

CAST Publication Impacts Report

SUSTAINABILITY OF U.S. SOYBEAN PRODUCTION: CONVENTIONAL, TRANSGENIC, AND ORGANIC PRODUCTION SYSTEMS

CAST Special Publication 30
Released July 20, 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 20, 2009. Task Force member Dr. Bryan Young, Department of Plant, Soil, and Agricultural Systems, Southern Illinois University, and Dr. John Bonner traveled to Washington to make the presentations.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

	Approx. No. of Recipients
Electronic Contacts	
Listservs	
Task Force Members	12
Board/Staff	37
Society Presidents	36
Society Executives	29
Friday Notes recipients •	1349
Media	492
News Information Groups	97
Deans of Agriculture	100
Directors of Ag Experiment Stations	84
Total e-contacts as of November 16, 2009	2236

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

United Soybean Board, farmer-led organization, Summer 2009. The United Soybean Board translated the CAST publication (Soybean Board) into thirteen different languages.

IV. COMMENTS RECEIVED

Hon. Charles E. Grassley, U.S. Senator, July 27, 2009. The following note was sent to the CAST office: "I appreciate the copy of the publication CAST recently released on soybean production. This information will be helpful to my staff and me as agriculture issues come before the Senate in the future."

V. INTERNET AND WEBSITE CONNECTIONS

Ag Online,

http://www.ag.iastate.edu/aginfo/agonline/agonline.php?date=2009-07-20&function=view (accessed on 7/23/09)

Ag Professional

http://www.agprofessional.com/show_story.php?id=59591
(accessed 8/3/09)

AgriMarketing

http://www.agrimarketing.com/show_story.php?id=55736 (accessed 9/18/09)

All About Feed,

http://www.allaboutfeed.net/news/cast-focus-on-sustainability-in-us-soybeans-3422.html (accessed on 7/23/09)

Beyond the Bean

http://www.beyondthebeanonline.org/Article.aspx?id=196 (accessed 9/18/09)

Center for Consumer Research, University of California-Davis http://postharvest.ucdavis.edu/datastorefiles/234-1385.pdf (accessed 9/18/09)

Climitarians,

http://climatarians.org/en/news/cast-evaluates-the-fabrication-sustainability-of-soybean.html (accessed 8/17/09)

FarmAssist.com

http://www.fatradeshow.com/Alerts/AlertDetail.aspx?CropPage=&alertid=103984&AlertType=41 &AlertTypeName=Ag%20News%20Headlines&type=FA_AGNEWSALL (accessed 9/18/09)

High Plains,

http://www.hpj.com/archives/2009/aug09/aug17/0720soybeanproductionsystem.cfm (accessed on 8/14/09)

International Service for the Acquisition of Agri-Biotech Applications http://www.isaaa.org/Kc/Cropbiotechupdate/online/default.asp?Date=7/24/2009 (accessed 9/18/09)

Instituto de Biotecnología Agricola

http://www.inbio-paraguay.org/trabajos-de-investigacion.html (accessed 9/18/09)

Iowa Soybean Association

http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=29&article_id=229 (accessed 9/18/09)

Lake County, California Public Service

http://www.co.lake.ca.us/Government/Boards/AdvisoryBoard/Genetically_Engineered_Crops_Advisory_Committee/Recommended_Reading.htm (accessed 9/18/09)

Missouri Farmer Today,

http://www.missourifarmertoday.com/articles/2009/08/05/news/sustainbeans.txt (accessed 8/18/09)

National Press Club.

http://npc.press.org/ (accessed 7/20/09)

http://press.org/events/otherpressconf.cfm (accessed 7/20/09)

http://www.press.org/calendar/caldbeventpod.cfm?eventid=18404 (accessed 9/23/09)

Plant Management Network

http://www.plantmanagementnetwork.org/pub/cm/news/2009/CASTPub/(accessed 9/18/09)

SeedQuest,

http://www.seedquest.com/News/releases/2009/july/26905.htm (accessed 7/21/09)

SoyConnection.com

http://www.soyconnection.com/newsletters/soy-connection/food-

manufacturing/article.php/Research+from+the+Council+for+Agricultural+Science+and+Technolog y+Explores+the+Economic+and+Environmental+Sustainability+of+U.S.+Soybean+Production?id= 218 (accessed 9/18/09)

United Soybean

http://74.125.95.132/search?q=cache:liw6abtQziMJ:www.unitedsoybean.com/FileDownload.aspx%3FFile%3D35432%2520USB%2520Issues%252058%2520-

<u>%2520June.pdf+Sustainability+of+US+Soybean+Production+CAST&cd=21&hl=en&ct=clnk&gl=us (accessed 9/18/09)</u>

The Washington Times,

http://www.washingtontimes.com/events/2009/jul/20/15527/ (accessed 7/21/09)

Western Society of Weed Science

http://www.wsweedscience.org/Newsletter/Archives/Aug_09_newsletter.pdf (accessed 9/18/09)

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.