

CAST Publication Impact Report

Report Date: September 22, 2006



The Science Source for Food,
Agricultural, and Environmental Issues

Title: *Acrylamide in Food*

Publication series and number: **CAST Issue Paper 32**

Date released: **June 26, 2006**

I. Rollout Events

Dr. Don Beitz, CAST President, hosted Task Force Cochairs Dr. David Lineback, Joint Institute for Food Safety and Applied Nutrition, University of Maryland, College Park; and Dr. Michael Pariza, Food Research Institute, University of Wisconsin, Madison at an 8 a.m. news briefing held during the Annual Meeting of the Institute of Food Technologists in Orlando, Florida. Dr. Beitz gave a brief introduction to CAST before Drs. Lineback and Pariza presented highlights of the paper; a Q&A session followed.

II. E-mail Distribution of Announcements/News Releases

Listsers:	Approx. No. of Recipients
Task Force Members	14
Board/Staff	55
Society Presidents	24
Friday Notes recipients [♦]	1,643
Media ⁺	520
News Information Groups	132
Deans of Agriculture	81
Directors of Ag Experiment Stations	97
Congressional Research Service	4
Federal Administrators	15
CAST Society Congressional Science Fellows	2
Communications Officers of State Dept of Ag	72

Individual E-mails:

Richard Rennells⁺

Total e-contacts as of September 22, 2006: 2,659

[♦] 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
Requests from media: 3

The Washington Post
The Des Moines Register
Farm Progress

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

AgriPRESS (International Website Citation).

<http://www.agripressworld.com/start/artikel/179244/en> (accessed 9/25/06)

Center for Consumer Freedom.

http://www.consumerfreedom.com/news_detail.cfm/headline/30_62 (accessed 9/25/06)

Food Safety News (e-newsletter).

<http://www.extension.iastate.edu/foodsafety/news/fsnews.cfm?newsid=13386>
(accessed 9/18/06)

Food Safety Risk Analysis Clearinghouse.

http://www.foodrisk.org/Acrylamide_risk_communication.cfm (accessed 9/25/06)

The Institute of Food and Science Technology.

<http://www.ifst.org/site/cms/contentPrintArticle.asp?article=686> (accessed 9/25/06)

VII. Speaking Engagements/Invitations/Presentations

VIII. International Follow-up

IX. Comments Received

June 26, 2006: **Craig Stoltz, Editor, Health, and Supervising Editor, Travel, *The Washington Post***: We'd like a look at this report. Do you permit media access for no charge?

June 26, 2006: **Philip Brasher, *Des Moines Register***: Please email me a copy of the Report, thanks.

June 26, 2006: **Willie Vogt, Corporate Editorial Director, *Farm Progress***: Can you send along a copy of the paper for review? We've been covering this issue since it first popped up several years ago. Thanks.