



## CAST Special Publication 32

***Omega-3 Fatty Acids:******Health Benefits and Dietary Recommendations***

Released May 8, 2018

Chair: Donald C. Beitz, Department of Animal Science and Department of Biochemistry, Biophysics, and Molecular Biology, Iowa State University

**Release/Rollout**

Dr. Donald Beitz gave the rollout presentation at the annual meeting of the American Oil Chemists' Society (AOCS) in Minneapolis, Minnesota, on May 8. Approximately 100 attended in person. The event was also [live-streamed on the AOCS Facebook page](#).

**In-kind Contributions:** 325 volunteer hours; \$24,050 monetary value

**Press Release (results two weeks after release)**

- Press release went to 7,730 e-contacts (2,169 media) resulting in 5,403 opens/interactions
- 328,127 headline impressions, and 153 total pickups on [press release through PRWeb](#).
- A sampling of sites where the release was picked up: Health-Random Notions, One News Page, Quebec Daily Examiner, and several news channel affiliates

**Follow-On Activities**

CAST News, May 8, 2018—[Press Release](#)

Video of Dr. Beitz's presentation on the AOCS Facebook page and CAST website. [Click here to view](#). (450 views, 13 likes and 6 shares as of May 8, 2019)

As a result of his Minneapolis presentation, Dr. Beitz was invited to make a presentation of the CAST publication at the "[Omega-3 Summit 2018](#)" in Brussels, Belgium, on October 29, 2018.

**Paper Distribution**

- Distributed over 2,500 copies of the publication and Ag quickCAST

## Indirect Paper Distribution

- Food Industry Environmental Network, LLC  
Jimmy Liu sent email with the press release as well as online locations of the publication and its Ag quickCAST to all FIEN subscribers.

## Articles and Web Mentions

**2018 AOCS Annual Meeting & Expo**, May 6, 2018

<http://annualmeeting.aocs.org/program/special-sessions-x2534>

**Iowa State University, College of Agriculture and Life Sciences**, May 22, 2018

*Beitz Leads New CAST Publication on Omega-3 Fatty Acids*

<https://www.ans.iastate.edu/beitz-leads-new-cast-publication-omega-3-fatty-acids>

## Paper Citations

*Botanicals and their Bioefficacy Against Cancer*, Jay Whelan, USDA-REES

<https://reeis.usda.gov/web/crisprojectpages/1002398-botanicals-and-their-bioefficacy-against-cancer.html>

## Social Media

**Twitter-**

**AOCS (The American Oil Chemists' Society) @aocs**, May 8, 2018

DHA supports optimal neurocognitive development—Donald Bietz

*1 like*

**AOCS (The American Oil Chemists' Society) @aocs**, May 8, 2018

CAST Report on Omega-3 Dietary guidelines LIVE NOW...

*1 retweet and 1 like*

**Barry Bradford @AnimNutr**, May 9, 2018

New publications from CAST reviews health impacts...

*6 retweets and 8 likes*

**CAST @CASTagScience**, May 8, 2018

Reminder: Join CAST and AOCS...

**CAST @CASTagScience**, May 8, 2018

Join us live for the rollout of our newest special publication...

*1 retweet and 1 like*

**Douglas Kalman PhD @dougkalmaphdrd**, May 15, 2018

The Council for Agricultural Science and Technology (CAST) released a report...

**Random Notions @RNotions**, May 8, 2018

Omega-3 Fatty Acids: Health Benefits and Dietary Recommendations...

*1 like and 1 retweet*

**Random Notions @RNotions**, May 9, 2018

Omega-3 Fatty Acids: Health Benefits and Dietary Recommendations...

*This report last updated June 3, 2020.*

*1 like*

**Random Notions @RNotions**, May 10, 2018

Omega-3 Fatty Acids: Health Benefits and Dietary Recommendations...

*1 like*

**Random Notions @RNotions**, May 11, 2018

Omega-3 Fatty Acids: Health Benefits and Dietary Recommendations...

*1 like and 1 retweet*

**Random Notions @RNotions**, May 12, 2018

Omega-3 Fatty Acids: Health Benefits and Dietary Recommendations...

*1 like*

**Random Notions @RNotions**, May 14, 2018

Omega-3 Fatty Acids: Health Benefits and Dietary Recommendations...

*1 like*

**Random Notions @RNotions**, May 15, 2018

Omega-3 Fatty Acids: Health Benefits and Dietary Recommendations...

*1 like*

**Rhona Applebaum @RhonaA\_PhD**, May 8, 2018

Omega-3 Fatty Acids...

*2 likes*

**@CASTagScience**, June 27, 2018

“Omega-3 fatty acids are among the most studied compounds in biomedicine...”

**@CASTagScience**, May 11, 2018

Check out the recent CAST Special Publication that addresses...

**@CASTagScience**, May 26, 2018

Omega-3 fatty acids are among the most studied...

*3 retweets and 1 like*

**@SeafoodHeadline**, Dec 10, 2019

<https://twitter.com/SeafoodHeadline/status/1204490273562120192>

**@SeatechCorp**, Dec 10, 2019

<https://twitter.com/seatechcorp/status/1204490236496973824>

**@CAST**, May 29, 2020

Ag quickCAST tweet mentioned the paper

**Facebook-**

**American Society for Nutrition**, May 4, 2018

The Council for Agricultural Science and Technology (CAST) invites you to a live-stream presentation...

*8 likes*

*This report last updated June 3, 2020.*

**AOCS; American Oil Chemists' Society, May 8, 2018**

CAST Report on Omega-3 Dietary guidelines LIVE NOW on @AOCSfan Facebook...

**6 likes**

**CAST, May 8, 2018**

Join us live for the rollout of our newest special publication...

**CAST, May 4, 2018**

On Tuesday, May 8, CAST invites you to a live-stream presentation, hosted by AOCS...

**3 likes and 2 shares**

**Douglas Kalman, May 15, 2018**

The Council for Agricultural Science and Technology (CAST) released a report..

**3 likes**

**CAST, June 27, 2018**

"Omega-3 fatty acids are among the most studied compounds in biomedicine, from molecular biology and human genetics to food production."

**1 like and 1 share**

**CAST, May 29, 2020**

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3039424489485660/?type=3&theater>

**LinkedIn-**

**CAST, May 29, 2020**

<https://www.linkedin.com/feed/update/urn:li:activity:6672134671301664768>

*This report last updated June 3, 2020.*