CAST Publication Impacts Report

The Science Source for Food, Agricultural, and Environmental Issues



CAST Issue Paper 61

Impact of Free-range Poultry Production Systems on Animal Health, Human Health, Productivity, Environment, Food Safety, and Animal Welfare Issues

Released July 18, 2018

Cochairs: Jacqueline Jacob and Anthony Pescatore, University of

Kentucky; 8-member task force

Release/Rollout

On July 18, Drs. Jacquie Jacob and Tony Pescatore, the task force cochairs, gave a breakfast presentation to an audience at the Food

Marketing Institute offices, which was followed by a panel discussion. They then conducted briefings for House staffers at a noon National Coalition for Food and Agricultural Research (NC-FAR) lunch seminar, which was followed by a presentation to Senate staffers in the afternoon, also in coordination with NC-FAR. Approximately 40 attended these three briefings.

In-kind Contributions: 255 volunteer hours; \$18,870 monetary value

Press Release (results two weeks after release)

- Press release went to 10,170 e-contacts (2,196 media) resulting in 3,859 opens/interactions
- 362,792 headline impressions, and 136 total pickups on press release through PRWeb.
- A sampling of sites where the release was picked up: Benzinga, MeatingPlace, Oklahoma Farm Report, RFDTV, PoultryProducer.com, Zoetis Influence Feed Newsletter, and multiple ABC, CBS, NBC, and FOX news channel affilates.

Follow-On Activities

- Video of the July 18 presentation and slides posted on CAST website and YouTube. Click here to <u>view</u>. (603 views as of July 18, 2020)
- Poultry Science Association awarded the CAST Educational Materials Award, Certificate of Excellence for all of the authors efforts in creation of this issue paper. (2018) https://poultryscience.org/About-Awards-2020

Paper Distribution: 6,917

- Issue Paper and Ag quickCAST Downloads—2 years after release: 6,387
- Distributed more than 530 copies of printed issue paper

Indirect Paper Distribution

ACSESS Digital Library

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

CAB Direct, 2018

https://www.cabdirect.org/cabdirect/abstract/20183239430

Midwest Poultry Federation Convention – March 12-14, 2019

Report made available to attendees through mobile app and printed paper in publication bin.

Articles and Web Mentions

AgriMarketing, July 16, 2018

CAST presents highlights of report on free-range poultry

https://www.agrimarketing.com/s/118221

AgriPulse, July 18, 2018

Jim Webster, CAST report finds no advantages to free-range poultry, cage-free eggs

https://www.agri-pulse.com/articles/11247-no-advantages-to-free-range-poultry-cage-free-eggs-cast-finds?utm_source=Instant+Update&utm_campaign=aaba608ae5-

EMAIL_CAMPAIGN_2018_01_08_COPY_971&utm_medium=email&utm_term=0_288ff2b53a-aaba608ae5-48593373

Brownfield Ag News, July 25, 2018

Rhiannon Branch, *Study concludes 'no ideal housing system' for poultry production* https://brownfieldagnews.com/news/study-concludes-no-ideal-housing-system-for-poultry-production/

Feedstuffs, July 18, 2018 (online) and August 6, 2018 (print) Krissa Welshans, *Study delves into free-range poultry production aspects* http://www.feedstuffs.com/news/study-delves-free-range-poultry-production

NC State Poultry Extension, *New Issue Paper on Free-Range Poultry Production*, by Rhea Hebert, August 6, 2018

https://poultry.ces.ncsu.edu/2018/08/new-issue-paper-on-free-range-poultry-production/

SmartBrief, July 20, 2018

Report examines health, welfare issues of free-range poultry production http://www.smartbrief.com/branded/D5B61895-8343-46AE-9E8D-69BF8059ECA6/3F33E705-3717-4883-AE02-6364EC34EDC7?utm_source=dlvr.it&utm_medium=twitter

WATTAgNet, *How free-range access impacts poultry, health, welfare*, by Deven King, August 1, 2018 https://www.wattagnet.com/articles/35187-how-free-range-access-impacts-poultry-health-welfare?v=preview

Citations

Lithuanian University of Health Sciences, *The effect of methyl donor-betaine on quality parameters and nutritional value of chicken broiler leg muscles*, 2019 https://www.lsmuni.lt/cris/handle/20.500.12512/104081

World's Poultry Science Journal, Volume 75, Issue 3, pp. 429-444, Published online by Cambridge University Press: 20 August 2019, *Slow-growing male chickens fit poultry production systems with outdoor access*

https://www.cambridge.org/core/journals/world-s-poultry-science-journal/article/slowgrowing-male-chickens-fit-poultry-production-systems-with-outdoor-access/D8FD9873F17CE9E4ECC3B7FB0FEB1B54

Social Media

Facebook—

Poultry Science Association, May 27, 2020

https://www.facebook.com/poultryscienceassociation/posts/4151726858178537

10 likes, 6 shares

Agri-Pulse Communications Inc, July 21, 2018

https://www.facebook.com/AgriPulseDC/posts/2010891005588228

1 like

Agri-Pulse Communications Inc., July 20, 2018

https://www.facebook.com/AgriPulseDC/posts/2010899025587426

2 likes and 1 share

Mid America CropLife Association, July 20, 2018

https://www.facebook.com/MACroplifeA/posts/2039252186149439

CAST, July 11, 2018

https://www.facebook.com/CASTagScience/posts/1812745708820217

1 like and 1 share

CAST, July 16, 2018

https://www.facebook.com/CASTagScience/posts/1820181204743334

1 like and 1 share

CAST, July 17, 2018

https://www.facebook.com/CASTagScience/posts/1820150118079776

2 likes and 1 share

CAST. July 18, 2018

https://www.facebook.com/CASTagScience/posts/1823261054435349

1 like and 1 share

Jeanette L Lombardo, January 2, 20019

https://www.facebook.com/jeanette.lombardo.5/posts/2521536757861628

Twitter-

Agri-Pulse @agripulse, July 18, 2018

https://twitter.com/agripulse/status/1019700589628882944

4 retweets and 3 likes

Agri-Pulse @agripulse, July 19, 2018

https://twitter.com/agripulse/status/1020050652146233344

2 likes

Agri-Pulse @agripulse, July 20, 2018

https://twitter.com/agripulse/status/1020443237532614656

1 retweet and 3 likes

Agri-Pulse @agripulse, July 21, 2018

https://twitter.com/agripulse/status/1020805622881693696

2 likes

Bonnie McCarvel @MidAmericaCrop, July 20, 2018 https://twitter.com/MidAmericaCrop/status/1020343183069327365

CAST @CASTagScience, July 18, 2018

https://twitter.com/CASTagScience/status/1019570101757018112

CAST @CASTagScience, July 16, 2018

https://twitter.com/CASTagScience/status/1018889229206720513

CAST @CASTagScience, July 16, 2018

https://twitter.com/CASTagScience/status/1018978581823672320 1 retweet and 1 like

CAST @CASTagScience, July 17, 2018

https://twitter.com/CASTagScience/status/1019174877968953344

1 retweet

CAST @CASTagScience, July 13, 2018

https://twitter.com/CASTagScience/status/1017765495817277440

1 retweet and 1 like

CAST @CASTagScience, July 11, 2018

https://twitter.com/CASTagScience/status/1017117582757974016

1 retweet and 1 like

CAST @CASTagScience, July 19, 2018

https://twitter.com/CASTagScience/status/1020073295490658305

CAST @CASTagScience, July 20, 2018

https://twitter.com/CASTagScience/status/1020317913394360320 1 retweet

CAST @CASTagScience, July 22, 2018

https://twitter.com/CASTagScience/status/1021017013638975491 *5 retweets and 2 likes*

Craig S. Wallace, July, 26, 2018

https://twitter.com/CraigSWallace1/status/1022496512931184641

Dan Gogerty @AmesGoges, July 17, 2018

https://twitter.com/AmesGoges/status/1019200047307722753

Dr. DDGs @DrDDGs, July 19, 2018

https://twitter.com/DrDDGs/status/1019913931387822081

Egg Industry Center @EggIndustryCntr, July 16, 2018

https://twitter.com/EggIndustryCntr/status/1018978819364065280

FoodEnvReportingNet @FERNnews, July 19, 2018

https://twitter.com/FERNnews/status/1020065749665165312

Jeremy Marchant-Forde @marchantforde, July 23, 2018

https://twitter.com/marchantforde/status/1021364689551396864

John A. Johnson @agpolicywork, July 19, 2018 https://twitter.com/agpolicywonk/status/1019932297242533888 2 likes

MarionCoFarmBureau @marioncountyfb, July 20, 2018 https://twitter.com/marioncountyfb/status/1020451378228088832

oneTree Accounting @onetreecpa, July 20, 2018 https://twitter.com/onetreecpa/status/1020369084846764034 **2 likes**

Poultryproducers.com @PoultryProducer, July 16, 2018 https://twitter.com/PoultryProducer/status/1018798218967244800
3 likes

Rhiannon Branch @BRNAgNews_RB, July 25, 2018 https://twitter.com/BRNAgNews_RB/status/1022214038044983299

Victoria Broehm @VictoriaBroehm, July 19, 2018 https://twitter.com/VictoriaBroehm/status/1019933717719142407

LinkedIn – CAST, July 12, 2018

https://www.linkedin.com/feed/update/urn:li:activity:6422891559695511552

CAST, July 17, 2018

https://www.linkedin.com/feed/update/urn:li:activity:6424744362877480960

CAST, July 17, 2018

https://www.linkedin.com/feed/update/urn:li:activity:6424940758746349568

CAST, July 18, 2018

https://www.linkedin.com/feed/update/urn:li:activity:6425336056387817472

CAST, July 22, 2018

https://www.linkedin.com/feed/update/urn:li:activity:6426782988629008384

CAST, July 19, 2018

https://www.linkedin.com/feed/update/urn:li:activity:6425839091631341568

Greg Watson, July 19, 2018

https://www.linkedin.com/feed/update/urn:li:activity:6426099761488764928

Blogger -

New Research about Free-range Chickens—and Poultry Insights about Backyards and Sexing, July 16, 2018

http://cast-science.blogspot.com/2018/07/new-research-about-free-range-chickens.html