



CAST Publication Impacts Report

WATER, PEOPLE, AND THE FUTURE: WATER AVAILABILITY FOR AGRICULTURE IN THE UNITED STATES

CAST Issue Paper 44
 Released November 9, 2009
 Report Issued September 21, 2010



I. ROLLOUT/RELEASE

This Issue Paper was released live on the CAST website and rolled out in Washington, D.C., at the USDA “Diverse Voices in Agriculture” Series, NC-FAR “Lunch~N~Learn” Seminar, and a meeting with Meyers & Associates on November 9, 2009. Task Force chair Sharon Megdal, Water Resources Research Center, University of Arizona, Tucson, and Dr. John Bonner traveled to Washington, D.C. to give the presentations.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

Electronic Contacts	Approx. No. of Recipients
<i>Listserves</i>	
Task Force Members	
Board/Staff	
Society Presidents	
Society Executives	
Friday Notes recipients	
Media	
News Information Groups	
Deans of Agriculture	
Directors of Ag Experiment Stations	
Total e-contacts as of November 10, 2009	2492

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

- **Online Video, April 21, 2010.** CAST partnered with Capital Media Group Inc to develop and roll out a video “Water, People, and the Future” that was released under the CASTagScience account on SchoolTube.com and on YouTube.com.
- **Feedstuffs, November 16, 2009.** The article “CAST examines water availability for ag”, highlighting this publication, was published in the News section of Feedstuffs.

IV. INTERNET AND WEBSITE CONNECTIONS

AgClips,

<http://www.agandruralleaders.org/agclips.htm>

(accessed 11/18/09)

AgProfessional,

http://www.agprofessional.com/show_story.php?id=61773

(accessed 11/11/09)

AgriMarketing,

http://www.agrimarketing.com/show_story.php?id=57427

(accessed 11/9/09)

AgWired,

<http://agwired.com/2010/04/26/zimfo-bytes-360/>

(accessed 4/29/10)

Crop Decisions,

<http://74.125.95.132/search?q=cache:VvBiWX1o0VUJ:www.cropdecisions.com/newsroom.php3+Thirsting+for+Solutions:+New+CAST+publication&cd=6&hl=en&ct=clnk&gl=us>

(accessed 11/11/09)

Dairy Herd Management,

http://www.dairyherd.com/news_editorial.asp?pgID=675&ed_id=9855

(accessed 11/11/09)

Drovers,

http://www.drovers.com/news_editorial.asp?pgID=675&ed_id=6416

(accessed 11/9/09)

Farm Assist,

<http://www.farmassist.com/Alerts/AlertDetail.aspx?alertId=110975&AlertType=41&AlertTypeName=Ag%20News%20Headlines&type=#>

(accessed 11/18/09)

Farm Online,

<http://theland.farmonline.com.au/news/nationalrural/agribusiness-and-general/general/population-boom-to-pressure-farm-water-supplies/1672808.aspx>

(accessed 11/11/09)

Feedstuffs,

<http://www.feedstuffs.com/ME2/dirmod.asp?sid=F4D1A9DFCD974EAD8CD5205E15C1CB42&nm=Breaking+News&type=news&mod=News&mid=A3D60400B4204079A76C4B1B129CB433&tier=3&nid=9A2E50AB3BD4418385378AFF3A86F9FE>

(accessed 11/9/09)

John Deere,

http://www.deere.com/servlet/en_US/ag/newsmain.jsp

(accessed 11/11/09)

PORK,

http://www.porkmag.com/directories.asp?pgID=675&ed_id=8448

(accessed 11/23/09)

Precision Ag Inc.,

http://www.precisionaginc.com/index.php?option=com_content&view=article&id=102:cast-releases-water-report&catid=1:latest-news&Itemid=114

(accessed 11/23/09)

SiloBreaker,

http://www.silobreaker.com/thirsting-for-solutions-new-cast-publication-looks-at-water-availability-for-agriculture-5_2262729474661416988

(accessed 11/11/09)

University of Arizona News,

<http://uanews.org/node/28587>

(accessed 11/18/09)

University of Arizona: Water Resource Research Center,

http://www.ag.arizona.edu/azwater/publications.php?rcd_id=84

(accessed 11/18/09)

Western Farm Press,

<http://westernfarmpress.com/environment/water-use-1111/>

(accessed 11/16/09)

◆ 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.