



CAST Issue Paper 62 *Food Loss and Waste*

a paper in the series on

The Need for Agricultural Innovation to Sustainably Feed the World by 2050

Released September 28, 2018

Chair: Zhengxia Dou, University of Pennsylvania; 11-member task force

Release/Rollout

On September 28, Dr. Zhengxia Dou, the task force chair, conducted briefings for Senate staffers in the morning and for House staffers at a noon lunch seminar. There were 80 registrants for these two briefings.

Press Release (results two weeks after release)

- Press release went to 8,519 e-contacts resulting in 1,845 opens.
- The [press release through PRWeb](#) resulted in 2,935 views and reached 990 targeted influencers (journalists).
- 177 media outlets posted the press release. A sampling of sites where the release was picked up: Agri-Pulse, Benzinga, NewsDog (India), NewsR (India), PortalTaxi.net, RFD-TV, Seed Daily, Virtual Strategy Magazine, many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC).

Follow-On Activities

- Video of Dr. Dou's presentation and slides posted on CAST website and YouTube. [Click here to view](#). (120 views as of March 26, 2019).
- On October 17, 2018, the National Academies of Sciences, Engineering, and Medicine's Science and Technology for Sustainability Program hosted a public event—"Reducing Food Loss and Waste: A Workshop on Impacts." Forty copies of CAST Issue Paper 62 were requested for distribution.

Paper Distribution

- Issue Paper Downloads—6 months after release: 1,848
- Ag quickCAST Downloads—6 months after release: 601
- Distributed approximately 440 copies of printed issue paper

Indirect Paper Distribution

- Presentation attendee disseminated information received to colleagues in the U.S. Forest Service.
- Presentation attendee will circulate paper to individuals presently working on a new Pennsylvania Food Policy Council.
- Being used for internal communication within Bayer Crop Science.

This report last updated 3/26/2019.

ACSESS (Alliance of Crop, Soil, and Environmental Science Societies) Digital Library

<https://dl.sciencesocieties.org/issue-papers>

Associate of Public Land-grant Universities, October 1, 2018 (memo to Boards on Agriculture Assembly and Human Sciences; Council for Agricultural, Research, Extension, and Teaching (CARET); and Other Interested Individuals with link to paper)

[http://elink.clickdimensions.com/m/1/43087935/02-b18275-](http://elink.clickdimensions.com/m/1/43087935/02-b18275-7dec4b21c4b34ef2b2feec8c704492f6/1/60/127fbd43-1966-465f-abd8-d941da14d078)

[7dec4b21c4b34ef2b2feec8c704492f6/1/60/127fbd43-1966-465f-abd8-d941da14d078](http://elink.clickdimensions.com/m/1/43087935/02-b18275-7dec4b21c4b34ef2b2feec8c704492f6/1/60/127fbd43-1966-465f-abd8-d941da14d078)

CABDirect <https://www.cabdirect.org/?target=%2fcabdirect%2fabstract%2f20193054741>

Articles and Web Mentions

Agri-Pulse <https://www.agri-pulse.com/events/232-food-loss-and-waste>

BioCycle, October 1, 2018

<https://www.biocycle.net/2018/10/01/cast-publication-looks-crucial-food-waste-issues/>

BioCycle, October 11, 2018

<https://www.biocycle.net/2018/10/11/biocycle-world-176/>

Social Media

Twitter—

Agree @AgreeAgPolicy, September 28, 2018

<https://twitter.com/AGreeAgPolicy/status/1045810386425937920>

APLU Agriculture @APLU_Ag, September 28, 2018

https://twitter.com/APLU_Ag/status/1045651447818473472

Bonnie McCarvel @MidAmericaCrop, October 5, 2018

<https://twitter.com/MidAmericaCrop/status/1048228503374766080>

CAST @CASTagScience, September 28, 2018

<https://twitter.com/CASTagScience/status/1045664008743915521>

CAST @CASTagScience, September 27, 2018

<https://twitter.com/CASTagScience/status/1045447996740067328>

CAST @CASTagScience, September 24, 2018

<https://twitter.com/CASTagScience/status/1044245471793836032>

CAST @CASTagScience, September 21, 2018

<https://twitter.com/CASTagScience/status/1043198178823159808>

CAST @CASTagScience, September 28, 2018

<https://twitter.com/CASTagScience/status/1045757536597553153>

CAST @CASTagScience, September 30, 2018

<https://twitter.com/CASTagScience/status/1046504963386626049>

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CAST @CASTagScience, *October 1, 2018*
<https://twitter.com/CASTagScience/status/1046837149683802112>

CAST @CASTagScience, *October 4, 2018*
<https://twitter.com/CASTagScience/status/1047937567457533957>

Earth Accounting @EarthAccounting, *September 28, 2018*
<https://twitter.com/EarthAccounting/status/1045723853169733632>

Kate McCann, NBCT @kmccannu32, *September 28, 2018*
<https://twitter.com/kmccannu32/status/1045708621731024901>

PSU Ag @ Shale Law @AgShaleLaw, *October 1, 2018*
<https://twitter.com/AgShaleLaw/status/1046946371654377472>

Radca Prawny @RPrawny, *September 30, 2018*
<https://twitter.com/RPrawny/status/1046272269624979456>

Radca Prawny @RPrawny, *September 29, 2018*
<https://twitter.com/RPrawny/status/1045993663120248833>

Radca Prawny @RPrawny, *September 29, 2018*
<https://twitter.com/RPrawny/status/1045993606270586880>

William Kuckuck @FoodConcerns, *September 28, 2018*
<https://twitter.com/FoodConcerns/status/1045657807469596677>

William Kuckuck @FoodConcerns, *September 28, 2018*
<https://twitter.com/FoodConcerns/status/1045659153434378245>

Facebook—

CAST, *September 18, 2018*
<https://www.facebook.com/CASTagScience/posts/1920873891340731>

CAST, *September 21, 2018*
<https://www.facebook.com/CASTagScience/posts/1921914691236651>

CAST, *September 27, 2018*
<https://www.facebook.com/CASTagScience/posts/1928938337200953>

CAST, *September 28, 2018*
<https://www.facebook.com/CASTagScience/posts/1931935380234582>

CAST, *September 28, 2018*
<https://www.facebook.com/CASTagScience/posts/1930930847001702>

CAST, *December 12, 2018*
<https://www.facebook.com/CASTagScience/posts/2036823769745742>

This report last updated 3/26/2019.

Kak Mi, *September 30, 2018*

<https://www.facebook.com/kak.mi.3/posts/2525229204195618>

Mid America CroPLife Association, *January 18, 2019*

<https://www.facebook.com/MACroplifeA/posts/2385502258191095>

Pinterest—

CAST

<https://www.pinterest.com/pin/95138610863482629/>

LinkedIn—

CAST

<https://www.linkedin.com/feed/update/urn:li:activity:6452270849499164672>

Blogger—

CAST, *October 9, 2018*

<http://cast-science.blogspot.com/2018/10/food-waste-its-like-stealing.html>

CAST, *October 1, 2018*

<http://cast-science.blogspot.com/2018/10/examining-food-loss-and-waste-research.html>

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