

CAST Publication Impacts Report

SCIENTIFIC ASSESSMENT OF THE WELFARE OF DRY SOWS KEPT IN INDIVIDUAL ACCOMMODATIONS

CAST Issue Paper 42 Released March 17, 2009 Report Issued November 18, 2009



I. ROLLOUT/RELEASE

This Issue Paper was released live on the CAST website and rolled out in Washington, D.C., at the third 2009 National C-FAR "Lunch~N~Learn" Hill Seminar on May 11, 2009. Task Force Chair Dr. John McGlone, Department of Animal and Food Sciences, Texas Tech University, and Dr. John Bonner traveled to Washington to make the presentations.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

| | Approx. No. of Recipients |
|--|---------------------------|
| Electronic Contacts | |
| Listservs | |
| Task Force Members | 10 |
| Board/Staff | 37 |
| Society Presidents | 36 |
| Society Executives | 29 |
| Friday Notes recipients | 1435 |
| Media | 595 |
| News Information Groups | 103 |
| Deans of Agriculture | 78 |
| Directors of Ag Experiment Stations | 93 |
| Total e-contacts as of November 18, 2009 | 2416 |

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

Feedstuffs, weekly newspaper, March 23, 2009. Feedstuffs discussed the release of the new CAST Issue Paper (*Swine Welfare*) and its importance in agriculture today.

IV. COMMENTS RECEIVED

Dr. John Bonner, Executive VP, CAST, April 14, 2009. The following note was sent by John to all CAST board members after completing rollouts: "*The topic is one that continues to be important and is raising questions about what regulations, registrations and monitoring will be required or not in the future.*"

Jennifer L. Greiner, DVM, Director of Science and Technology, National Pork Producers Council, April 15, 2009. The following note was sent to the CAST office by Jennifer Greiner regarding the NPPC involvement in the rollout of this publication: *"Thanks for the opportunity to collaborate with you on this."*

V. INTERNET AND WEBSITE CONNECTIONS

Advocates for Agriculture,

http://advocatesforag.blogspot.com/search?q=Sow+Housing+science+inconclusive (accessed 3/23/09)

AgClips,

http://www.agandruralleaders.org/agclips.htm (accessed 3/23/09)

AgNetwork,

http://www.agnetwork.com/Council-For-Agricultural-Science---Technology-Reviews-IGA-s/2009-03-24/Article.aspx?oid=514719 (accessed 4/14/09)

AgProfessional,

http://www.agprofessional.com/show_story.php?id=57230 (accessed 3/26/09)

AgriMarketing,

http://www.agrimarketing.com/show_story.php?id=53742 (accessed 3/23/09)

Animal Concerns Community,

http://www.animalconcerns.org/topics.html?topic=Dairy%20Farms&topicsku=2002130142430&to pictype=subtopic (accessed 3/23/09)

Atlantic Farmer,

http://www.atlanticfarmer.com/ (accessed 3/23/09)

BARN OnAir and OnLine,

http://brianallmerradionetwork.wordpress.com/2009/03/23/03-26-09-%E2%80%9Creport-callssow-housing-options-a-draw%E2%80%9D/ (accessed 3/23/09)

Britz Fertilizers,

http://www.britzinc.com/ (accessed 3/23/09)

Brownfield,

http://www.brownfieldnetwork.com/gestalt/go.cfm?objectid=25571F2A-5056-B82A-D0942EFC65FCF574 (accessed 3/23/09)

Cattle Network.

http://www.cattlenetwork.com/Content.asp?ContentID=301208 (accessed 3/25/09)

Engormix.com,

http://www.engormix.com/e news view.asp?news=14600&AREA= (accessed 3/25/09)

Farm Animal Welfare in the News,

http://www.depts.ttu.edu/afs/ (members only electronic newsletter) (accessed 4/24/2009)

Farm Progress,

http://wallacesfarmer.com/story.aspx?s=22411&c=12 (accessed 3/27/09)

Feedstuffs,

http://www.feedstuffs.com/ME2/dirmod.asp?sid=&nm=&type=Publishing&mod=Publications%3A %3AArticle&mid=AA01E1C62E954234AA0052ECD5818EF4&tier=4&id=B49111B6BC9544F0 A885C6D22D45A7AC (accessed 3/23/09)

Food Industry Environmental Network, LLC,

http://www.fien.com/index.php (members only electronic newsletter) (accessed 3/24/09)

Google Groups,

http://groups.google.com/group/AR-News/browse thread/thread/ce195c50339b7e8c (accessed 3/23/09)

Hoosier Ag Today,

http://www.hoosieragtoday.com/wire/news/02329 sows 121017.php (accessed 3/23/09)

Iowa Pork Industry Center,

http://www.ipic.iastate.edu/newsnow/NNv8n23.pdf (accessed 3/23/09)

Iowa Pork Producers Association,

http://www.iowapork.org/Newsroom/NewsForProducers/CAST/tabid/1323/Default.aspx (accessed 4/14/09)

Kansas Farm Bureau,

http://www.kfb.org/news/washingtontoday.htm (accessed 3/23/09)

KNEB,

http://www.kneb.com/news/agricultural/80861660-3dd6-4dd1-a50b-6023bb57216c (accessed 3/24/09)

Midwest AGNet,

http://www.midwestagnet.com/Global/story.asp?S=10044474&nav=menu1585_4 (accessed 3/24/09)

Oklahoma Farmer,

http://oklahomafarmreport.com/wire/emails/media/2089869288_Oklahomas_Farm_News_Update_03232009.htm (accessed 3/25/09)

Pennsylvania Farm Bureau,

http://www.pfb.com/news/FB-newswatch/fb-executive-newswatch-mar-16-09.html (accessed 4/14/09)

Pig Progress,

http://www.pigprogress.net/news/cast-issues-paper-on-sow-accommodation-id2723.html (accessed 3/23/09)

The Pig Site,

http://www.thepigsite.com/swinenews/20656/welfare-issues-impact-swine-production (accessed 3/24/09)

Pork Magazine,

http://www.porkmag.com/news_editorial.asp?pgID=675&ed_id=7288 (accessed 3/23/09)

Selling Compassion,

http://sellingcompassion.blogspot.com/2009/03/power-of-compassion.html (accessed 3/23/09)

USDA National Agricultural Library,

http://weblogs.nal.usda.gov/awic/archives/004959.html (accessed 3/26/09)

Utah Farm Bureau,

http://utfb.fb.org/Website/Headlines.html (accessed 4/14/09)

WAITT AgriBusiness,

http://www.waittagribusiness.com/ (accessed 3/23/09)

Wikipedia,

http://en.wikipedia.org/wiki/Domestic_pig (accessed 3/31/09)

[•] 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.