



# CAST Publication Impacts Report

## THE ENDANGERED SPECIES ACT: INTERFACING WITH AGRICULTURAL AND NATURAL ECOSYSTEMS

**CAST Commentary QTA2009-2**  
Released October 19, 2009  
Report Issued April 13, 2010



### I. ROLLOUT/RELEASE

This Commentary was released live on the CAST website and rolled out in Washington, D.C., at the USDA “Diverse Voices in Agriculture” Seminar, the NC-FAR “Lunch ‘n Learn” Seminar, and the American Farm Bureau Federation Building on October 19, 2009. Task Force chair Ms. Bernalyn McGaughey, Compliance Services International, Lakewood, Washington, and Dr. John Bonner traveled to Washington, D.C. to give the presentations.

### II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

<b>Electronic Contacts</b>	<b>Approx. No. of Recipients</b>
<i>Listserves</i>	
Task Force Members	7
Board/Staff	37
Society Presidents	36
Society Executives	29
Friday Notes recipients	1452
Media	561
News Information Groups	97
Deans of Agriculture	100
Directors of Ag Experiment Stations	84
<b>Total e-contacts as of October 19, 2009</b>	<b>2403</b>

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

**Western Society of Weed Science, March 3, 2010.** Task force chair Ms. Bernalyn D. McGaughey traveled to Waikoloa, HI to present the new paper during the Endangered Species program of the 63<sup>rd</sup> annual Western Society of Weed Science meeting.

### V. INTERNET AND WEBSITE CONNECTIONS

*AgProfessional*,  
[http://www.agprofessional.com/show\\_story.php?id=61377](http://www.agprofessional.com/show_story.php?id=61377)  
(accessed 11/18/09)

*AgriMarketing,*

[http://www.agrimarketing.com/show\\_story.php?id=57091](http://www.agrimarketing.com/show_story.php?id=57091)

(accessed 11/18/09)

*Drovers,*

[http://www.drovers.com/news\\_editorial.asp?pgID=675&ed\\_id=6292](http://www.drovers.com/news_editorial.asp?pgID=675&ed_id=6292)

(accessed 11/11/09)

*Irrigation Association,*

[http://www.irrigation.org/news/etimes/E-Times\\_November\\_2009.pdf](http://www.irrigation.org/news/etimes/E-Times_November_2009.pdf)

(accessed 11/18/09)

*North American Colleges & Teachers of Agriculture,*

<http://www.nactateachers.org/newsletters.html>

(accessed 12/17/09)

*SiloBreaker,*

[http://www.silobreaker.com/cast-releases-new-commentary-on-ag-and-the-endangered-species-act-5\\_2262684204632375334](http://www.silobreaker.com/cast-releases-new-commentary-on-ag-and-the-endangered-species-act-5_2262684204632375334)

(accessed 11/11/09)

*South Dakota Department of Agriculture,*

[http://www.state.sd.us/doa/ag%20policy/AgNews/ag\\_headline.htm](http://www.state.sd.us/doa/ag%20policy/AgNews/ag_headline.htm)

(accessed 11/18/09)

*Syngenta,*

<http://www.syngenta.ca/Farm/Alerts/AlertDetail.aspx?AlertTypeId=41&alertId=109503>

(accessed 11/11/09)

*University of Illinois Extension,*

<http://web.extension.uiuc.edu/ipr/>

(accessed 12/17/09)

*USDA- National Agricultural Library,*

<http://74.125.95.132/search?q=cache:GOfu6kgJ-dgJ:weblogs.nal.usda.gov/awic/archives/006338.html+The+Endangered+Species+Act:+Interfacing+with+Agricultural+and+Natural+Ecosystems&cd=5&hl=en&ct=clnk&gl=us>

(accessed 11/11/09)

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◆ 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.