

# Annual Report 2012



Translations

Videos

# Expanding Our Horizons



# CAST Board

## Directors



Phillip W. Stahlman  
President



Lowell Midla  
President-Elect



Nathaniel Tablante  
Past President



Turner Sutton  
Treasurer



John M. Bonner  
Executive  
Vice President/CEO

List as of  
December 31, 2012



www.cast-science.org

**President:** Phillip Stahlman, Kansas State University, Hays  
**President-Elect:** Lowell Midla, The Ohio State University, Marysville  
**Past President:** Nathaniel Tablante, University of Maryland, College Park  
**Treasurer:** Turner Sutton, Windsor, North Carolina  
**Liaisons:** Jim H. Andreasen, Shook, Hardy & Bacon, LLP, Kansas City, Missouri; Beth Carroll, Syngenta Crop Protection, Inc., Greensboro, North Carolina; Barbara P. Glenn, CropLife America, Washington, D.C.; Mark Hussey, Texas A&M University, College Station; John Madsen, Mississippi State University, Mississippi State; Jerry C. Weigel, Wake Forest, North Carolina  
**Executive Vice President/CEO:** John M. Bonner, CAST, Ames, Iowa

## Representatives of Member Societies

**American Academy of Veterinary and Comparative Toxicology/American Board of Veterinary Toxicology:** Larry J. Thompson, Nestle Purina PetCare, St. Louis, Missouri  
**American Association of Avian Pathologists:** Robert Evans, Cargill Turkey Production LLC, Harrisonburg, Virginia  
**American Association of Bovine Practitioners:** Mark Armfelt, Elanco Animal Health, Gambier, Ohio  
**American Association of Pesticide Safety Educators:** Joanne Kick-Raack, The Ohio State University, Columbus  
**American Bar Association, Section of Environment, Energy, and Resources—Agricultural Management:** Shawna Bligh, BW Law Group, LLC, Kansas City, Missouri  
**American Dairy Science Association:** Tonya Schoenfuss, University of Minnesota, St. Paul  
**American Meat Science Association:** Jeff W. Savell, Texas A&M University, College Station  
**American Meteorological Society, Committee on Agricultural and Forest Meteorology:** John H. Prueger, National Soil Tilth Lab, USDA—ARS, Ames, Iowa  
**American Society for Nutrition:** Donald Beitz, Iowa State University, Ames  
**American Society of Agricultural and Biological Engineers:** Richard A. Cavaletto, Cal Poly State University, San Luis Obispo  
**American Society of Agronomy:** Drew Lyon, Washington State University, Pullman  
**American Society of Animal Science:** Neal R. Merchen, University of Illinois, Urbana  
**American Society of Plant Biologists:** Douglas D. Randall, University of Missouri—Columbia  
**American Veterinary Medical Association:** David Scarfe, American Veterinary Medical Association, Schaumburg, Illinois

**Aquatic Plant Management Society:** Ryan M. Wersal, Alpharetta Innovation and Technology Center, Alpharetta, Georgia  
**Council of Entomology Department Administrators:** J. Steve Yaninek, Purdue University, West Lafayette, Indiana  
**North Central Weed Science Society:** Curtis Thompson, Kansas State University, Manhattan  
**Northeastern Weed Science Society:** Randall Probstak, University of Massachusetts, Amherst  
**Poultry Science Association:** Murray Bakst, Beltsville Agricultural Research Center, Beltsville, Maryland  
**Society for In Vitro Biology:** David Songstad, Cibus, LLC, San Diego, California  
**Society of Nematologists:** Senyu Chen, University of Minnesota, Waseca  
**Weed Science Society of America:** Jeff F. Derr, Virginia Tech University, Virginia Beach  
**Western Society of Weed Science:** Philip Westra, Colorado State University, Fort Collins

## Representatives of Member Companies

**CHS Foundation:** William J. Nelson, Corporate Citizenship, Inver Grove Heights, Minnesota  
**DuPont Pioneer:** John F. Soper, Crop Genetics Research and Development, Johnston, Iowa  
**Elanco Animal Health:** William Weldon, Global Research and Development, Greenfield, Indiana  
**Land O'Lakes:** Todd Peterson, Winfield Solutions, LLC, Johnston, Iowa  
**Monsanto:** John K. Soteris, Monsanto Company, St. Louis, Missouri  
**Novus International, Inc.:** Ellen Dierenfeld, R&D Africa and Sustainability Programs Research, St. Charles, Missouri  
**Syngenta Crop Protection, Inc.:** Dirk Drost, NAFTA Development Project and Portfolio Management, Greensboro, North Carolina

## Representatives of Member Nonprofits

**American Farm Bureau Federation:** Bob Young, Economic Analysis Department, Washington, D.C.  
**CropLife America:** Barbara P. Glenn, Science and Regulatory Affairs, Washington, D.C.  
**Iowa Soybean Association:** Carol Balvanz, Policy and Producer Outreach, Ankeny, Iowa  
**National Pork Board:** Paul Sundberg, Science and Technology, Des Moines, Iowa  
**The Fertilizer Institute:** William Herz, Scientific Programs, Washington, D.C.  
**The Samuel Roberts Noble Foundation:** John Blanton, Ag Research Programs, Ardmore, Oklahoma  
**United Soybean Board:** Laura Foell, Schaller, Iowa

## CASTing Our Lot for the Future

The past seven and a half years have been a great experience. CAST has reemerged as a source of credible science-based information in Washington, D. C., and in the Internet world. We have evolved from printed publications to web-based distributions with almost 40,000 web hits annually. It has been four decades since Dr. Norman Borlaug wrote the first CAST publication, "Agricultural Science and the Public." It is a subject that is very much in vogue today as efforts of activists in the agricultural world reach all-time highs and social media makes their messages easier to spread to broader audiences. The role of CAST is therefore more important than ever. CAST must continue to evolve and refine its process to create concise, accessible, and focused publications directed to meet the needs of key audiences.

CAST is truly a unique entity. The key to the future is to have visionary board members who realize that *they are* CAST. It is more than an Ames, Iowa-based office. It is people who know people, policies, and problems to be solved. Membership on a CAST board is a very important position because all publications are derived through the boards.

Also, funding CAST is a continuing challenge that has become more difficult. Many new organizations have developed that have added to the challenges of the economy and funding for CAST. Their messages are focused on the consumer, very professionally developed, well funded, and often emotionally stimulating. By contrast, science messages are critical but not emotional. Therein lies the challenge. It is all about communicating to the diverse audiences that are listed in the CAST mission statement. Consumer and student messages about agriculture are very different than what legislators, regulators, and policymakers find interesting and acceptable. In recent years, CAST has focused on these diverse needs with social media in addition to CAST Commentaries, Issue Papers, and videos.

In short, CAST has made a lot of progress, but several areas need continued attention and improvement. Communication with university faculty members, deans of agriculture and directors of experiment stations, society executives and presidents, and USDA administrators currently is and will continue to be a difficult but a top priority for success. The member societies are critical in this area and a change is necessary. The loss of the congressionally designated funds was a major shortage in financial support; however, the total amount lost could be made up if each society would purchase an Education Program membership in addition to their basic membership. This would then allow the CAST *Friday Notes* to be delivered to all members of all societies.

A second focus area that must continue is shortening the turnaround time for publications. A successful CAST publication must deliver the core message as clearly and briefly as possible. CAST publications should be an extension of the solid science that is found in journals but in a form that the public can understand. The work groups are responsible for developing and making the recommendation that a paper should proceed through the approval and production processes. Currently, this is a bottleneck that needs to be improved. This improvement is critical for impact and future funding.

Lastly, there need to be additional modifications to the board structure to streamline decisions, cut costs, and improve communications. Mentoring programs, board training programs, and care and feeding of stakeholders will require active board participation. There also needs to be a better definition and understanding of the requirements for board selection and the expectations for active board members.

Credible science has major contributions to make to society. CAST is here to make that science understandable and to deliver that message to key audiences. If visionary leaders had not created CAST in the 1970s, it would need to be created now. I hope every board member is proud of their organization and committed to make CAST grow in the future. It has been an honor for me to dedicate myself to building a team and enhancing a system that advanced the mission of CAST. CAST has the respect of all who know of our work. However, there is much more to do in the future. CAST has a forty-year foundation and there is a great need to build on this base in the years ahead. I wish only the best to the organization and thank those who made it possible for me to work in this capacity.



John M. Bonner  
Executive Vice President/CEO



John M. Bonner  
Executive  
Vice President/CEO

On the cover:  
Recent CAST  
translations and  
videos.



# 2012 Board Meetings

## Spring Board of Directors' Meeting

CAST Board of Directors' business meeting.



The CAST Spring Board of Directors' Meeting took place in March in Washington, D.C. Members met at the office of Meyers & Associates on the morning of March 13 where Fran Boyd, Vice President of Meyers & Associates, provided an update on drafting the next Farm Bill and various suggestions for CAST considerations.

In the afternoon, Board members made courtesy calls on D.C. administrators; some calls had been made several days prior to the March 13 meeting. The list of of-

fices visited included the National Association of Wheat Growers and U.S. Wheat Associates, Senator Jerry Moran's (KS) Legislative Assistant William Ruder, Cargill, the U.S. Department of Agriculture, Senate and House Agriculture Committee Staff, CropLife America, and the International Food Information Council. Additionally, CAST President's Awards were given to Senators Saxby Chambliss (GA) and Pat Roberts (KS).

On Wednesday, March 14, the Board met again at the conference hotel for a daylong business meeting. Members reported to the Board regarding the calls they had recently made, all with positive results. Other discussions followed, including (1) a possible link between CAST and the Association of Public and Land-grant Universities; (2) a society revitalization meeting; (3) an effort to get state agriculture departments involved with CAST; and (4) proposals pending before the Board of Trustees.

The business meeting continued on Thursday morning and adjourned before lunch.

## Annual Meeting, Fall 2012

The 2012 CAST Annual Meeting took place in Kansas City in November. The Board of Directors met on Tuesday, November 13, the Board of Representatives joined them on Wednesday and Thursday for general business sessions and Work Group breakout discussions, and the Board of Trustees met both separately and with the Board of Directors on Thursday.

An icebreaker activity was planned before the first general session to enable board members to get ac-

quainted with each other—this proved to be a successful event and will likely be repeated at future board meetings. Reports given at the general session included those by Nathaniel Tablante as President; Gale Buchanan as Chair of the Board of Trustees; Melissa Sly as Membership and Marketing Director; Phil Stahlman as President-Elect; and Linda Chimenti, who spoke both as Chief Operating Officer and for John Bonner, Executive Vice President/Chief Executive Officer, who was unable to be at the meeting.

There were two guest speakers at the general session lunch on Wednesday. Ron Trewyn spoke on behalf of the new National Bio and Agro-Defense Facility in Manhattan, Kansas, which, when complete, will replace Plum Island as America's defense against foreign animal diseases. Then Jarrod Sutton, from the National Pork Board, spoke about dealing with consumers, many of whom are removed from the farm and don't quite understand it but are evaluating farm practices. A short question and answer period followed each speaker's presentation.

Work Group reports were given by Ellen Dierenfeld from the Animal Work Group, Richard Cavaletto from the Food Work Group, and Randall Prostack from the Plant Work Group. The meeting concluded with a passing of the presidential gavel from Nathaniel Tablante to Phil Stahlman, and Lowell Midla became the new President-Elect.

Icebreaker activity prior to general session.



Nathaniel Tablante (left) passing the gavel to Phil Stahlman.



# CAST Connections

## CAST and the FFA

CAST continues to support the development of quality youth, as exemplified by FFA members. Thanks to the generous support of Winfield Solutions, high school vocational agriculture instructors receive quality information regarding agriculture in CAST's weekly e-newsletter, *Friday Notes*, and are able to pass this newsletter and its information on to students. Also, several officers of the FFA were present at the 2012 Borlaug CAST Communication Award presentation at the World Food Prize in Des Moines, Iowa.

John Bonner began his mentoring collaboration with the FFA in the mid 1970s when he worked with vocational agriculture students on a project his corporation was overseeing. His collaboration has continued through the years, and he helped to obtain CAST's position as the first sponsor for the Ag Day essay contest, a competition often won by FFA members.



John Bonner (left), Carl Winter, and FFA CEO Dwight Armstrong with FFA members.

And the FFA/CAST connection continues. In October, the National FFA Organization conferred an Honorary American FFA Degree on John Bonner at the 85<sup>th</sup> National FFA Convention and Expo held in Indianapolis, Indiana. The award was presented before an audience of 16,000 FFA alums, current members, and chapter advisers as well as industry representatives. RFD-TV broadcast the ceremony nationwide.



National 2011-2012 FFA President Ryan Best and John Bonner.

## Partnering with Iowa State University

Since its founding in 1972 to fulfill the need for access to science-based agricultural information, CAST has partnered with Iowa State University on many levels.

When CAST offered an education program, Iowa State was first to take advantage, so educators and students could access current news, resource material, and career opportunities. Many Iowa State professors support CAST by contributing to research papers and serving on CAST committees.

Currently, the most dynamic collaboration between CAST and Iowa State University is the intern program. Many students have been part of this productive partnership, as CAST routinely employs three interns during the academic year—one covers the financial aspects, one the membership and marketing unit, and one the editorial/social media scope. The latter was the subject of an article in the Iowa State College of Agriculture and Life Sciences' *Stories* magazine, published in November.



Sally Gorenz and John Bonner with some of the digital devices used to promote CAST's social media presence.

The Iowa State University-CAST connection continues to be a two-way street that benefits students, educators, and those interested in credible information about science and agriculture.



Megan Gaul

## CAST Student Interns

The student administrative assistants featured in the *Annual Report 2011* have made their mark in CAST history and have now moved on to other pursuits. So the call was put out for three new interns—and CAST was very fortunate to find exceptional students to fill those positions.

Megan Gaul came to CAST in February of 2012 as the new membership and marketing intern. She completed her freshman year at Iowa State in May and was able

to add additional hours at CAST during the summer, dividing her time between membership/marketing and helping out the editorial staff. She is a communication studies major with an art background and a potential minor in event planning. Her career plans are unsure, but they will most definitely involve creativity.

Sally Gorenz is an ag communications major with a minor in journalism and mass communication, having started college as an animal science major. She joined



Sally Gorenz

**CAST Student Interns** *continued on page 17*



# 2012 Highlights

## Publications and Rollout Events



**Energy Issues Affecting Corn/Soybean Systems: Challenges for Sustainable Production**, Issue Paper 48, January. *Chair: Douglas L. Karlen, USDA –ARS, National Laboratory for Agriculture and the Environment, Ames, Iowa.* All sectors of the global economy are affected by the growing demand for energy. The need for food, feed, fiber, and fuel increases while concerns about finite supplies and political instability add to the uncertainties. This Issue Paper examines energy issues within the corn/soybean production system as a model for understanding the complexity of global energy challenges. Rollout and presentations given by Doug Karlen:

- Russell Senate Office Building, Washington, D.C. (January)
- National Coalition for Food and Agricultural Research (NC-FAR) “Lunch-N-Learn” seminar, Washington, D.C. (January)
- CropLife America Building, Washington, D.C. (January)
- Audio-visual information available on YouTube or through the CAST website (January)

Task Force Chair Doug Karlen (right) speaks to Senate staffers at the rollout of *Energy Issues Affecting Corn/Soybean Systems: Challenges for Sustainable Production* in Washington, D.C.

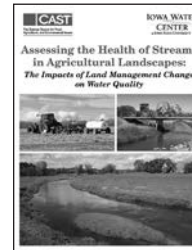


**Herbicide-resistant Weeds Threaten Soil Conservation Gains: Finding a Balance for Soil and Farm Sustainability**, Issue Paper 49, February. *Chair: Dr. David Shaw, Office of Research and Economic Development, Mississippi State University, Mississippi State.* Herbicides were developed during the twentieth century to be used with conventional tillage for weed control. Conservation tillage subsequently evolved, which enabled less soil damage when used with herbicides. Selection pressure, however, has resulted in weed species that have made adaptations for survival in conjunction with tillage. The U.S. government has put several federal policies and programs in place that help determine the selection and implementation of crops and conservation programs in relation to herbicides and tillage. This Issue Paper examines the impact of certain weed management practices on soil conservation objectives and addresses ways to mitigate negative effects. Presentations given by David Shaw and Robert Wilson:

Publications on the CAST website: [www.cast-science.org](http://www.cast-science.org)



- Weed Science Society of America Annual Meeting, Kona, Hawaii (February)
- Western Society of Weed Science, Reno, Nevada (March)
- Audio-visual information available on YouTube or through the CAST website (March)



**Assessing the Health of Streams in Agricultural Landscapes: The Impacts of Land Management Change on Water Quality**, Special Publication 31, March. *Project Manager: Rick Cruse, Iowa Water Center, Iowa State University, Ames.* This CAST Special Publication examines

agriculture’s impact on water quality by addressing the relationship between land management and stream water quality, in particular factors that seem to negate or minimize the impacts of farm management practice changes on stream water quality improvements. Legislation, potential regulations, or allocations of millions of dollars to change agricultural practices seem warranted only if we know stream water is favorably impacted by modified agricultural practices, and in which streams the greatest potential impact might be observed. Presentations given by Rick Cruse and Don Huggins:

- Iowa Water Conference, Ames, Iowa (March)
- Russell Senate Office Building, Washington, D.C. (March)
- NC-FAR “Lunch-N-Learn” seminar, Washington, D.C. (March)
- Environmental Protection Agency, Washington, D.C. (March)



Task Force Chair Rick Cruse (left), Author Don Huggins, and John Bonner in Washington, D.C.

**The Direct Relationship between Animal Health and Food Safety Outcomes**, Commentary QTA2012-1, May. *Chair: Scott Hurd, Iowa State University, Ames.* The health of the animals within the food animal production system impacts many aspects of the system far removed from the animals themselves. To promote high

# 2012 Highlights



productivity in animal agriculture, researchers need to examine nutrition, management systems, and animal care practices including the use of antibiotics and vaccines. This Commentary looks at the pressures to change livestock rearing methods, evidence to support the direct public health

impact on human illness days, and food safety and inspection service regulations. The authors use indirect evidence, diagrams, and graphs to deliver their findings about the ways that healthy animals result in safer food. Rollout and presentations given by Scott Hurd:

- Russell Senate Office Building, Washington, D.C. (May)
- NC-FAR “Lunch-N-Learn” seminar at Longworth House Office Building, Washington, D.C. (May)
- International Food Information Council Foundation, Washington, D.C. (May)

This publication was also featured on *Cattlemen to Cattlemen*, a television show on RFD TV (May)



Scott Hurd, Task Force Chair, presents *The Direct Relationship between Animal Health and Food Safety Outcomes* to House staffers in Washington, D.C.



**Water and Land Issues Associated with Animal Agriculture: A U.S. Perspective**, Issue Paper 50, August. Chair: Kelly Zering, North Carolina State University, Raleigh. This paper addresses specific water and land concerns related to animal agriculture. The authors consider issues of water

use and water quality associated with the livestock sector and the related environmental and economic impacts. The paper also includes a discussion of livestock land use, land degradation, land application of manure and manure-based composts, and deforestation related to farm policies. This Issue Paper presents scientific data specific to North America (primarily the United States) and explains how and why these data compare with other parts of the world. Additionally, it discusses how to reduce the environmental impact of livestock

agriculture while preserving resources and quality of life. The paper was released on the CAST website for free download.

***The Direct Relationship between Animal Health and Food Safety Outcomes***, Video, September. CAST partnered with Capital Media Group, a national communications and production company, to produce and release a video based on CAST Commentary QTA2012-1, which rolled out in May 2012. In the video, Task Force Chair Scott Hurd and Task Force Author Barbara Masters support the platform presented by the authors of the paper that any changes made to animal management should be carefully examined as those changes also affect public health. The video is available on the CAST website and on SchoolTube and YouTube. CAST released a Spanish translation of the Commentary simultaneously with the video.

**Friday Notes**, the CAST e-newsletter published 48 times a year, distributes information about CAST activities, current events stories, links to news items relating to CAST work groups, and updates from Washington, D.C. *Friday Notes* is sent to CAST members, including faculty, staff, and graduate students at several universities, as well as vocational agriculture instructors at many high schools.

**CAST Blog** entries are now posted weekly by Dan Gogerty, CAST Communications Editor, and they are usually insights into farm life or an event in the news that will bring a smile to your face.

**Annual Report 2011**, published in March.

**Publications Catalog**, published in April and Autumn 2012.

**Summary of Activities**, published in April, July, and October.

## Year at a Glance

- CAST Issue Paper 48, *Energy Issues Affecting Corn/Soybean Systems: Challenges for Sustainable Production*, was rolled out in Washington, D.C., by Task Force Chair Douglas Karlen and John Bonner. Presentations were held at the Russell Senate Office Building, a National Coalition for Food and Agricultural Research (NC-FAR) “Lunch-N-Learn” seminar, and the CropLife America Headquarters (January)
- John Bonner and Gale Buchanan attended the National Association of State Departments of Agriculture



Scott Hurd (center) and members of Capital Media Group film at an Ames grocery store.



# 2012 Highlights

Winter Policy meeting in Reston, Virginia, where Gale Buchanan spoke on the topics of agricultural research, productivity, and global agricultural challenges. He featured two well-respected CAST publications—*Agricultural Productivity Strategies for the Future: Addressing U.S. and Global Challenges and Investing in a Better Future through Public Agricultural Research* (February)



- CAST Issue Paper 49, *Herbicide-resistant Weeds Threaten Soil Conservation Gains: Finding a Balance for Soil and Farm Sustainability*, was presented by Task Force Chair David Shaw at the Weed Science Society of America Annual Meeting held in Kona, Hawaii (February)

- John Bonner was featured as a guest speaker at the American Society of Agricultural and Biological Engineers California-Nevada Section during the World Ag Expo in Tulare, California (February)



Left to right: S. Maassel Jacobson, J. Bonner, C. Jones, and R. Cavaletto at ASABE meeting.

- John Bonner attended the New Frontier Symposium at the University of Illinois to celebrate 50 years of ag communication at the University of Illinois (February)

- CAST Issue Paper 49, *Herbicide-resistant Weeds Threaten Soil Conservation Gains: Finding a Balance for Soil and Farm Sustainability*, was featured in the February 20 issue of *Feedstuffs* magazine (February)

- CAST released Special Publication 31, *Assessing the Health of Streams in Agricultural Landscapes: The Impacts of Land Management Change on Water Quality*, at the Iowa Water Conference held at the Scheman Center on the Iowa State University campus (March)

- John Bonner took part in the Ag Day events in Washington, D.C., where the essay and video contest winners were named (March)

- Kansas State University joined the list of schools on the CAST Education Program (March)

- John Bonner attended an Animal Science meeting in Des Moines (March)

- Robert Wilson, a Task Force Author for CAST Issue Paper 49 (*Herbicide-resistant Weeds Threaten Soil Conservation Gains: Finding a Balance for Soil and Farm Sustainability*), presented the paper at the Western Society of Weed Science meeting in Reno, Nevada (March)

- Donald Huggins, a Task Force Author on CAST Special Publication 31 (*Assessing the Health of Streams in Agricultural Landscapes: The Impacts of Land Management Change on Water Quality*), gave three presentations of the publication in Washington, D.C.—a meeting of staffers at the Russell Senate Office Building, an NC-FAR “Lunch-N-Learn” seminar at the Longworth House Office Building, and an afternoon event for EPA staff only (March)

- Senators Saxby Chambliss (Georgia) and Pat Roberts (Kansas) received CAST President’s Awards at their offices in Washington, D.C. (March)

- The CAST Board of Directors met at the office of Meyers & Associates where Fran Boyd, Senior Vice President, gave a detailed update of the Washington scene and discussed CAST’s involvement in communicating credible science on “the Hill” and elsewhere (March)

- Barb Glenn (CAST Board of Directors) and John Bonner presented CAST President’s Awards to Bob Goodlatte, a Republican Congressman from Virginia, and Frank Lucas, a Republican Senator from Oklahoma (April)

- CAST representatives Gary Hartnell (Board of Representatives), Vic Lechtenberg (Past President), Gale Buchanan (Chairman of the Board of Trustees and Past President), A. G. Kawamura (Board of Trustees), and John Bonner (EVP/CEO) participated in a National Academy of Sciences meeting (April)

- John Bonner and Gale Buchanan presented an “updated” President’s Award to Iowa Senator Tom Harkin (April)

- CAST President Nathaniel Tablante received the Edward H. Ralph DPI Medal of Achievement at the Delmarva Poultry Industry meeting (April)

- After seven years of leadership, CAST EVP/CEO John Bonner announced plans to retire from CAST effective January 31, 2013 (May)





# 2012 Highlights

- John Bonner and Nathaniel Tablante, CAST President, attended the AGree Vision for 2030 event titled “A Foundation for Change: Strategies for Meeting the Challenges Facing the Food and Agriculture System” (May)
- Members of the CropLife America staff visited the CAST office from Washington, D.C., and enjoyed lunch at a local restaurant (May)



Front row (from left): Doug Nelson, Megan Gaul, Linda Chimenti, Carol Gostele, Gale Osborne; back row (from left): Sally Gorenz, Barb Glenn, Bill Kuckuck, Jay Vroom.

- Filming began on a new CAST video to accompany QTA2012-1 (*The Direct Relationship between Animal Health and Food Safety*). The production crew flew into Iowa from Florida, and Task Force Chair Scott Hurd fielded questions and explained concepts on film, using several locations around Ames for backdrops (May)



Filming on Scott Hurd's acreage.

- CAST student interns developed a Pinterest page and a presence on Google+ (May)
- Dr. Lowell T. Midla was elected as CAST President-Elect for 2012–2013 (June)
- Dr. Zhixing Wang and Mr. Lian Qing, two visiting agronomy experts from Beijing, met with CAST staff members to discuss genetically modified organisms and receive various CAST material pertaining to the subject (June)
- Iowa Secretary of Agriculture Bill Northey, who also heads the National Association of State Departments of Agriculture, made a video endorsing CAST as a valuable resource for information on agricultural issues. CAST Chief Operating Officer Linda Chimenti appeared in the second half of the video, explaining the benefits of personal membership in CAST (July)
- CAST released Issue Paper 50, *Water and Land Issues Associated with Animal Agriculture: A U.S. Perspective*, on the CAST website, where free downloads were available (August)
- Friday Notes* began a new short-term section titled “Supporting Agriculture~Supporting CAST” about people who make a difference (August)
- Authors of CAST Commentary QTA2011-1, *Investing in a Better Future through Public Agricultural Research*, received the 2012 Agricultural and Applied Economics Association Quality of Communication Award Honorable Mention for the publication at the AAEEA meeting in Seattle (August)
- CAST released both a companion video to and a Spanish translation of CAST Commentary QTA2012-1,
- CAST Commentary QTA2012-1, *The Direct Relationship between Animal Health and Food Safety Outcomes*, was presented by Task Force Chair Scott Hurd at three venues in Washington, D.C.—the Russell Senate Office Building, an NC-FAR “Lunch-N-Learn” seminar at the Longworth House Office Building, and the International Food Information Council Foundation (May)
- Catherine Bertini, the 2011 Borlaug CAST Communication Award recipient, gave a presentation at The World Bank titled “Meet 21st Century Food Demands: Invest in Women and Girls” prior to the naming of the 2012 award winner (May)
- Carl Winter was announced as the winner of the 2012 Borlaug CAST Communication Award (May)
- Nathaniel Tablante and John Bonner presented a CAST President’s Award to Iowa Senator Chuck Grassley (May)
- National Radio Hall of Fame member Orion Samuelson received a CAST President’s Award from CAST President Nathaniel Tablante, Barb Glenn (CropLife America), Bob Stallman (American Farm Bureau Federation), and Jay Vroom (CropLife America) (May)
- CAST Communications Editor Dan Gogerty spoke on behalf of CAST at the Des Moines Kiwanis breakfast (May)

# 2012 Highlights



Elizabeth Burns-Thompson, CAST alum, speaking as part of the Alliance to Feed the Future panel.

## *The Direct Relationship between Animal Health and Food Safety Outcomes* (September)

- CAST's recent Special Publication, *Assessing the Health of Streams in Agricultural Landscapes: The Impacts of Land Management Change on Water Quality*, was presented at the Hypoxia Task Force Meeting as part of the National Association of State Departments of Agriculture (NASDA) conference in Des Moines, which John Bonner attended (September)
- CAST had a booth and a presence at the New Technology Expo, which took place at the Iowa State University BioCentury Research Farm near Ames and was sponsored by NASDA and the Gulf of Mexico Hypoxia Task Force (September)
- Ambassador Kenneth Quinn, President of the World Food Prize Foundation, received a CAST President's Award from CAST EVP/CEO John Bonner and CAST Board Member Todd Peterson (September)
- Carl Winter, Director of the FoodSafe Program and Extension Food Toxicologist at the University of California–Davis, was the keynote speaker at the CropLife America meeting in Florida, where he was introduced as the winner of the 2012 Borlaug CAST Communication Award (September)
- At a World Food Prize side event, CAST and CropLife Foundation sponsored a breakfast where Dr. Carl Winter formally received the 2012 Borlaug CAST Communication Award. After accepting the award, Dr. Winter spoke to the audience and then entertained them with a few of his music parodies on the subject of food and food safety (October)



John Bonner, Carl Winter, and 4-H members at the October breakfast.

- DuPont Pioneer was announced as next year's sponsor for the 2012 Borlaug CAST Communication Award and a breakfast to take place as a side event to the World Food Prize festivities (October)
- Elizabeth Burns-Thompson, a former Administrative Assistant at CAST and current law student at Drake University, served on a panel organized by

the Alliance to Feed the Future that discussed youth, education, and agriculture. The panel discussion took place after the breakfast side event at the World Food Prize (October)

- John Bonner was honored by the National FFA Organization with the presentation of an Honorary American FFA Degree at the 85th National FFA Convention and Expo in Indianapolis (October)
- The CAST Board of Directors appointed COO Linda Chimenti as the next Executive Vice President, effective February 1, 2013, upon John Bonner's retirement on January 31 (November)
- Kansas City, Missouri, was the location of the CAST Fall Board Meeting, where Phil Stahlman became the President of CAST and Lowell Midla the CAST President-Elect (November)

## Personnel Notes

- Megan Gaul joined the CAST Student Administrative Assistant staff to help with membership and marketing. As a freshman at Iowa State, she is majoring in communication studies (February)
- John Bonner, who has served as Executive Vice President (EVP) and CEO of CAST since July 2005, announced plans to retire effective January 31, 2013 (May)
- Sally Gorenz, Student Administrative Assistant in the editorial group, graduated from Iowa State in December with a degree in ag communications (December)
- Michelle Mensing, Student Administrative Assistant in finance, graduated from Iowa State in December with a finance degree (December)
- Teresa Decker joined the CAST staff as the Student Administrative Assistant in the editorial group. Teresa is majoring in agriculture education with a communications option at Iowa State (November)
- Hailey Duff became the Student Administrative Assistant in finance at the end of the fall semester. Hailey is a finance and management major at Iowa State (November)
- Linda Chimenti, Chief Operating Officer, was named by the Board of Directors as the next EVP of CAST. Her appointment will begin on February 1, 2013 (November)

# 2012 Borlaug CAST Communication Award



Dr. Carl Winter, the Director of the FoodSafe Program and Extension Food Toxicologist in the Department of Food Science and Technology at the University of California–Davis, was the recipient of the

2012 Borlaug CAST Communication Award. CAST President Nathaniel Tablante made the announcement at a World Bank event in Washington, D.C., in May. CAST EVP/CEO John Bonner introduced Dr. Winter as the keynote speaker/entertainer at a CropLife America meeting in Florida in September. This was the third year of CropLife Foundation sponsorship of the award.

The formal presentation of the award occurred at a breakfast side event of the World Food Prize in Des Moines, Iowa, in October. The breakfast, hosted by the CropLife Foundation and CAST, showcased Dr. Winter's talents in spreading the word about food safety. As an accomplished musician, Winter writes, records, produces, and performs musical parodies of contemporary popular music lyrics to make them appropriate to food safety issues such as bacterial contamination, irradiation, biotechnology, government regulations, and pesticides. He has given nearly 200 live performances at conferences, trade shows, and public gatherings during the past several years and distributed more than 30,000 CDs and DVDs.

A member of the U.S. Food and Drug Administration Food Advisory Committee, Winter has received the National Science Foundation International Food Safety Leadership Award for Education. He is a Fellow of the Institute of Food Technologists, was the Inaugural Keiser Distinguished Lecturer at Ohio Northern University, and is an alumnus of the American Association for the Advancement of Science Mass Media Science and Engineering Fellows Program. Winter gives 40–50 news media interviews a year and has frequently been invited to testify before the U.S. Congress on pesticide/food safety issues.

“People need to keep eating fruits and vegetables,” Dr. Winter continually stresses. “And false information can scare the public so they end up not eating nutritious food.” His slogan about eating—“Eating is hazardous;

*“Eating is hazardous.*

*Not eating is fatal.*

*People need to keep eating fruits and vegetables; and false information can scare the public so they end up not eating nutritious food. The academic paper is not dead—it gives us the groundwork and credible facts. If you don't have the science, gimmicks don't work.”*

—Dr. Carl Winter  
Borlaug CAST Communication Award acceptance remarks



CropLife Foundation sponsored the 2012 Borlaug CAST Communication Award.

Carl Winter (left), John Bonner, Kenneth Quinn, and Jay Vroom.



Barb Glenn, John Bonner, and Carl Winter in the press room at the World Food Prize.

Nomination information for the annual award may be found on the CAST website: [www.cast-science.org](http://www.cast-science.org).

**CAST**  
[www.cast-science.org](http://www.cast-science.org)

not eating is fatal.”—is not as dire as it seems. Anyone who meets him soon realizes the man doesn't know the meaning of negativity. But he does want consumers to understand the realities of nutrition and food safety, and he is willing to use his talents—from respected academic researcher to crowd-pleasing musician—in order to get his message across.

## Growing CAST's Social Media Presence and Website



The CAST social media unit was busy again in 2012. A Pinterest page was added and features were enhanced on other sites. Updates follow.

### Facebook

[www.facebook.com](http://www.facebook.com), search for CAST

- CAST Facebook content—especially the “CAST Catch of the Day”—receives many hits and reposts.
- Photos of CAST life, both in and out of the office, are available.
- “Like” CAST to receive up-to-date news about publications, blogs, and other pertinent information.

### SchoolTube/YouTube

[www.schooltube.com/user/CAST](http://www.schooltube.com/user/CAST)

[www.youtube.com/user/CASTagScience](http://www.youtube.com/user/CASTagScience)

- SchoolTube videos include the following:
  - Ag Science News CAST*
  - Food Safety and Fresh Produce* (either the full report or the three-part version)
  - Probiotics: Their Potential to Impact Human Health*
  - Water, People, and the Future—Earth Day*
  - The Direct Relationship between Animal Health and Food Safety Outcomes*
- CAST YouTube offerings include the SchoolTube videos as well as the following:
  - Air Issues Associated with Animal Agriculture*
  - Bill Northey Speaks for CAST*
  - CAST Climate Change Update*
  - Energy Issues Affecting Corn/Soybean Systems: Challenges for Sustainable Production*
  - Herbicide-resistant Weeds Threaten Soil Conservation Gains: Finding a Balance for Soil and Farm Sustainability*
  - The Science and Regulation of Food from GE Animals* (two parts)



### Pinterest

[www.pinterest.com/castagscience](http://www.pinterest.com/castagscience)

- CAST began a Pinterest presence in the spring of 2012 to capture another aspect of social media.
- Six categories were developed: Ag Humor, Animals, Food and Food Safety, Plants and Gardens, Miscellaneous, and CAST blogs.
- By the end of the year, the CAST Pinterest page had more than 200 followers.



### Blog

[www.cast-science.blogspot.com](http://www.cast-science.blogspot.com)

- In 2012, CAST produced 50 new blogs—nearly double the 2011 production.
- Blog readership passed the 20,000 viewer hit mark in December.
- Blog alerts on the CAST Twitter account are often retweeted.



### Twitter

[www.twitter.com/CASTagScience](http://www.twitter.com/CASTagScience)

- The list of followers on the CAST Twitter account continues to increase.
- CASTagScience remains a respected member of several AgChat discussions, and the network is continually growing.
- Content is received quickly by an increasing number of readers, as the CAST Twitter account, Facebook page, and Blog are interconnected.



### Website [www.cast-science.org](http://www.cast-science.org)

- CAST's website provides the following:
  - publication downloads
  - current ag news and announcements
  - membership and donation information including capabilities to join, renew, or donate online
  - links to CAST's social media
- Members can use the website for any of the above as well as viewing archived *Friday Notes* and submitting proposals for publications.
- A Board Members Only restricted site was instituted with expanded features to be available in 2013.

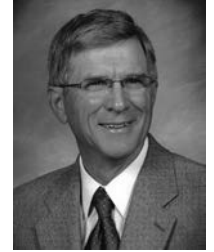
# Letter from the CAST President

With each passing generation fewer people are directly or indirectly involved with agriculture, resulting in an increasingly high percentage of the population that is either uninformed or misinformed about modern agricultural science and technology as well as food safety. The situation today is not much different than it was more than 40 years ago when public concern over some aspect of agriculture highlighted the need for a reputable source of accurate information on agricultural science and technology. As a result of a meeting convened by the National Research Council of the National Academy of Sciences and attended by visionary leaders of several scientific societies related to agriculture, CAST was founded in 1972 *“to provide accurate scientific information about agricultural issues involving science and technology to decision makers in government, the media, and the public.”*

Throughout its 40-year history, CAST has fulfilled its mission by publishing factual, science-based reports on important topics related to agriculture, food sciences, and environmental issues written by reputable subject matter experts. They do this without financial compensation; uphold the principles of scholarship by balancing logic, facts, and truths from competing hypotheses and experimental results; and set aside personal emotions and politics to allow unbiased analysis and interpretation of science. As a result, CAST has earned a strong reputation and is viewed as a highly respected source of science-based information.

The rapid pace of change in societal interests, values, and methods of communication present challenges that CAST must continually address in order to remain relevant. The vast amount of information [misinformation] available on the Internet and the ability to access that information via cell phones and other mobile devices require changes in the way CAST information is made available. The unfathomable rise and popularity of social networking in recent years is clear indication that these are unique times requiring more and different ways of communicating our message. Though CAST enjoys a strong reputation among regulators and policymakers, the CAST brand is not as well known to the general public. CAST has expanded the use of video and social media, and the Board of Directors is considering additional ways to increase connectivity with broader and younger audiences.

Despite continuing financial challenges and brief uncertainty accompanying the announced planned retirement of Executive Vice President (EVP) Dr. John Bonner, CAST continued to produce several high-impact publications during the past year. Appreciation is extended to the authors, reviewers, and dedicated staff in the CAST office. I welcome Ms. Linda Chimenti as the next EVP of CAST and thank all members of CAST Boards for their commitment and support. Going forward, we will continue exploring innovative ways to strengthen financial resources without compromising CAST’s reputation and influence in Washington D.C., seek partnerships and alliances that are mutually beneficial, and explore new methods of communication. We welcome your ideas and need your continued support.



Phillip W. Stahlman  
President

A handwritten signature in cursive script that reads "Phillip W. Stahlman".

Phillip W. Stahlman  
President of CAST

## Mission

CAST assembles, interprets, and communicates credible, science-based information regionally, nationally, and internationally to legislators, regulators, policymakers, the media, the private sector, and the public.

## Vision

CAST will be recognized as a credible and objective source of science-based information on agricultural issues across the urban–rural continuum—especially those issues regarding food, fiber, landscape environments, and agriculturally related natural resource, societal, and environmental concerns.



# 2012 CAST Membership

## KEY

- ◇ Lifetime Member
- Millennium Club
- President's Club
- ▲ Friends of CAST Individual Member (includes retired and student)

List as of December 2012

## United States

### Alabama

James S. Bannon, Auburn  
Clifford A. Flood, Jr., Auburn ◇  
Walter Owsley, Auburn  
Harry S. Prim, Jr., Gordon ◇  
Stanley Wilson, Auburn ◇

### Arizona

Robert Collier, Tucson  
P. Thomas Cox, Scottsdale ◇  
Roger D. Howard, Fountain Hills ◇  
J. Rukin Jelks, Jr., Elgin ◇  
Thomas J. Kennedy, Phoenix  
Charles R. Krueger, Mesa ◇  
Chuck Lakin, Avondale ◇  
W. Gerald Matlock, Tucson  
Amy Oriza, Scottsdale  
Jeffrey C. Silvertooth, Tucson  
Richard E. Stuckey, Surprise ◇  
Kai Umeda, Phoenix

### Arkansas

David B. Beasley, Jonesboro  
Mark Cochran, Little Rock  
David Gealy, Stuttgart  
John W. Hardiman, Siloam Springs ▲  
J. O. Legg, Rogers  
Clifford S. Snyder, Conway  
Samuel H. Weaver, Bella Vista  
Robert N. Wiedenmann, Fayetteville

### California

Julie G. Adams, Modesto  
Kassim Al-Khatib, Davis ◇  
Lars Anderson, Davis  
M. J. Bakke, Clovis ◇  
Filmore E. Bender, Bakersfield ◇  
Robert P. Bosshart, Modesto  
Wade Brant, Davis ◇  
Claude Brown, Lodi ◇  
Janet Caprile, Pleasant Hill  
Fred M. Carasso, Van Nuys ◇  
Kenneth Cassman, Oceanside  
Gregory Coleman, Modesto □  
Joseph H. Connell, Oroville  
Joe DiTomaso, Davis  
Richard E. Dresser, Fortuna ◇  
J. A. Driver, Knights Landing ◇  
Robert C. Ehn, Clovis  
Guido Frosini, Valley Ford

Stanley G. Goodrich, Oakdale  
Donald W. Grimes, Reedley  
Russell H. Gripp, Palo Cedro ◇  
Robert C. Hargreaves, Bakersfield  
Lowell S. Jordan, Murrieta ◇  
Adel A. Kader, Davis  
Franz R. Kegel, Stockton  
Mark Kreul, Baldwin Park  
Charles M. Lawrence, Eureka  
Peggy G. Lemaux, Berkeley  
Alfredo R. Loperena, San Diego  
Gary Markegard, Fortuna  
Pamela Gail Marrone, Davis  
Ernest R. Marshall, Applegate ◇  
George C. Martin, Paradise  
Donald R. McClain, Courtland  
Roland D. Meyer, Davis  
Arthur J. Miller, Irvine  
James W. Oltjen, Winters  
Franklin Parks, Pinedale ◇  
Robert C. Pearl, Davis ◇  
Betsy Peterson, Sacramento  
Stuart Pettygrove, Davis  
William Plummer, San Luis Obispo  
Calvin O. Qualset, Davis ◇  
Dan Y. Rosenberg, Sacramento ◇  
Carol Shennan, Santa Cruz  
David Songstad, San Diego  
Richard F. Stier, Sonoma ◇  
Joyce F. Strand, Davis ◇  
Andrew Thulin, San Luis Obispo  
Joe Traynor, Bakersfield  
Carl Winter, Davis ◇  
Broc G. Zoller, Kelseyville

### Colorado

John S. Avens, Fort Collins  
Mark E. Branine, Canon City  
Stephen Del Grosso, Fort Collins  
Franklyn Garry, Fort Collins  
Carl Hittle, Fort Collins ◇  
Thomas Holtzer, Fort Collins  
Marvin E. Jensen, Fort Collins  
Albert R. Johnson, Durango  
Wayne F. Keim, Fort Collins ◇  
E. Gordon Kruse, Fort Collins  
W. Dennis Lamm, Wellington  
Delbert Miles, Greeley  
Jerry Olson, Fort Collins  
Bill Orendorff, Denver  
Sarah Puerner, Fort Collins  
Shawna Seldon, Denver  
Henry L. Shands, Fort Collins ◇  
Dale Shaner, Fort Collins  
Lee E. Sommers, Fort Collins ◇  
Peter H. Van Schaik, Montrose  
James R. Watson, Jr., Littleton ◇  
Philip Westra, Fort Collins

### Connecticut

John P. Brand, Storrs Mansfield  
Lynn R. Brown, Willington  
W. A. Cowan, Storrs ◇  
Todd L. Mervosh, Suffield  
James Putnam II, Enfield

### Delaware

Elizabeth Krushinskie, Millsboro  
Mark Van Gessel, Georgetown

### District of Columbia

Barbara P. Glenn, Washington  
Teresa A. Gruber, Washington ◇  
Hans R. Herren, Washington ◇  
Peter B. Hutt, Washington  
Rachel Steele, Washington  
Robert L. Thompson, Washington  
Jay Vroom, Washington  
Robert Young, Washington

### Florida

Clarence B. Ammerman, Gainesville ◇  
Daniel A. Botts, Maitland ◇  
Joel H. Brendemuhl, Gainesville  
Charles Carr, Gainesville  
Bobby Darst, Tavernier ◇  
John F. Gerber, Gainesville ◇  
Melvin G. Greeley, Mount Dora ◇  
Edward A. Hanlon, Immokalee ◇  
Richard L. Lower, St. Petersburg  
Gail E. Mahnken, Gainesville  
Donald J. McFeeters, DeLand  
Harry J. Mersmann, Palm Harbor  
Lorraine Mott, Gainesville ◇  
Gilberto Olaya, Vero Beach  
Brittany Patterson-Weber, Naples  
H. H. (Jack) Van Horn, Gainesville ◇  
Earl Watson, Clewiston ◇  
Clayton S. Williams, Fort Myers ◇

### Georgia

Elizabeth L. Andress, Athens  
John P. Beasley, Tifton  
Louis J. Boyd, Bogart ◇  
Gale A. Buchanan, Adel ◇  
David W. Dibb, Cumming ◇  
William Flatt, Athens ◇  
Stanley M. Fletcher, Griffin ◇  
Will R. Getz, Fort Valley  
David A. Knauff, Athens ◇  
Albert E. Pope, Alpharetta ◇  
Ryan Wersal, Alpharetta

### Guam

Jeff D. T. Barcinas, Mangilao ◇

### Hawaii

Barry M. Brennan, Honolulu  
James R. Carpenter, Honolulu ◇  
Steven J. Lupkes, Kekaha

### Idaho

Edward P. Duren, Soda Springs  
John C. Foltz, Moscow ◇  
Donald L. Ingle, Kendrick  
Gregory S. Lewis, Idaho Falls  
Glenn Mahrt, Boise

Leonard N. Purdy, Picabo

### Illinois

Aldo J. Crovetti, Lake Forest  
M. M. Fischer, Makanda  
Richard L. Fredrickson, Jr., Urbana ◇  
Laurie George, Johnston City  
Ralph D. Grotelueschen, East Moline ◇  
Steven C. Huber, Urbana  
Kirk Hunter, East Dundee  
Nicole Janovick, Chicago  
Benjamin A. Jones, Urbana  
K. E. Lanka, Fulton ◇  
Philip A. Lofgren, Oak Park  
Kenneth E. Olson, Schaumburg  
Patrick O'Rourke, Normal  
James E. Pettigrew, Urbana  
Kailash S. Purohit, Des Plaines ◇  
A. David Scarfe, Schaumburg  
J. M. Schultz, Effingham  
Wendell L. Shauman, Kirkwood ◇  
Rodrigo Tarté, Lisle  
Dennis R. Thompson, Mahomet  
James Usry, Chicago ◇  
Paul Walker, Normal  
William F. Whiteside, Batavia  
Jack M. Widholm, Urbana  
Robert Wolf, Mahomet  
Marvin J. Wurster, Stockton

### Indiana

W. Dwight Armstrong, Indianapolis  
Daniel Dorney, Vincennes  
Allan D. Goecker, West Lafayette  
Patricia Hester, West Lafayette  
Larry F. Huggins, West Lafayette ◇  
Eileen J. Kladviko, West Lafayette  
Victor L. Lechtenberg, West Lafayette ◇  
Ken McGuffey, Indianapolis  
Teresa Michaelis, North Manchester  
Lance J. Murrell, West Lafayette ◇  
Lewis M. Naylor, Goshen  
William J. Prokop, Fair Oaks ◇  
Jon Schoonmaker, West Lafayette  
Marvin E. Schultz, Fishers  
Paul R. Shellenberger, Franklin  
Gary C. Steinhardt, West Lafayette  
Alan L. Sutton, West Lafayette  
Todd Vogel, Seymour  
Jeff J. Volenec, West Lafayette  
Randall L. Warden, Fort Wayne  
Steve Yaninek, West Lafayette

### Iowa

Duane Acker, Atlantic ◇  
Jimmie L. Andersen, Council Bluffs  
Paul J. Armbrrecht, Lake City  
Carol Balvanz, Ankeny  
David Beck, Story City  
Donald C. Beitz, Ames ◇  
John M. Bonner, Ames ◇  
James C. Borel, Johnston ◇  
Elizabeth Burns-Thompson,  
Des Moines  
Linda M. Chimenti, Ames ▲

# 2012 CAST Membership

Richard L. Chrisinger, Winfield  
Paula Davis, Johnston  
Walter Fehr, Ames ◇  
Cornelia B. Flora, Ames ◇  
James Gaffney, Johnston  
Dan Gogerty, Ames  
G. William Griffel, Jr., Fort Dodge  
John R. Hagie, Clarion ◇  
Bill L. Harriott, Council Bluffs ◇  
M. Peter Hoffman, Ames  
Maynard Hogberg, Ames  
Douglas L. Karlen, Ames  
Dennis R. and Betty Keeney, Ames ◇  
Marvin C. Koeper, Rhodes ◇  
William E. Kuhn, Urbandale  
Kenneth L. Larson, Ames ◇  
Michael Lauer, Johnston  
Andrew Lossen, Ames  
Frank A. Loeffel, Des Moines ◇  
Tom E. Loynachan, Ames  
Clyde Martin, Preston ◇  
R. L. McConnell, Grimes ◇  
Charles McFatrach, Ames  
Jean McGuire, Maxwell  
Hal Mickelson, Estherville  
Owen J. Newlin, Des Moines ◇  
Christopher Nuss, Des Moines  
Micheal D. K. Owen, Ames  
Fredric Owens, Johnston  
James Pearson, Ames  
John Pesek, Ames ◇  
Todd A. Peterson, Johnston  
Craig J. Rowles, Carroll  
Noel G. Rudie, Indianola  
John E. Sawyer, Ames  
Richard Sloan, Rowley  
John Soper, Johnston  
Rexanne Struve, Manning  
Sue L. Sullivan-Twilley, Urbandale ◇  
Matt Sutton-Vermeulen, Johnston ▲  
M. A. Tabatabai, Ames  
Phillip B. Thien, Des Moines  
Evan E. Vermeer, Sioux Center  
Jerry L. Wille, Ames  
Wendy K. Wintersteen, Ames  
Jeffrey Wolt, Ames

## Kansas

Steve Baccus, Manhattan  
Philip Barnes, Wamego  
Forrest Glen Chumley, Manhattan  
N. Alfred Dutrow, McPherson  
John M. Fenderson, Kiowa  
George E. Ham, Manhattan ◇  
Jerry L. Heath, Lenexa  
Mithila Jugulam, Manhattan  
Curtis L. Kastner, Manhattan  
M. B. Kirkham, Manhattan  
Robert W. Lee, Garden City  
R. Gary and Betty Lortscher, Bern ◇  
Douglas and Cathy Nord, Larned  
Dallas E. Peterson, Manhattan  
Gerry L. Posler, Manhattan ◇  
Robert D. Rowland, Olathe ◇  
Phillip Stahlman, Hays ◇  
Curtis Thompson, Manhattan  
David A. Whitney, Manhattan

## Kentucky

Thomas C. Bridges, Lexington  
Richard D. Coffey, Princeton  
Gary L. Cromwell, Lexington  
Dennis B. Egli, Lexington  
Wilbur W. Frye, Frankfort ◇  
Cynthia Gaskill, Lexington  
Benjamin W. Harmon, Olive Hill  
Virgil W. Hays, Lexington ◇  
Merlin Lindemann, Nicholasville  
James R. Martin, Princeton  
Douglas Overhults, Princeton

## Louisiana

Cecil Brooking, Jr., Ferriday  
Brad L. Inman, Covington  
Bruce F. Jenny, Baton Rouge  
Kenneth W. McMillin, Baton Rouge ◇  
W. Allen Nipper, Addis  
Kenneth W. Tipton, Baton Rouge

## Maine

Mary Camire, Brewer  
Maxwell L. McCormack, Jr., Thorndike  
Bernard P. Rines, Gorham ◇  
Bruce R. Stillings, Falmouth  
David E. Yarborough, Orono

## Maryland

Murray Bakst, Beltsville  
V. Allan Bandel, Glenwood  
David J. Chitwood, Glen Echo  
Stan Daberkow, University Park  
James A. Duke, Fulton ◇  
Brona F. Harrison, College Park  
Kenneth R. Hinga, Bethesda  
Susan Arlene McCarthy, Laurel  
Shelah Morita, Riverdale  
Richard D. Reynnells, Laurel  
Ronald L. Ritter, Laurel  
Jane F. Robens, Bethesda ◇  
David S. Ross, Laurel  
Kay Simmons, Columbia  
Donald A. Spencer, Silver Spring ◇  
Nathaniel L. Tablante, College Park  
Elymar V. Veal, Crownsville  
Lester R. Vough, College Park  
Nickolas G. Zimmermann, Adelphi

## Massachusetts

Prasanta C. Bhowmik, Amherst ◇  
Fredrick J. Francis, Littleton ◇  
John M. Gerber, Amherst ◇  
Paul J. Peters, Brimfield  
Randall G. Prostack, Amherst ◇  
Hilary A. Sandler, East Wareham

## Michigan

John C. Baker, East Lansing  
Max E. Benne, Sturgis  
Catherine W. Ernst, East Lansing  
Russell Freed, East Lansing

Harold D. Hafs, Davison ◇  
James L. Herbert, Lansing  
Lee W. Jacobs, East Lansing ◇  
E. Roland Laning, Midland ◇  
Donald Penner, East Lansing  
R. Wayne Skaggs, St. Joseph ◇  
J. William and Carolyn Thomas, East Lansing ◇

## Minnesota

Michael Brumm, N. Mankato  
Francis Busta, Roseville ◇  
Vernon Cardwell, Wyoming ◇  
James S. Carpenter, St. Paul  
H. H. Cheng, St. Paul ◇  
Charles J. Clanton, St. Paul  
Jerry Fruin, St. Paul  
Burle G. Gengenbach, St. Paul  
William F. Hueg, St. Paul ◇  
Larry Jacobson, St. Paul  
Kevin A. Janni, St. Paul ◇  
Rita A. Kuznia, Stanton  
Allen Levine, St. Paul  
Gordon C. Marten, Roseville  
Cynthia K. Moen, Windom  
R. Vance Morey, St. Paul  
William S. Niehaus, Moorhead ◇  
Donald E. Otterby, St. Paul ◇  
Mary Raeth-Knight, St. Paul  
Duane P. Rathmann, Waseca  
Joseph W. Rust, Grand Rapids  
Eric Spandl, St. Paul  
Dennis Swan, Balaton  
Mark Wall, Eden Prairie  
Scott Webster, Northfield  
Mark Wrucke, Farmington

## Mississippi

Richard Bailey, Starkville  
Roy G. Creech, Mississippi State ◇  
John D. Madsen, Starkville  
Lyle E. Nelson, Starkville  
David R. Shaw, Mississippi State

## Missouri

Brett H. Bussler, St. Louis  
Roger Cady, Eureka  
Will D. Carpenter, Chesterfield ◇  
Harold D. Cleberg, Kansas City ◇  
Mario De Figueiredo, Chesterfield  
Ellen Dierenfeld, St. Louis  
Robert T. Fraley, St. Louis ◇  
Gary F. Hartnell, St. Louis  
Gary D. Hoette, Montgomery City  
Richard E. Joost, Chesterfield  
Joseph Lucas, Lake St. Louis  
Bill Miller, Gray Summit  
Thomas J. Peters, Chesterfield ◇  
Thomas P. Redick, Clayton ◇  
Ken Schneeberger, Columbia  
Julia Shuck, Perry  
Thad W. Simons, St. Charles □  
Larry Thompson, St. Louis  
R. Phillip Upchurch, Chesterfield ◇

## Montana

Joy Barsotti, Crane  
Jeff Jacobsen, Bozeman  
Thomas J. McCoy, Bozeman  
Robert Short, Laurel ◇  
B. Staigmiller, Absarokee ◇

## Nebraska

Donald H. Beermann, Lincoln  
Chris R. Calkins, Lincoln  
DeLynn Hay, Waverly  
Gary W. Hergert, Scottsbluff  
Lloyd L. Lipska, Gothenburg  
Daryl Long, Peru  
Martin A. Massengale, Lincoln ◇  
Z. B. Mayo, Lincoln  
John Owens, Lincoln  
Fred W. Roeth, Lincoln ◇  
William G. Schmutz, Omaha  
Michele Schoeneberger, Lincoln  
Joan S. Schrader, Elkhorn  
Larry D. Schulze, Lincoln  
Charles A. Shapiro, Concord ◇  
David P. Shelton, Concord  
Robert C. Sorensen, Lincoln  
Leroy V. Svec, York  
Stephen L. Taylor, Lincoln  
Raymond Ward, Kearney ◇  
Ted R. Warfield, Kearney ◇

## Nevada

Stanley Johnson, Reno ▲  
Anette Rink, Sparks  
Warren M. Schwecke, Mesquite ◇  
Gary Snowden, Reno

## New Hampshire

Michele Williams, Portsmouth

## New Jersey

C. Andrew Beagle, South Plainfield  
Brant Cali, Union □  
Bruce B. Clarke, New Brunswick  
Kenneth R. Cummings, Stockton  
Melvin R. Henninger, East Windsor  
Larry S. Katz, New Brunswick  
John Meade, East Brunswick ◇  
Donald Schaffner, Freehold

## New Mexico

Robert Hagevoort, Clovis  
Jill Schroeder, Las Cruces  
Stephen H. Thomas, Las Cruces  
Dorothy Vaughan, Fort Sumner ◇

## New York

Dale E. Bauman, Ithaca  
Gary C. Bergstrom, Ithaca  
Catherine Bertini, Syracuse ◇  
Karyn Bischoff, Lansing  
Dan Brown, Spencer

# 2011 CAST Membership

## KEY

- ◇ Lifetime Member
- Millennium Club
- President's Club
- ▲ Friends of CAST Individual Member (includes retired and student)

List as of December 2012

A. Joseph J. Fairbank, Ashville ◇  
Keith Fairbank, Ashville ◇  
Danny Fox, Ithaca  
Russell R. Hahn, Ithaca ◇  
Joe M. Regenstein, Ithaca  
Cari Rincker, New York  
Pedro A. Sanchez, Palisades ◇  
Norman Scott, Ithaca  
Robert D. Sweet, Ithaca ◇  
Michael L. Thoney, Ithaca

## North Carolina

Don V. Allemann, Greensboro ◇  
Markus Andres, Chapel Hill  
Garth W. Boyd, Topsail Beach ◇  
Wayne Buhler, Raleigh  
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Aaron Waltz, Janesville

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Bruce Whitelaw, Easter Bush,  
Scotland

## CAST Student Interns *continued from page 5*

the CAST staff in March of 2011 as the editorial student intern, and in that position she has developed her marketing skills in addition to perfecting and expanding the CAST presence in social media. On the Iowa State campus, Sally is the first female publicity and marketing officer for the Trap and Skeet Club. She has been a member of the club since August of 2011 and enjoys the traveling (having been to competitions in about 15 states) and the camaraderie. Sally graduated from Iowa State a semester early in December, after having taken summer classes for a few years.



Michelle Mensing

Michelle Mensing began her CAST career in August of 2011 as the membership and marketing intern, but, as a finance major with an ag business minor, she moved to the accounting position in January of 2012. Over the summer she interned as an underwriter for the commercial agribusiness section of Nationwide Insurance, and she returned to CAST in the fall for her final semester.

She mastered balancing time during her last semester, as she continued her Nationwide internship on a limited basis as well as working at CAST and finishing school. Because she was able to take 15 hours of college credit while in high school, she graduated from Iowa State in December, a semester ahead of her class.

The CAST student interns are a reliable source of knowledge, effort, and smiles in the office. It's a win-win situation for everyone—they hone their skills in time management and teamwork as well as their individual disciplines. A former CAST student intern wrote John Bonner an e-mail to comment on a CAST feature she had seen on RFD TV, and she ended the note by saying, "I learned more than I will probably actually ever know and met so many great people through CAST. I truly enjoyed the time I spent there."

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## BENEFITS OF MEMBERSHIP

- Receive CAST's respected publications and "members only" website access.
- CAST is a qualified 501(c)(3) tax-exempt organization. Therefore, your membership contributions may qualify as charitable contributions under IRS guidelines.

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## 2012 National Ag Day Essay Contest



On March 8, 2012, the Agriculture Council of America (ACA) held Ag Day events in Washington, D.C. One of the many highlights from the Ag Day program is student involvement, and the Ag Day Student Essay Contest demonstrates the insight and

enthusiasm coming from young people focused on agriculture.

The theme for the contest was “American Agriculture: Feeding the Future, Filling the Gaps,” and 9th- to 12<sup>th</sup>-grade students nationwide were invited to submit essays. At the National Celebration of Agriculture Dinner that evening, Miriam Martin, a high school student from Bucklin, Missouri, was introduced as the 2012 Ag Day Essay Contest winner. She presented her essay at the dinner and received a standing ovation. Diane Gress, a high school student from Shreve, Ohio, was the winner of the video section of the contest, and her video was played at the dinner. Both students received checks for \$1,000.

John Bonner attended the Ag Day events as CAST EVP/CEO. CAST continues to be a proud sponsor of the Ag Day Student Essay Contest.



CAST staff:  
(front from left)  
Sally Gorenz,  
Megan Gaul,  
Michelle Mensing;  
(rear from left)  
Melissa Sly,  
Dan Gogerty,  
Carol Gosteale,  
John Bonner,  
Linda Chimenti,  
Gale Osborne

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## Mission

CAST assembles, interprets, and communicates credible, science-based information regionally, nationally, and internationally to legislators, regulators, policymakers, the media, the private sector, and the public.

## Vision

CAST will be recognized as a credible and objective source of science-based information on agricultural issues across the urban–rural continuum—especially those issues regarding food, fiber, landscape environments, and agriculturally related natural resource, societal, and environmental concerns.

*“The recent restructuring of CAST was part of the focus on change. This includes translations and social media. Change is constant—that has been a key to our efforts.”*

*~ John M. Bonner, Executive Vice President/CEO*