



# CAST Publication Impacts Report

## POULTRY CARCASS DISPOSAL OPTIONS FOR ROUTINE AND CATASTROPHIC MORTALITY

**CAST Issue Paper 40**  
 Released October 21, 2008  
 Report Issued March 3, 2009



### I. ROLLOUT/RELEASE

This Issue Paper was released live on the CAST website and also rolled out in Des Moines, Iowa, as part of the 2008 Poultry Waste Management Symposium on October 21, 2008. Task Force Chair Dr. John Blake, Department of Poultry Science, Auburn University, and John Bonner traveled to the conference to make the presentations.

### II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

	<b>Approx. No. of Recipients</b>
<b>Electronic Contacts</b>	
<i>Listservs</i>	
Task Force Members	11
Board/Staff	46
Society Presidents	37
Society Executives	30
Friday Notes recipients ♦	1504
Media	595
News Information Groups	105
Deans of Agriculture	78
Directors of Ag Experiment Stations	93
<i>E-mail Announcements to Individual Media Reps +</i>	8
<b>Total e-contacts as of July 16, 2008</b>	<b>2507</b>

### III. FOLLOW-ON ACTIVITIES/ PRESENTATIONS/NEWSPAPER ARTICLES/ TV & RADIO NEWS

**FIEN, LLC, Food Industry Environmental Network subscriber email newsletter, October 21, 2008.**

The mass email included an announcement about CAST's newest paper (*Poultry Carcass Disposal Options for Routine and Catastrophic Mortality*). The write-up included the CAST News Release and a direct link to the paper.

**AgOnline, Iowa State University's College of Agriculture and Life Sciences Electronic Newsletter, July 14, 2008.** AgOnline featured a brief description of the new Issue Paper and a link to the CAST website.

### IV. COMMENTS RECEIVED

**Jean Larson, Animal Welfare Information Center Coordinator, USDA National Agricultural Library, September 26, 2006.** The following note was sent to the CAST office by Jean Larson following her research assistance on the carcass disposal project: *"I have great respect for the CAST reports and would be glad to support the animal related topics in the future."*

**Dr. John Bonner, Executive Vice President of CAST, October 21, 2008.** Dr. Bonner sent the following note to CAST office following the rollout: *"About 85 people at this session for the launch. Biggest stakeholder launch I have experienced."*

**Dr. John Paul Blake, Task Force Chair from Auburn University, October 29, 2008.** Dr. Blake sent the following note to Task Force members: *"On the first day of release, the number of downloads for this paper broke previous CAST records."*

**Dr. John Paul Blake, Task Force Chair from Auburn University, October 29, 2008.** Dr. Blake sent the following comments from reviewers to Task Force Members: *"I have no knowledge of this area, yet I could understand the paper. So the government and municipality audiences as well as the farming and general public should be able to understand the paper."* *"Congratulation on an excellent paper! I found it extremely well edited, quite readable and understandable, and true to the purpose of the proposal. The information is concrete and clear enough to be usable."*

### V. INTERNET AND WEBSITE CONNECTIONS

*AgOnline*

<http://www.ag.iastate.edu/aginfo/agonline/agonline.php?date=2008-07-14&function=view>  
(accessed 11/24/08)

*Agribusiness Association of Iowa*

[http://agribiz.org/component/option,com\\_newsfeeds/task,view/feedid,27/Itemid,90/](http://agribiz.org/component/option,com_newsfeeds/task,view/feedid,27/Itemid,90/)  
(accessed 11/24/08)

*Agriserve.com*

<http://www.agriserve.com/news.php?rss=awicn>

(accessed 11/24/08)

*AkrumHamdy (Arabic)*

<http://translate.google.com/translate?hl=en&sl=ar&u=http://www.kenanaonline.com/ws/AkrumHamdy/pages/%26RecordCount%3D212%26pages%3DArray%26page%3D9&sa=X&oi=translate&resnum=10&ct=result&prev=/search%3Fq%3D%2522Poultry%2BCarcass%2BDisposal%2BOptions%2Bfor%2BRoutine%2Band%2BCatastrophic%2BMortality%2522%26hl%3Den%26sa%3DG>

(accessed 11/24/08)

*Iowa State University- University Extension*

[http://www.extension.org/pages/Managing\\_Livestock\\_and\\_Poultry\\_Mortalities](http://www.extension.org/pages/Managing_Livestock_and_Poultry_Mortalities)

(accessed 11/13/08)

*Justia*

<http://www.justia.com/animal-dog-law/feed/government-full.html>

(accessed 11/24/08)

*North Carolina State University College of Veterinary Medicine*

<http://www.cvm.ncsu.edu/dphp/phm/biosecurity.html>

(accessed 11/13/08)

*ThePoultrySite.com*

<http://www.thepoultrysite.com/articles/1205/poultry-carcass-disposal-options-for-routine-and-catastrophic-mortality>

(accessed 11/13/08)

*Risk World*

<http://www.riskworld.com/pressrel/2008/pr08ar04.htm>

(accessed 11/13/08)

*USDA National Agricultural Library*

<http://weblogs.nal.usda.gov/awic/archives/004184.html>

(accessed 11/24/08)

*Watt Poultry.com*

<http://www.wattpoultry.com/PoultryUSA/News.aspx?id=27492>

(accessed 11/13/08)

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◆ 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.