



CAST Publication Impacts Report

CARBON SEQUESTRATION AND GREENHOUSE GAS FLUXES IN AGRICULTURE: CHALLENGES AND OPPORTUNITIES

CAST Task Force Report 142

Released October 2011

Impact reports compiled October 2011 – November 2011

I. SYNOPSIS

Politicians, pundits, and the public may debate the details surrounding Earth's changing climate patterns, but science-based research provides the most credible foundation for policymakers, and the authors of CAST's new Task Force Report about climate change give a comprehensive appraisal of this crucial issue, including

- Agriculture's role in land-atmosphere exchanges of greenhouse gases (GHGs);
- The science of carbon sequestration and GHG mitigation for various sectors of U.S. agriculture;
- The consequences of any action—or inaction—in light of agriculture's role of providing necessary food, feed, and fiber.

II. ROLLOUT/RELEASE

- Rollout at a CAST-sponsored side event during the World Food Prize in Des Moines, Iowa
 - Program introduction by Past President Todd Peterson, presentation by Cochair Ron Follett
- Two presentations by Ron Follett to audiences at Iowa State University
- Presentations in Washington, D.C., by Cochair Jack Morgan:
 - USDA "Innovations in Agriculture" Seminar
 - National Coalition for Food and Agricultural Research (NC-FAR) "Lunch~N~Learn" Seminar
 - "Break and Briefing" Program for Senate Staff , 3:00 p.m. – 4:00 p.m.

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

- Press releases from Meltwater and Constant Contact 10/12/2011
- October 31, 2011, Washington, D.C.: Presented by Dr. Jack Morgan, USDA-ARS-NPA, Ft. Collins, CO
- 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

IV. INTERNET AND WEBSITE CONNECTIONS

Agri Marketing

<http://www.agrimarketing.com/s/70222>

Accessed October 12, 2011

ASPB.org

<http://my.aspb.org/resource/group/b1d27bb1-ad1a-49ae-9150-f9f931246ba3/greenpapers/2-sustainability.pdf>

Accessed October 2011

Author Stream

<http://www.authorstream.com/Presentation/melsly1-1232054-cast-climate-change-video-presentation-follett/>

Accessed October 2011

Boise State University

<http://news.boisestate.edu/update/2011/10/13/sian-mooney-4/>

Accessed October 13, 2011

Boise State University (Blog)

<http://cobe.boisestate.edu/blog/2011/10/17/3751/>

Accessed October 17, 2011

Colorado State University, Department of Animal Science

<http://www.c-agg.org/docs/resources/7%2021%202011%20Archibeque.pdf>

Accessed October 2011

Dairy Herd

<http://www.dairyherd.com/dairy-news/latest/CAST-releases-update-on-its-climate-change-document-131590213.html>

Accessed October 12, 2011

E-mail AgriMarketing

Accessed October 2011

Farm Futures

<http://farmfutures.com/story.aspx/new-cast-report-looks-at-climate-change-research-17-53909>

Accessed October 12, 2011

Florida Climate Institute

<http://floridacclimateinstitute.org/news/current-news/383-new-report-carbon-sequestration-and-greenhouse-gas-fluxes-in-agriculture-challenges-and-opportunities-oct-12>

Accessed October 12, 2011

Forest Service Department of Agriculture

http://www.fs.fed.us/climatechange/updates/cc_news_oct_2011.pdf

Accessed October 31, 2011

Iowa State University

<http://www.event.iastate.edu/event/25916/>

Accessed October 11, 2011

Iowa State University Department of Agronomy (Facebook)

<http://www.facebook.com/pages/Iowa-State-University-Department-of-Agronomy/223470851036846>

Accessed October 11, 2011

Iowa State University Research Park

http://www.isupark.org/news_events/article.cfm?ArticleID=988

Accessed October 11, 2011

ISAAA (International Service for the Acquisition of Agri-Biotech Applications)

<http://www.isaaa.org/kc/cropbiotechupdate/article/default.asp?ID=8600>

Accessed October 14, 2011

iTunes Apple

<http://itunes.apple.com/us/podcast/the-agronomist/id266489700>

Accessed October 11, 2011

Journal of Soil and Water Conservation

<http://www.jswconline.org/content/65/1/6A.refs>

Accessed October 2011

North Carolina A&T State University

http://www.ncat.edu/press_releases/release_intro.php?release_week=October%2028,%202011

Accessed October 28, 2011

Private Landowner Network

<http://www.privatelandownernetwork.org/newsletter/current.aspx>

Accessed November 2011

USDA Agriculture Research Service

http://www.ars.usda.gov/research/projects/projects.htm?accn_no=420206

Accessed October 26, 2011

USDA Natural Resources Conservation Service

<http://www.unl.edu/nac/>

Accessed October 2011

World Food Prize

<http://www.worldfoodprize.org/index.cfm?nodeID=33286&audienceID=1>

Accessed October 11, 2011