



CAST Publication Impacts Report

AGRICULTURAL PRODUCTIVITY STRATEGIES FOR THE FUTURE: ADDRESSING U.S. AND GLOBAL CHALLENGES

CAST Issue Paper 45
Released January 19, 2010
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 and the U.S. Department of State on January 19, 2010. Task Force chair Dr. Gale Buchanan, College of Agricultural and Environmental Sciences, The University of Georgia, and Dr. John Bonner traveled to Washington, D.C. to give the presentation.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

Electronic Contacts

Listserve

- Task Force Members
- Board/Staff
- Society Presidents and Executives
- Society Executives
- Friday Notes recipients ♦
- Media
- News Information Groups
- Deans of Agriculture
- Directors of Ag Experiment Stations
- NASDA Administrators
- Company & Non-Profit Members

Total e-contacts as of January 20, 2010 2398

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

- **Sigma Xi Annual Meeting, November 1, 2010 (SCHEDULED).** Task force chair Dr. Gale Buchanan will travel to Raleigh, NC to present the publication at the meeting.
- **“Sustaining Animal Agriculture”, June 10, 2010.** Task force chair Dr. Gale Buchanan traveled to Washington, D.C. to present the publication at the CAST Food-Animal Agriculture Symposium.
- **Animal Agriculture Alliance Meeting, April 28, 2010.** Task force chair Dr. Gale Buchanan traveled to Arlington, VA to present the publication at the meeting.
- **Informa Economics Annual Policy Conference, April 23, 2010.** Task force chair Dr. Gale Buchanan traveled to Arlington, VA to present the publication at the conference.

- **“Functionality and the Corn Genome” Workshop, April 7, 2010.** Task force chair Dr. Gale Buchanan traveled to Chicago, IL to present the publication at a workshop co-sponsored by the National Corn Growers Association and the Iowa Corn Promotion Board.
- **Illinois AgriNews, March 12, 2010.** The article ‘‘Now Serving 9 Billion’ Ag challenges focus of global cyber meeting’ by Tom C. Doran was published in Illinois AgriNews and highlighted the publication and rollout events.
- **Now Serving: 9 Billion, February 12, 2010.** Task force chair Dr. Gale Buchanan traveled to Washington, D.C. to be part of a panel discussion ‘‘Now Serving: 9 Billion: Global Dialogue on Meeting Food Needs for the Next Generation’’ organized by CropLife International, the Biotechnology Industry Organization, and CAST.
- **Farm Foundation Meeting, February 2, 2010.** Task force chair Dr. Gale Buchanan traveled to Washington, D.C. to be part of the forum and present the publication.
- **NC-FAR ‘‘Lunch~N~Learn’’ Seminar, February 1, 2010.** Task force chair Dr. Gale Buchanan traveled to Washington, D.C. to present the publication to DC staffers.
- **American Seed Trade Association Meeting (ASTA), January 25, 2010.** Task force chair Dr. Gale Buchanan traveled to Las Vegas, NV. to present the publication.

IV. COMMENTS RECEIVED

Mr. Timothy M. Beardsley, Editor in Chief, BioScience Magazine, April 2010. The following is an excerpt from an editorial in BioScience Magazine: *‘‘Readers energized by Fred Powledge’s Feature about hunger and global food insecurity would do well to digest the January report from the Council for Agricultural Science and Technology (CAST).’’*

Mr. Lynn Henderson, Publisher/Editorial Director, AgriMarketing Magazine, March 2010. The following is an excerpt from an editorial in AgriMarketing Magazine: *‘‘The CAST Paper offers a comprehensive overview of the problems and opportunities facing agriculture. Specifically, it calls for an aggressive research agenda that will launch a ‘Second Green Revolution.’ I couldn’t agree more.’’*

Mr. Alex Rinkus, CropLife, February 2010. The following is an excerpt from an email received in the CAST office: *‘‘A special thank you to the CropLife, Bio, and CAST staff who helped organize the event [Now Serving 9 Billion] and, of course, our speakers and moderator.’’*

Senator Tom Harkin, US Senate, February 2010. The following is an excerpt from an email received in the CAST office: *‘‘I appreciate your taking the time to send me a copy of CAST paper on Agricultural Productivity Strategies...it is helpful to have my constituents alert me to important information that I may have missed or that does not appear in the press.’’*

Mr. Cal Qualset, Lifetime CAST member, January 2010. The following is an excerpt from an email received in the CAST office: *‘‘I am pleased to learn about the new publication on productivity of US agriculture under climate change. I am giving a keynote address in Amman Jordan on Feb 5 and would very much like to have access to the report before I travel... I would like to cite it in my talk.’’*

V. INTERNET AND WEBSITE CONNECTIONS

AACC International,

<http://www.aaccnet.org/>
(accessed 1/20/10)

AgBioWorld,

http://www.agbioworld.org/newsletter_wm/index.php?caseid=archiv
(accessed 8/6/10)

AgOnline,

<http://www.ag.iastate.edu/news/agonline/614/>
(accessed 3/1/10)

AgriMarketing,

http://www.agrimarketing.com/show_story.php?id=59597
(accessed 5/18/10)

AgriMarketing,

http://www.agrimarketing.com/show_story.php?id=58418
(accessed 1/19/10)

All About Feed,

<http://www.allaboutfeed.net/news/agricultural-productivity-strategies-for-the-future-id4122.html>
(accessed 2/15/10)

American Institute of Biological Sciences,

http://www.aibs.org/bioscience-editorials/editorial_2010_04.html
(accessed 4/19/10)

American Seed Trade Association,

<http://www.amseed.com/newsDetail.asp?id=185>
(accessed 2/12/10)

The Beef Blog,

<http://purduephil.wordpress.com/2010/01/26/perfect-storm-forming-for-global-food-agriculture/>
(accessed 1/26/10)

The Beef Site,

<http://www.thebeefsite.com/news/29684/perfect-storm-forming-for-global-food-agriculture>
(accessed 1/22/10)

BioPortfolio,

<http://www.bioportfolio.com/news/Now-Serving-9-Billion:-A-Global-Town.html>
(accessed 2/12/10)

California Dairy Research Foundation,

<http://www.cdrf.org/content.asp?contentID=568>
(accessed 6/18/10)

Cattle Network,

<http://www.cattlenetwork.com/CAST--Perfect-Storm-Coming-For-Agriculture/2010-01->
(accessed 1/20/10)

The Cattle Site,

<http://www.thecattlesite.com/news/29684/perfect-storm-forming-for-global-food-agriculture>
(accessed 1/22/10)

Dairy Herd Management,

http://dairyherd.com/news_editorial.asp?pgID=675&ed_id=10379
(accessed 1/19/10)

The Dairy Site,

<http://www.thedairysite.com/news/29684/perfect-storm-forming-for-global-food-agriculture>
(accessed 1/22/10)

Drovers,

http://www.drovers.com/news_editorial.asp?pgID=675&ed_id=6746&news_id=19329
(accessed 1/19/10)

EcoCommerce,

<http://www.ecocommer.us.com/>
(accessed 5/18/10)

Farm Bureau,

<http://www.fb.org/index.php?fuseaction=newsroom.focusfocus&year=2010&file=fo0308.html>
(accessed 4/8/10)

Farmer Gene,

<http://farmergene.wordpress.com/2010/02/12/expert-panel-future-of-ag-productivity-depends-on-t>
(accessed 4/8/10)

Farmer Gene,

<http://farmergene.wordpress.com/2010/01/22/plan-now=to=participate=>
(accessed 5/18/10)

Fill Your Plate,

<http://fillyourplate.wordpress.com/2010/02/01/three-guys-walked-into-a-test-plot-a-professor-a-fa>
(accessed 4/8/10)

The Fish Site,

<http://www.thefishsite.com/fishnews/11599/perfect-storm-forming-for-global-food-agriculture>
(accessed 1/22/10)

I Am Biotech,

http://iambiotech.org/category/food_ag/
(accessed 7/22/10)

Iowa Farmer Today,

http://www.iowafarmertoday.com/articles/2010/05/12/letters_-_comm
(accessed 5/13/10)

Kentucky.com,

<http://www.kentucky.com/2010/02/27/1159497/local-artists-see-the-beauty-of.html>
(accessed 4/5/10)

The Meat Site,

<http://www.themeatsite.com/meatnews/11155/perfect-storm-forming-for-global-food-agriculture>
(accessed 1/21/10)

The Medical News,

<http://www.news-medical.net/news/20100215/International-discussion-held-to-find-solutions-for-ag>
(accessed 2/16/10)

Missouri Farmer Today,

<http://www.cmissourifarmertoday.com/articles/2010/01/28/news/global>
(accessed 8/5/10)

North Dakota Farm Bureau,

<http://www.ndfb.org/?id=38&nid=66>
(accessed 5/18/10)

Northeastern Regional Association of State Agricultural Experiment Station Directors,

<http://www.nera.umd.edu/landGrant/2010ScienceRoadmap.cfm>
(accessed 5/13/10)

Oklahoma Farm Report,

http://oklahomafarmreport.com/wire/news/2010/02/03055_GlobalDia
(accessed 5/13/10)

The Pig Site,

<http://www.thepigsite.com/swinenews/22955/perfect-storm-forming-for-global-food-agriculture>
(accessed 1/21/10)

Plant Management Network,

<http://www.plantmanagementnetwork.com/pub/cm/news/2010/PerfectS>
(accessed 7/22/10)

Pork Magazine,

http://www.porkmag.com/directories.asp?pgID=675&ed_id=8764
(accessed 1/19/10)

The Poultry Site,

<http://www.thepoultrysite.com/poultrynews/19343/perfect-storm-forms-for-global-food-agriculture>
(accessed 1/21/10)

PR Newswire,

<http://www.prnewswire.com/news-releases/now-serving-9-billion-a-global-town-hall-84230837>
(accessed 2/12/10)

Silo Breaker,

http://www.silobreaker.com/cast-perfect-storm-coming-for-agriculture-5_2263172103253524578
(accessed 1/22/10)

SoCal Aquaponics,

<http://www.socalfishfarm.com/blog/perfect-storm-forming-for-global-food-agriculture/>
(accessed 1/22/10)

South Dakota Department of Agriculture,

http://www.state.sd.us/doa/ag%20policy/AgNews/ag_headline.htm
(accessed 1/22/10)

TheStreet.com,

<http://www.thestreet.com/story/10680633/1/now-serving-9-billion-a-global-town-hall.html>
(accessed 2/12/10)

Treehugger,

<http://www.topics.treehugger.com/article/06oxauH6d99oH>
(accessed 2/12/10)

Truffle Media Networks,

<http://www.trufflemedia.com/home/content/dr-gale-buchanan-agriculture>
(accessed 5/13/10)

Truth About Trade,

<http://www.truthabouttrade.org/news/latest-news/15479-perfect-storm-predicted-for-agriculture->
(accessed 1/22/10)

Truth About Trade,

<http://www.truthabouttrade.org/news/editorials/guest-commentary/15534-take-it-to-the-farmers>
(accessed 2/5/10)

Truth About Trade,

<http://www.truthabouttrade.org/blog/22-blog/15537-cast-report-town-hall-20-event-on-february-12>
(accessed 2/12/10)

US Wheat Associates,

<http://www.uswheat.org/newsEvents/wheatLetter/doc/CCF0E2676D4>
(accessed 5/13/10)

WidgetBox,

<http://www.widgetbox.com/widget/now-serving-9-billion>
(accessed 2/12/10)

World Poultry,

<http://www.worldpoultry.net/news/agricultural-productivity-strategies>
(accessed 5/13/10)

YahooNews,

http://news.yahoo.com/s/usnw/20100212/pl_usnw/DC54110/print
(accessed 2/12/10)

Yankton Press,

<http://www.yankton.net/articles/2010/02/05/neighbors/doc4b626d36b>
(accessed 8/5/10)

Your-Story,

<http://www.your-story.org/now-serving-9-billion-a-global-town-hall>
(accessed 2/12/10)

◆ 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.