



The Science Source for Food,
Agricultural, and Environmental Issues

CAST Publication Impact Report

Report Date: September 22, 2006

Title: *Using Risk Analysis to Inform Microbial Food Safety Decisions*

Publication series and number: **CAST Issue Paper 31**

Date released: **June 26, 2006**

I. Rollout Events

Dr. Don Beitz, CAST President, hosted Task Force Cochair Lee-Ann Jaykus, Department of Food Science and Technology, North Carolina State University, Raleigh, and other Task Force Members at a news briefing held during the Annual Meeting of the Institute of Food Technologists in Orlando, Florida. Dr. Sherri Dennis, Center for Food Safety and Applied Nutrition, College Park, Maryland, also cochaired the paper. Dr. Beitz gave a brief introduction to CAST before Dr. Jaykus and other members of the Task Force presented highlights of the paper; a Q&A session followed.

II. E-mail Distribution of Announcements/News Releases

Listservs:	Approx. No. of Recipients
Task Force Members	16
Executive Committee	55
Board/Staff	24
Society Presidents	24
Friday Notes recipients [♦]	1,643
Media ⁺	520
News Information Groups	132
Deans of Agriculture	81
Directors of Agricultural Experiment Stations	97
Congressional Research Service	4
Federal Administrators	15
CAST Society Congressional Science Fellows	2
Communication Officers of State Departments of Ag	72

Individual E-mails:

Richard Reynells⁺

Total e-contacts as of September 22, 2006: 2,685

[♦] Feedback to CAST indicates that “Friday Notes” are further distributed by recipients, multiplying the total number of readers by as much as 10 or more times.

⁺ Total impact is dependent on the readership of those publications that choose to use CAST announcements.

III. Mailing Distribution

U.S. recipients: 2,729
International recipients: 57

IV. Marketing Contacts

Information packets sent to individuals at cattle organizations, feedlots, producers, and independent farmers (761)

V. Reprint Sales

VI. Internet and Website Connections

VII. Speaking Engagements/Invitations/Presentations

Microbial Risk Assessment Professional Development Group Meeting, August 13, 2006, presentation by Task Force Cochair Lee-Ann Jaykus

International Association for Food Protection, August 14, 2006, presentation by Task Force Coauthor Lee-Ann Jaykus

VIII. International Follow-up

IX. Comments Received

June 27, 2006: **Yevgeny Bendersky, Legislative Assistant to Congressman Curt Weldon (R-PA)**: Can our office get a copy of this publication?