

CAST Publication Impact Report

Report Date: September 22, 2006



The Science Source for Food,
Agricultural, and Environmental Issues

Title: *Safety of Meat, Milk, and Eggs from Animals Fed Crops Derived from Modern Biotechnology*

Publication series and number: **CAST Issue Paper 34**

Date released: **June 26, 2006**

I. Rollout Events

Dr. John Bonner, CAST Executive Vice President, hosted Dr. William Price, FDA Division of Animals Feeds, Rockville, Maryland and Task Force Member of CAST Issue Paper 34, at an 11:30 a.m. news briefing held during the Joint Annual Meeting of the American Society of Animal Science and the American Dairy Science Association in Minneapolis, Minnesota. Dr. Bonner gave a brief introduction to CAST before Dr. Price presented highlights of the paper; a Q&A session followed.

II. E-mail Distribution of Announcements/News Releases

Listserves:	Approx. No. of Recipients
Task Force Members	7
Board/Staff	55
Society Presidents	24
Friday Notes recipients [♦]	1,643
Media ⁺	520
News Information Groups	132
Deans of Agriculture	81
Directors of Ag Experiment Stations	97
Congressional Research Service	4
Federal Administrators	15
CAST Society Congressional Science Fellows	2
Communications Officers of State Dept of Ag	72

Individual E-mails:

Richard Rennells⁺

Total e-contacts as of September 22, 2006: 2,652

[♦] Feedback to CAST indicates that "Friday Notes" are further distributed by recipients, multiplying the total number of readers by as much as 10 or more times.

⁺ Total impact is dependent on the readership of those publications that choose to use CAST announcements.

III. Mailing Distribution

U.S. recipients: 2,729
International recipients: 57

IV. Marketing Contacts

Information packets sent to individuals at cattle organizations, feedlots, producers, and independent farmers (761)

V. Reprint Sales

VI. Internet and Website Connections

AgBiotechNet.

<http://www.agbiotechnet.com/articles.asp?action=browseBySubject&openMenu=browseBySubject&SubjectID=2> (accessed 7/31/06)

Ag Clips (e-newsletter). <http://www.agandruralleaders.org/agclips.htm> (access 7/31/06)

Agriculture Today (Maine State Government).

http://www.maine.gov/agriculture/newsletter/current_issue.htm (accessed 8/24/06)

AgriFoodAwareness [Australia]. http://www.afa.com.au/news/n_news-1811.asp (accessed 7/31/06)

Biotech Knowledge Center (Monsanto).

<http://www.biotechknowledge.com/biotech/knowcenter.nsf/viewdoc?open&do%0d%0acId=1:416305265> (accessed 8/23/06)

Biotechnology Industry Organization. <http://www.bio.org/> (accessed 7/26/06)

Biotrin. <http://www.biotrin.cz/enpages/new200607.htm> (accessed 9/18/06)

Boston.com. http://www.boston.com/business/articles/2006/07/26/animals_fed_biotech_crops_said_safe_to_eat/ (accessed 8/23/06)

CattleNetwork.com. <http://www.cattlenetwork.com/content.asp?contentid=56098> accessed 7/31/06)

CEDAB Centro Documentazione Agrobiotecnologie (Italian source).
http://www.cedab.it/newsletter_ISAAA.asp?IDnews=129 (accessed 9/25/06)

Checkbiotech.org.
http://www.checkbiotech.org/root/index.cfm?fuseaction=newsletter&topic_id=3&ubtopic_id=14&doc_id=13204 (accessed 7/26/06)

Chron.com. <http://www.chron.com/disp/story.mpl/ap/business/4072656.html> (accessed 7/31/06)

County of Hawaii Agriculture: <http://www.hawaii-county.com/bigislandag/phtlinks5.html> (accessed 7/31/06)

CropGen. http://www.cropgen.org/article_88.html (accessed 7/31/06)

Feedstuffs.com. <http://www.feedstuffs.com/NE2/Default.asp> (accessed 7/19/06)

Fight Bac. <http://www.fightbac.org/content/view/154/86/> (accessed 7/31/06)

Food Safety Network. http://www.foodcontamination.ca/fsnet/2006/7-2006/fsnet_july_12-2.htm (accessed 7/31/06)

Food Safety Risk Analysis Clearinghouse.
http://www.google.com/u/foodrisk?q=CAST%20Acrylamide&CFID=7308481&CF_TOKEN=20407853 (accessed 7/31/06)

Food Systems Insider (e-version). <http://www.foodsystemsinsider.com/ME2/Default.asp> (accessed 7/28/06)

Forbes.com. <http://www.forbes.com/feeds/ap/2006/07/26/ap2904639.html> (accessed 7/31/06)

GMWATCH.org. <http://www.gmwatch.org/archive2.asp?arcid=6810> (accessed 8-24-06)

GrandforksHerald.com. <http://www.grandforks.com/mld/agweek/15163444.htm> (accessed 7/31/06)

Houston Chronicle.com. <http://www.chron.com/disp/story.mpl/ap/business/4072656.html> (accessed 7/28/06)

Interest Alert. <http://interestalert.com/story/siteia.shtml?Story=st/sn/0726001aaaa0312b.ap&Sy s=siteia&Fid=SAFETY01&Type=News&Filter=Safety>

International Herald Tribune. <http://www.iht.com/articles/2006/07/26/business/gmo.php> (accessed 7/26/06)

- JobFind.com.* <http://print2.jobfind.com/technology/view.bg?articleid=6863&format=>
(accessed 7/31/06)
- Monsanto.* <http://www.monsanto.co.uk/news/ukshowlib.phtml?uid=10467> (accessed
7/31/06)
- Netscape.* [http://webcenters.netscape.compuserve.com/pf/story.jsp?floc=FF-APO-
1333&idq=/ff/story/0001%2F20060726%2F0358748755.htm&sc=1333](http://webcenters.netscape.compuserve.com/pf/story.jsp?floc=FF-APO-1333&idq=/ff/story/0001%2F20060726%2F0358748755.htm&sc=1333) (accessed
7/31/06)
- New Jersey Journal.* [http://www.nj.com/newsflash/business/index.ssf?/base/business-
66/115390135995490.xml&storylist=business](http://www.nj.com/newsflash/business/index.ssf?/base/business-66/115390135995490.xml&storylist=business) (accessed 7/26/06)
- New York Times.com.* <http://www.iht.com/articles/2006/07/26/business/gmo.php> (accessed
7/31/06)
- Poultry Today.*
<http://www.poultryandeggnews.com/poultrytoday/news/20060802/114340.shtml>
(accessed 8/2/06)
- Sydney Morning Herald (Sydney, Australia).*
[http://www.smh.com.au/news/Technology/Task-force-says-animals-fed-
biotech-crops-are-safe-to-eat/2006/07/26/1153816241881.html#](http://www.smh.com.au/news/Technology/Task-force-says-animals-fed-biotech-crops-are-safe-to-eat/2006/07/26/1153816241881.html#) (accessed 7/26/06)
- Technology Review [from MIT].*
http://www.technologyreview.com/read_article.aspx?id=17210 (accessed 7/31/06)
- Telegraph Herald (Dubuque, Iowa).* <http://www.thonline.com/> (accessed 7/30/06)
- Times Republican (Central Iowa News).*
<http://www.timesrepublican.com/iowa/articles.asp?articleID=2563> (accessed
7/31/06)
- Truth About Trade and Technology.* <http://www.truthabouttrade.org/article.asp?id=6098>
(accessed 7/31/06)
- Washington Post.* [http://www.washingtonpost.com/wp-
dyn/content/article/2006/07/26/AR2006072600180.html](http://www.washingtonpost.com/wp-dyn/content/article/2006/07/26/AR2006072600180.html) (accessed 7/31/06)
- Yahoo News.* http://news.yahoo.com/s/ap/20060726/ap_on_bi_ge/farm_scene_1
(accessed 7/31/06)

VII. Speaking Engagements/Invitations/Presentations

Feedstuffs, John Bonner interviewed on radio by Trent Loos

Swinecast, request for interview

VIII. International Follow-up

IX. Comments Received

July 26, 2006: **Amy Lorentzen, Associated Press, reporter/author of original news release:** It's definitely gone around the globe. It will appear in the *International Herald Tribune* in Paris (page 10) tomorrow as well.

August 8, 2006: **Professor Ian Givens, University of Reading, Reading, UK:** *Safety of Meat, Milk, and Eggs from Animals Fed Crops Derived from Modern Biotechnology* will, I think, be very useful to us, not least in trying to raise further funding for work in this area.

X. Miscellaneous

The Biotech Advantage, August 9, 2006 (newsletter)

Des Moines Register, July 30, 2006

Feedstuffs, July 17, 2006 (citation in trade journal)

The Messenger/Fort Dodge, July 26, 2006

The Tribune (Ames, Iowa), July 26, 2006