

CAST Publication Impacts Report

FOOD SAFETY AND FRESH PRODUCE: AN UPDATE

CAST Commentary QTA 2009-I Released July 27, 2009 Report Issued November 20, 2009



I. ROLLOUT/RELEASE

This Special Publication was released live on the CAST website and rolled out in Washington, D.C., at a National C-FAR "Lunch~N~Learn" Hill Seminar on July 27, 2009. Task Force member Dr. William G. McGlynn, Food and Agricultural Products Center, Oklahoma State University, and Dr. John Bonner traveled to Washington to make the presentations.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

Electronic Contacts	Approx. No. of Recipients
Listservs	
Task Force Members	8
Board/Staff	37
Society Presidents	36
Society Executives	29
Friday Notes recipients •	1361
Media	526
News Information Groups	97
Deans of Agriculture	100
Directors of Ag Experiment Stations	84
Total e-contacts as of November 16, 2009	2278

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

Capital Media Group, media communications and video production company, September 23, 2009. Capital Media filmed the D.C. rollout presentation and transformed it into a 3-part video series, which included an introduction by Senator Tom Harkin.

\/	INTERNET AND	WERGITE	CONNECTIONS
V .	INTERNET AND	AAERSHE	COMMECTIONS:

Ag Online

 $\underline{http://www.ag.iastate.edu/aginfo/agonline/agonline.php?date=2009-07-27\&function=view}$

(accessed 7/27/09)

AgriMarketing

http://www.agrimarketing.com/show_story.php?id=55869 (accessed 9/18/09)

American Society of Animal Science,

http://www.asas.org/index.asp?autotry=true (accessed 8/3/09)

Bites.

http://bites.ksu.edu/news/134062/09/07/28/iowa-new-cast-commentary-offers-food-safety-tips-consumers (accessed 8/3/09)

EarthTimes,

http://www.earthtimes.org/articles/show/cast-provides-consumers-with-scientific-food-safety-information,963068.shtml (accessed 9/17/09)

Fresh Plaza.

http://www.freshplaza.com/news_detail.asp?id=50823 (accessed 9/17/09)

International Food Information Council,

http://www.ific.org/ (accessed 8/4/09)

Iowa State University Extension

http://www.extension.org/pages/Enjoy_Produce,_But_Keep_It_Safe

(accessed 9/21/09)

LIVE-PR

 $\underline{http://www.live-pr.com/en/cast-provides-consumers-with-scientific-food-r1048320837.htm}$

(accessed 9/18/09)

News Blaze

http://newsblaze.com/story/2009091611471400001.mwir/topstory.html

(accessed 9/18/09)

Ohio Agricultural Research and Development Center

http://www.ag.ohio-state.edu/~oardcrss/story.php?id=5379 (accessed 9/18/09)

Ohio State University Extension

http://extension.osu.edu/~news/story.php?id=5379 (accessed 9/21/09)

PR-inside

http://www.pr-inside.com/cast-provides-consumers-with-scientific-food-r1484754.htm

(accessed 9/18/09)

Quality Assurance Magazine,

http://www.qualityassurancemag.com/news/printer.asp?ID=3224&Source=news&AdID=198

(accessed 7/31/09)

Sustainable Farmer,

http://www.sustainablefarmer.com/bblog/?p=139 (accessed 7/31/09)

TMC News

http://www.tmcnet.com/usubmit/2009/09/16/4374673.htm (accessed 9/18/09)

Twitter,

http://twitter.com/FoodSafety/status/2870636489 (accessed 8/4/09)

USDA National Agricultural Library,

http://foodsafety.nal.usda.gov/nal_display/index.php?info_center=16&tax_level=1 (accessed 8/4/09)

4 Hotels

http://4hotels.co.cc/voyages/cast-provides-consumers-with-scientific-food-safety-information (accessed 9/18/09)

VI. MARKETWIRE IMPACT REPORT

YAHOO! Finance,

http://finance.yahoo.com/

YAHOO!,

http://yahoo.com/

YAHOO! News,

http://news.search.yahoo.com/news

YAHOO! Finance- Canada,

http://ca.finance.yahoo.com/

Google,

http://google.com

Google News,

http://news.google.com

Google News- U.K.,

http://news.google.com/news?ned=uk

Bing,

http://www.bing.com

LYCOS.

http://www.lycos.com

excite,

http://news.excite.com

Ask.

http://www.ask.com

AltaVista News.

http://www.altavista.com/news/

AltaVista,

http://www.altavista.com

topix,

http://www.topix.com

all the web.

http://www.alltheweb.com

World News Network,

http://wn.com/

Interest! ALERT,

http://interestalert.com/

Hotels & Travel.

http://www.hotelstravel.com/

Google blog,

http://blogsearch.google.com/

VI. CAPITAL MEDIA DISTRIBUTION REPORT

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.