



# CAST Publication Impacts Report

## AIR ISSUES ASSOCIATED WITH ANIMAL AGRICULTURE: A NORTH AMERICAN PERSPECTIVE

**CAST Issue Paper 47**  
 Released May 5, 2011  
 Impact reports compiled May 27, 2011



### I. ROLLOUT/RELEASE

CAST's new Issue Paper, *Air Issues Associated with Animal Agriculture: A North American Perspective*, goes beyond the generalizations and accusations often associated with the air quality topic and looks at the facts. Chaired by Dr. Larry Jacobson of the University of Minnesota, experts from six universities examined a large amount of data and focused their information and conclusions around the key livestock areas: swine, poultry, dairy, and beef.

Their critical analyses look at a wide scope of issues, from greenhouse gas emissions to the logistics of manure storage facilities. The U.S. Environmental Protection Agency is increasing efforts to monitor emissions from agriculture, so further research is important for all parties involved, and this paper provides solid, science-based information

### II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

#### Electronic Contacts

##### *Listservs*

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

#### Constant Contact E-mail Marketing

Sent: 3039  
 Opened: 663

#### Meltwater Press, Media Outreach Consultant

Sent: ---  
 Opened: ----

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

- The Paper's release coincided with a presentation by one of the authors, Dr. Frank Mitloehner. He referred to CAST's Issue Paper at the Animal Agriculture Alliance Summit meeting in Washington, D.C., where his speech focused on "The Truth About Sustainability—Debunking 'Livestock's Long Shadow'."
- Feedstuffs Newspaper 5/24/2011 Article

#### IV. INTERNET AND WEBSITE CONNECTIONS

TOTAL IMPACTS AS OF MAY 27, 2011: 40

##### *Ag Clips*

<http://www.agandruralleaders.org/agclips.htm>  
accessed 5/13/11

##### *Agriculture Industry Today (Ireland Agriculture News)*

<http://agriculture.einnews.com/search.php?keywords=Air+Issues+Associated+with+Animal+Agriculture+%3A+A+North+American+Perspective&makesearch=yes>  
accessed 5/10/11

##### *Agri marketing*

<http://www.agrimarketing.com/ss.php?id=67024>  
accessed 5/10/11

##### *Ag Web*

[http://www.agweb.com/article/report\\_examines\\_air\\_issues\\_and\\_livestock\\_production/](http://www.agweb.com/article/report_examines_air_issues_and_livestock_production/)  
accessed 5/10/11

##### *Ag Web/My Machinery*

[http://www.agweb.com/mymachinery/article/report\\_examines\\_air\\_issues\\_and\\_livestock\\_production/?print=y](http://www.agweb.com/mymachinery/article/report_examines_air_issues_and_livestock_production/?print=y)  
accessed 5/13/11

##### *Ag Wired*

<http://agwired.com/2011/05/09/zimfo-bytes-519/>  
accessed 5/13/11

##### *American Agriculturalist*

<http://americanagriculturalist.com/story.aspx/printversion/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/19/11

##### *American Seed Trade Association*

[http://www.amseed.com/news\\_enews020810.asp](http://www.amseed.com/news_enews020810.asp)  
accessed 5/13/11

##### *Beef Producer*

<http://beefproducer.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/18/11

##### *Choices Magazine*

<http://www.choicesmagazine.org/2006-3/animal/2006-3-11.htm>  
accessed 5/13/11

##### *Drover's Cattle Network*

<http://www.cattlenetwork.com/cattle-news/New-CAST-paper-examines-air-issues-and-agriculture-121338144.html>  
accessed 5/10/11

*enews*

<http://enews.penton.com/enews/nationalhogfarmer/nutrientmanagement /2011 05 12 nutrient management/displaytext>  
accessed 5/23/11

*Farms.com*

<http://www.farms.com/FarmsPages/Commentary/DetailedCommentary/tabid/192/Default.aspx?NewsID=40729>  
accessed 5/13/11

*Farm Progress*

<http://www.farmprogress.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/18/11

*Feedstuffs*

<http://www.feedstuffsfoodlink.com/ME2/dirmod.asp?sid=&nm=&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=3FDE78AAAC954377AD41816DDD7E8F56>  
accessed 5/23/11

*Hungry Tampa*

<http://hungrytampa.com/agriculture/new-cast-paper-examines-air-issues-and-agriculture/>  
accessed 5/10/11

*Indiana Prairie Farmer*

<http://indianaprairiefarmer.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/18/11

*Iowa State University: Air quality*

<http://www.extension.iastate.edu/airquality/>  
accessed 5/13/11

*IMMAG Iowa State*

<http://www.agronext.iastate.edu/immag/newsupd.html>  
accessed 5/25/11

*KSTP news*

<http://kstp.com/article/stories/s2102597.shtml>  
accessed 5/13/11

*Lancaster Farming*

<http://lancasterfarming.com/dairy/New-CAST-Paper-Examines-Air-Issues--Agriculture-->  
accessed 5/23/11

*Manure Manager*

<http://www.manuremanager.com/content/view/3756/138/>  
accessed 5/13/11

*Missouri Ruralist*

<http://missouriruralist.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/19/11

*Mendocino/Lake Livestock & Range Topics*

<http://ucanr.org/blogs/blogcore/postdetail.cfm?postnum=4801&email=yes>  
accessed 5/10/11

*Michigan Farmer*

<http://www.michiganfarmer.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/18/11

*Michigan State University: Extension*

[http://anrcom.msu.edu/news/article/cast\\_publishes\\_issue\\_paper\\_on\\_air\\_emissions](http://anrcom.msu.edu/news/article/cast_publishes_issue_paper_on_air_emissions)

*My Science*

[http://www.myscience.cc/wire/air\\_quality\\_issues\\_gain\\_importance\\_in\\_animal\\_agriculture\\_study\\_led\\_by\\_u\\_of\\_m\\_professor\\_shows-2011-umn](http://www.myscience.cc/wire/air_quality_issues_gain_importance_in_animal_agriculture_study_led_by_u_of_m_professor_shows-2011-umn)  
accessed 5/13/11

*National Hog Farmer*

<http://nationalhogfarmer.com/environmental-stewardship/manure-management/0512-livestock-air-emissions/>  
accessed 5/13/11

*Nebraska Farmer*

<http://nebraskafarmer.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/13/11

*Nebraska Department of Agriculture*

[http://www.agr.ne.gov/ag\\_updates/051011.pdf](http://www.agr.ne.gov/ag_updates/051011.pdf)  
accessed 5/16/11

*Nutrient Management*

[http://enews.penton.com/enews/nationalhogfarmer/nutrientmanagement\\_/2011\\_05\\_12\\_nutrient\\_management/view.html](http://enews.penton.com/enews/nationalhogfarmer/nutrientmanagement_/2011_05_12_nutrient_management/view.html)  
accessed 5/19/11

*Ohio Farmer*

<http://ohiofarmer.com/story.aspx/printversion/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/19/11

*Oklahoma Farm Report*

[http://www.oklahomafarmreport.com/wire/news/2011/05/00535\\_CASTStudyAirQuality05052011\\_094915.php](http://www.oklahomafarmreport.com/wire/news/2011/05/00535_CASTStudyAirQuality05052011_094915.php)  
accessed 5/10/11

*Poultry Production News*

<http://poultryproductionnews.blogspot.com/search?q=Air+Issues+Associated+with+Animal+Agriculture+%3A+A+North+American+Perspective>  
accessed 5/13/11

*Southern Farmer*

<http://southernfarmer.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>  
accessed 5/19/11

*University of California*

<http://celake.ucdavis.edu/?blogpost=4801&blogasset=21880>

accessed 5/10/11

*University of Minnesota*

[http://www1.umn.edu/news/news-releases/2011/UR\\_CONTENT\\_337860.html](http://www1.umn.edu/news/news-releases/2011/UR_CONTENT_337860.html)

accessed 5/10/11

*Wallaces Farmer*

<http://wallacesfarmer.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>

accessed 5/19/11

*Watt Ag Net*

[http://www.wattagnet.com/US\\_agricultural\\_council\\_studies\\_swine\\_poultry\\_air\\_quality\\_issues.html](http://www.wattagnet.com/US_agricultural_council_studies_swine_poultry_air_quality_issues.html)

accessed 5/18/11

*Wisconsin Agriculturalist*

<http://wisconsinagriculturalist.com/story.aspx/cast/paper/examines/agricultural/air/issues/25/49186>

accessed 5/20/11

◆ 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.