laureates, where the group enjoyed dinner and a presentation by Ambassador Ken Quinn, President of the World Food Prize Foundation, in the Borlaug Hall.

OCTOBER ROLLOUT OF ISSUE PAPER 56

On Monday, October 5, Dr. Kent Messer (University of Delaware) presented CAST Issue Paper 56—*Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations*—at three different sessions in Washington, D.C.

Two sessions occurred on Capitol Hill (Senate staffers at 10:00 a.m. and House staffers at noon), where Messer provided key information about material in the research paper. In addition,

the National Corn Growers Association sponsored Dr. Kevin Folta (University of Florida) at the events. Folta's topic centered on how social media can misrepresent food science. Messer was the task force chair for the research paper, and Folta is a well-known advocate of science-based innovation in agriculture. Both sessions were organized by the National Coalition for Food and Agricultural Research.

The afternoon session occurred at the Grocery Manufacturers of America (GMA) headquarters. CAST President-Elect Mark Armfelt introduced the event, which included an overview from Messer and a panel discussion led by the GMA involving the International Food Information Council (IFIC) and other food industry experts.

Impacts tracked since the rollout of the publication include multiple news program contacts in addition to an interview Messer had with *Brownfield Ag News*. The press release



Ambassador Kenneth Quinn in the Borlaug Hall of the World Food Prize Hall of Laureates.

was opened by 50+% more contacts than average, and the attendance at the NC-FAR Lunch-N-Learn noon presentation was the highest attendance in 2015.

At the end of 2015, CAST had 20 publications on the forthcoming list.



Kent Messer, Mark Armfelt, and Kent Schescke in Washington, D.C.



BORLAUG CAST COMMUNICATION AWARD

On Thursday, April 16, Dr. Channapatna Prakash was announced as the recipient of the 2015 Borlaug CAST Communication Award (BCCA) at the National Press Club in Washington, D.C. Prakash is the Dean of the College of Arts and Sciences at Tuskegee University in Alabama

and is widely respected as a scientist and an effective communicator. Norman Borlaug once praised him for “bringing common sense into the use of biotechnology.”

Dr. Alison Van Eenennaam, the 2014 BCCA recipient, spoke about “Communicating Science in a Networked World” at the D.C. event prior to the announcement of the 2015 winner.

For the sixth year in a row, the winner of the BCCA was honored at a World Food Prize side event in October. The award, sponsored by DuPont, was presented to Prakash at a breakfast, sponsored by DuPont Pioneer, at the World Food Prize. He gave a memorable keynote address: “Everything I Know about GMOs, I Learned on Social Media.” Other highlights of the October 14 gathering include the following:

- CAST President David Songstad introduced Prakash by telling a personal story of their first meeting.
- Wendy Srnicek of DuPont Pioneer pointed out that Prakash had

helped generate the “Norman Borlaug Rap,” written in honor of Borlaug’s 90th birthday.

- Julie Borlaug Larson of Texas A&M spoke of her grandfather’s mission to “take it to the farmer.”
- The 2012 BCCA recipient, Dr. Carl Winter of the University of California–Davis, attended the event.
- World Food Prize President Kenneth Quinn spoke on Norman Borlaug’s heroism.

The International Food Information Council (IFIC) Foundation organized a second session—a panel discussion titled “Answering the Challenge of Expo Milano 2015: Feeding the Planet, Energy for Life.” Foundation President Kimberly Reed moderated the session, and panelists—including Dr. Prakash, U.S. Department of State Deputy Assistant Secretary William Craft, and DuPont Director of Biotechnology Public Policy Doyle Karr—discussed various topics centered around the need for effective communication about biotech and ag innovation. They also answered questions from the audience. At the end of the ceremony, Julie Tesch of the American Farm Bureau Federation spoke for her organization and IFIC as they announced the global launch of *Bringing Biotechnology to Life*, a free educational resource that aims to facilitate learning about agricultural biotechnology and its role in food production.



Upper left from left: Kent Schescke, Channapatna Prakash, and David Songstad; upper right from left: Julie Tesch, William Craft, Prakash, Doyle Karr, and Kimberly Reed; lower left from left: Leela Prakash, Prakash, and Julie Borlaug Larson; lower center: Ambassador Kenneth Quinn; lower right: Prakash and Wendy Srnicek.



Alison Van Eenennaam, 2014 BCCA recipient

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- ◇ 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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LINDA CHIMENTI RETIREMENT

Friends, colleagues, and family members stopped by the CAST office in Ames on May 7 to thank then-Executive Vice President Linda Chimenti for her many years of dedicated service to the organization. Past Presidents Don Beitz and Todd Peterson spoke on behalf of CAST's boards and members. Director of Council Operations Melissa Sly spoke for staff members when she said that Linda had been "a mentor, a friend, and a valued leader."

During her time with CAST, Linda oversaw the publication of 85 scientific publications as well as numerous annual reports, an expanding collection of Spanish translations, and two special history documents.

Linda took the EVP position starting in February of 2013, upon the retirement of John Bonner. During her tenure, and among other things, she introduced Ag quickCASTs as a new form of publication, she developed the "Top Fifty Food Questions" video series, she worked with staff to enhance the impact tracking for new CAST publications, and she worked in partnership with the CAST Board of Directors to establish new committees responsible for governance, membership, and investment management. She also initiated the practice of setting aside a day for staff members to be involved in the community in a beneficial way.

CAST's new EVP, Kent Schescke, came to CAST mid-May to transition with Linda before her full retirement at the end of the month.



Todd Peterson with Linda Chimenti.

Two student interns graduated in 2015 to move on to careers in ag communications.

MEMBER SOCIETIES

American Association of Avian Pathologists
 American Association of Bovine Practitioners
 American Bar Association, Section of Environment, Energy, and Natural Resources—Agricultural Management
 American Dairy Science Association
 American Meat Science Association
 American Meteorological Society, Committee on Agricultural and Forest Meteorology
 American Society for Nutrition Nutritional Sciences Council
 American Society of Agricultural and Biological Engineers
 American Society of Animal Science
 American Society of Plant Biologists
 American Veterinary Medical Association
 Aquatic Plant Management Society
 Council of Entomology Department Administrators
 Crop Science Society of America
 North Central Weed Science Society
 Northeastern Weed Science Society
 Poultry Science Association
 Society for In Vitro Biology
 Weed Science Society of America
 Western Society of Weed Science

ASSOCIATE SOCIETIES

American Association of Veterinary Laboratory Diagnosticians
 Association of American Veterinary Medical Colleges
 Midwest Poultry Federation
 Ohio Dairy Vets
 Philadelphia Society for Promoting Agriculture
 Virginia Poultry Federation

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Agricultural Institute of Canada
 National Coalition for Food and Agricultural Research

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Agribusiness Association of Iowa
 American Farm Bureau Federation
 American Sheep Industry Association
 American Society of Sugar Beet Technologists
 Animal Agriculture Alliance
 Animal Health Institute
 Association of American Plant Food Control Officials
 Association of Texas Soil and Water Conservation Districts
 Biotechnology Innovation Organization
 California Citrus Quality Council
 California Dairy Research Foundation
 California Farm Bureau Federation
 CropLife America
 Farm Foundation
 Illinois Crop Improvement Association
 Indiana Crop Improvement Association, Inc.
 Indiana Horticultural Society
 Indiana Soybean Alliance
 Innovation Center for U.S. Dairy
 International Plant Nutrition Institute
 Iowa Beef Industry Council
 Iowa Farm Bureau Federation
 Iowa Pork Producers Association
 Iowa Soybean Association
 Mid America CropLife Association

National Alfalfa & Forage Alliance
 National Association of Animal Breeders
 National Chicken Council
 National Corn Growers Association
 National Cotton Council of America
 National Grain and Feed Association
 National Pork Board
 National Renderers Association
 National Turkey Federation
 North Carolina Biotechnology Center
 North Carolina Pork Council
 Pennsylvania Pork Producers Council
 Rice Research Board
 Southern Crop Production Association
 Texas Cattle Feeders Association
 United Soybean Board
 United States Animal Health Association
 U.S. Poultry and Egg Association, Inc.
 Virginia Farm Bureau Federation
 Wyoming Farm Bureau Federation

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 California Department of Pesticide Regulation Library—Registration Resource Library
 Canadian Agriculture Library
 Clark University—Kasperson Library
 Colorado State University Libraries
 Evergreen State College—Daniel J. Evans Library
 Iowa State University—Parks Library
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 University of California—Davis
 University of Florida
 University of Kentucky
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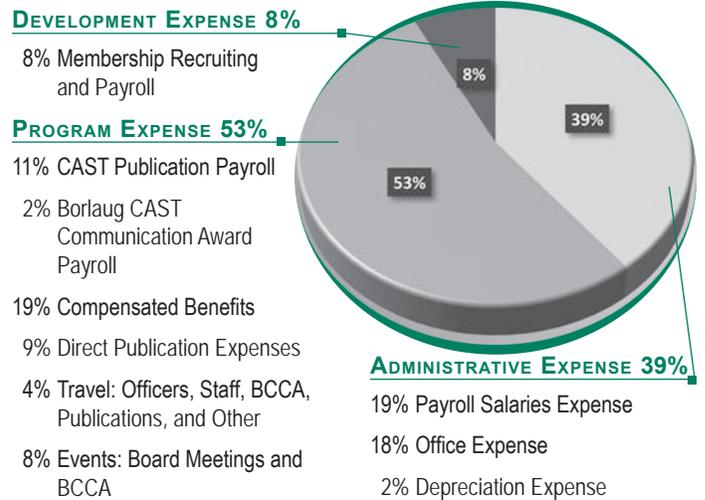
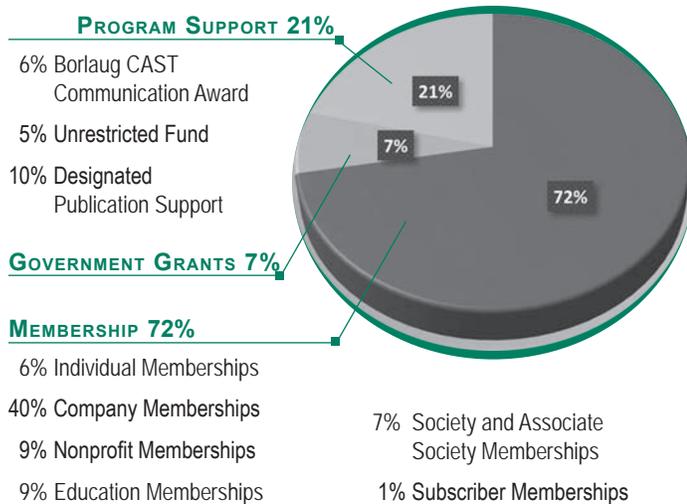
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2015 REVENUE SOURCES



2015 EXPENSES

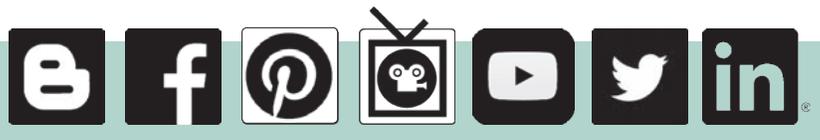


SOCIAL MEDIA

Social media continues to be a key component in CAST's communication strategy. The CAST Twitter account has thousands of followers, with new people joining daily. CAST has an active Pinterest account, and its Facebook page includes the successful "CAST Catch of the Day" feature.

The CAST blog passed the 90,000 hit mark, and reprints have been in several magazines, newspapers, and various other blogs. CAST's website has received approximately a quarter of a million visits with viewers from all U.S. states and more than 150 countries.

CAST continues to develop ways that social media can deliver science-based agricultural information to policymakers and the public.



- Blog: cast-science.blogspot.com
- Facebook: [facebook.com](https://www.facebook.com) (search for CAST)
- Pinterest: [pinterest.com/castagscience](https://www.pinterest.com/castagscience)
- SchoolTube: [schooltube.com/user/CAST](https://www.schooltube.com/user/CAST)
- YouTube: [youtube.com/user/CASTagScience](https://www.youtube.com/user/CASTagScience)
- Twitter: twitter.com/CASTagScience
- LinkedIn: [linkedin.com](https://www.linkedin.com) (search for Council for Agricultural Science and Technology)
- Website: cast-science.org



Spring 2015 CAST staff:
(front from left) Collete Haag, Megan Gaul, Lauren Houska;
(back from left) Linda Chimenti, Colleen Hamilton, Melissa Sly, Gale Osborne, Carol Gosteale, Dan Gogerty



Fall 2015 CAST staff:
(front from left) Andee Hammen, Kayla Chalfant, Colleen Hamilton, Gale Osborne, Kent Schescke;
(back from left) Lauren Houska, Melissa Sly, Carol Gosteale, Dan Gogerty

CONTACT



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cast@cast-science.org

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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.

Branching Out IN NEW DIRECTIONS

