



News and information about this award and Jayson Lusk can be found [here](#) and [here](#). Syngenta is the sponsor of the 2017 award.

Announcement of 2017 Winner:

Nominations opened in November 2016 and closed early February. There were 21 nominations submitted for consideration by the 2017 selection committee.

April 27, 2017 - Dr. Jayson Lusk was announced as the 2017 award winner at an announcement event held on April 27 at The World Bank in Washington, DC. The April 27 event to announce the 2017 BCCA recipient was held at the World Bank in Washington, D.C. Harideep Singh of the World Bank and CAST's Kent Schescke welcomed the

gathering before the 2016 BCCA winner, Kevin Folta, delivered his address--[Earn Trust Before Facts Can Flow](#). CAST president, Richard Cavaletto of Cal Poly State University, then announced the 2017 award. Sarah Hull of Syngenta delivered the concluding remarks. There were 51 RSVPs to attend the event.

Press Release

- Press release went to 9,571 e-contacts (3,942 media) resulting in 4,934 opens/interactions
- 363,029 headline impressions, and 194 total pickups [on press release through PRWeb](#).
- A sampling of sites where the release was picked up: AgriMarketing, Agri-Pulse, American Society of Agronomy, Farm Futures, FeedStuffs, Green Ecosystem, Kansas State University's Ag Economics Newsletter, NASDA, Oklahoma Farm Report, Oklahoma State University, Syngenta's internal global newsletter, and World News

Presentation of Award at World Food Prize:

The award presentation took place on October 18 in Des Moines, IA at a breakfast side event to the World Food Prize. Dr. Jayson Lusk gave a keynote presentation on [The Future of Food](#), followed by a presentation and panel discussion on [Designing the Road out of Poverty: Ensuring Resource Access](#), hosted in conjunction with the American Society of Agricultural and Biological Engineers (ASABE).

Press Release

- Press release went to 7,569 e-contacts (3,472 media) resulting in 2,673 opens/interactions
- 80,000 headline impressions, and 194 total pickups on [press release through PRWeb](#).
- A sampling of sites where the release was picked up: American Seed Trade Association, American Society of Animal Science, C-FARE (Council on Food, Agricultural, and Resource Economics), Food Industry Mag, High Plains/Midwest Ag Journal, World Food Prize Foundation

Follow-On Activities

- April 27, 2017 - The Agricultural & Applied Economics Association (AAEA) [issued a press release](#), *AAEA President Jayson Lusk Named Winner of Borlaug CAST Communication Award*.
 - October 18, 2017 – Ag News Daily interview with Delaney Howell and Mike Pierson, podcast live from the World Food Prize, (interview begins at 12:07)
<http://www.agnewsdaily.com/podcasts/october-18-2017-jayson-lusk-on-the-future-of-food>

Articles and Web Mentions

Agricultural & Applied Economics Association (AAEA), October 17, 2017

AAEA President Jayson Lusk Named Winner of Borlaug CAST Communication Award

Prestigious honor to be presented tomorrow at World Food Prize Symposium

<http://www.aaea.org/about-aaea/media--public-relations/press-releases/aaea-president-jayson-lusk-named-winner-of-borlaug-cast-communication-award-new>

Agricultural & Applied Economics Association (AAEA), President's Column, Scott Swinton, November 2017

<http://www.aaea.org/publications/the-exchange/newsletter-archives/volume-39---2017/november-2017-issue-23/president-column---november-2017>

Borlaug LEAP (Leadership Enhancement in Agriculture Program), Bonphace Mangeni, November 13, 2017

2017 World Food Prize: Experience of a Lifetime

<https://borlaugleap.org/article/2017-world-food-prize-experience-lifetime>

Brownfield, Ken Anderson, October 25, 2017

'Feeding the world' message doesn't resonate with most consumers

<http://brownfieldagnews.com/news/feeding-world-message-doesnt-resonate-consumers/>

CropLife America's This Week and Next, May 4, 2017

<http://mailchi.mp/croplifeamerica/croplife-americas-this-week-next-april-27-742765?e=32f15db1e3>

The Farmer's Exchange

Purdue Alumnus, Prof Honored at World Food Prize, October 27, 2017

<http://farmers-exchange.net/detailPage.aspx?articleID=17207>

Farm Futures, Mike Wilson, October 31, 2017

The Great Food Divide

<http://www.farmfutures.com/farm-life/great-food-divide> (article)

<http://www.farmfutures.com/farm-life/great-food-divide/gallery?slide=1> (slides)

Feedstuffs, Jacqui Fatka, Oct 18, 2017

Consumer conversations should connect urban values

Jayson Lusk says "feeding 9 billion" message might be right for those in agriculture but doesn't resonate with urban consumers.

<http://www.feedstuffs.com/news/consumer-conversations-should-connect-urban-values>

Iowa Farm Bureau, Tom Block, October 23, 2018

Connecting with food influencers demands new approach

<https://www.iowafarmbureau.com/Article/Connecting-with-food-influencers-demands-new-approach>

This report last updated 11/20/2017.

Michigan State University, Borlaug Higher Education for Agricultural Research and Development (BHEARD)

BHEARD Students Reflect on the 2017 World Food Prize

http://bheard.anr.msu.edu/news/article/bheard_students_reflect_on_the_2017_world_food_prize_part_2

Purdue University Agriculture News, Darrin Pack, October 19, 2017

Purdue's Adesina, Lusk honored at World Food Prize Symposium

<https://www.purdue.edu/newsroom/releases/2017/Q4/purdues-adesina,-lusk-honored-at-world-food-prize-symposium.html>

Real Agriculture

"Africa's Norman Borlaug" receives 2017 World Food Prize

<https://www.realagriculture.com/2017/10/africas-norman-borlaug-receives-2017-world-food-prize/>

Successful Farming, Jessie Scott, October 18, 2017

3 Challenges in Communicating With the Public

Winner of the 2017 Borlaug Cast Communication Award, Jayson Lusk, shares the three challenges he sees in effectively communicating with the general public as well as some potential solutions.

<https://www.agriculture.com/news/3-challenges-in-communicating-with-the-public>

Wallaces Farmer, Rod Swoboda, October 24, 2017

How Ag Can Better Communicate with the Public

<http://www.wallacesfarmer.com/education/how-ag-can-better-communicate-public>

Social Media

Twitter:

@AgBioWorld, 4/27/17 - <https://twitter.com/AgBioWorld/status/857710516893917184>

CAST Facebook Page

Jayson Lusk Honored at the 2017 Borlaug CAST Communication Award Ceremony

https://www.facebook.com/permalink.php?story_fbid=1533832693378188&id=134721559955982