



The Science Source for Food,
Agricultural, and Environmental Issues

CAST Publication Impact Report

Report Date: February 21, 2008

Title: *Probiotics: Their Potential to Impact Human Health*

Publication series and number: **CAST Issue Paper 36**

Date released: **October 11, 2007**

I. Rollout Events

CAST rolled out Issue Paper 36, *Probiotics: Their Potential to Impact Human Health* (Issue Paper 36), on October 11, 2007, in Washington, D.C. Rollout events included:

- Wednesday October 10, 2007: IFIC (International Food Information Council) Office, Wendy Reinhardt, host.
- Thursday October 11, 2007: USDA “Diverse Voices in Agriculture Series,” Richard Reynnells, host.
- Thursday October 11, 2007: NC-FAR (National Coalition for Food and Agriculture Research) “Lunch ‘n Learn Seminar,” Tom Van Arsdall, host.
- Thursday October 11, 2007: BIO (Biotechnology Industry Organization), Barbara Glenn, host.

At each presentation, CAST EVP John Bonner introduced CAST, and Task Force Chair Dr. Mary Ellen Sanders of Dairy and Food Culture Technologies talked about the paper and answered questions.

II. E-mail Distribution of Announcements/News Releases

Listserves:	Approx. No. of Recipients
Task Force Members	8
Board/Staff	50
Society Presidents	38
Society Executives	31
Friday Notes recipients [♦]	1,711
Media ⁺	571
News Information Groups	135
Deans of Agriculture	77
Directors of Ag Experiment Stations	92
 Individual E-mails:	
⁺ E-mails to individual journalists	15
E-mails to stakeholders	12
 Total e-contacts as of October 18, 2007	 2,740

[♦] 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: 2,078
International recipients: 60

IV. Marketing Contacts

V. Reprint Sales

VI. Follow-On Activities/ Speaking Engagements/ Invitations/ Presentations/ Newspaper Articles/ TV & Radio News

Ag and Life Sciences Online (AGONLINE), October 15, 2007. *AGONLINE*, an online newsletter published by Iowa State University's College of Agriculture and Life Sciences, published a brief note on the release of the new Issue Paper in their October 15, 2007, issue. Also included in this issue was a note about CAST's upcoming 35th Anniversary celebration/Board Meeting in Ames.

The American College of Gastroenterology, October 16, 2007. CAST's new Probiotics paper was featured at the American College of Gastroenterology's (ACG) annual scientific meeting on October 16, 2007, in Philadelphia, Pennsylvania. A report of the event was noted in the ACG's brief review of the Proceedings on October 20, 2007.

Cheese Reporter, November 9, 2007. The *Cheese Reporter* newsletter (published from Madison, Wisconsin) published a highlighted article on the new Probiotics paper.

Yale Continuing Medical Education Conference, New Haven, Connecticut, November 16, 2007. Task Force Chair Mary Ellen Sanders provided reprints of the new CAST paper to a group of 120 gastroenterologists, registered dietitians, and other medical professionals as part of a Yale Continuing Medical Education conference at the Yale School of Medicine, New Haven Connecticut. She also presented a slide discussing the role of CAST in commissioning and publishing this paper as part of CAST's mission to advance communication in science. There was great interest in the topic of probiotics and how probiotics might relate to the health and disease of patients.

Amelia Buragas, *Cheese Market News*, November 13, 2007. Ms. Buragas, a reporter for *Cheese Market News*, called the CAST Office and requested a copy of the Probiotics paper to use for a story in their publication.

National Institutes of Health Conference on Gastrointestinal Microbiota and Advances in Prebiotic and Probiotic Research, Washington, D.C., December 11–12, 2007. Mary Ellen Sanders was invited to make a presentation on Probiotics, for which she requested 200 copies of the new Issue Paper.

Mark Marilley, East Carolina University (ECU), January 2, 2008. Dr. Marilley contacted the CAST office requesting permission to use Tables 3 and 4 of the Probiotics paper for a talk he was giving at the ECU Brody School of Medicine on January 4, 2008.

VII. International Follow-up

VIII. Comments Received

Susan St. James, a reporter from WFAA-TV (ABC) in Dallas, Texas, November 1, 2007. “I’m working on an upcoming TV news report about probiotics. I’m wondering if you know of any events on the subject in the Dallas–Fort Worth area.” Task Force Chair Mary Ellen Sanders responded directly with Ms. James, providing contacts in the Dallas area.

Ron Fyfe, Section Head, Microbiology, Cawthron, Nelson, New Zealand, November 6, 2007. “Thank you very much for the paper. Our lab has only recently started testing probiotic products for a variety of customers, and I’m hoping that the paper will give us some help in perhaps improving our knowledge and ability to improve our service.”

IX. Internet and Website Connections

Agri Press WORLD,

<http://www.agripressworld.com/start/artikel/278307/en> (accessed 10/16/07)

California Dairy Research Foundation,

<http://www.cdrf.org/content.asp?contentID=568> (accessed 2/20/08)

DairyField,

<http://www.dairyfield.com/viewprnews.php?nid=22779> (accessed 11/19/07)

Dannon Probiotics Center,

<http://www.dannonprobioticscenter.com/Press/press3.asp> (accessed 2/20/08)

Food Navigator,

<http://www.foodnavigator-usa.com/news/ng.asp?n=80556-cast-fao-probiotics> (accessed 10/16/07)

Food Processing.com,

<http://www.foodprocessing.com/industrynews/2007/137.html?page=print> (accessed 11/5/07)

Food Safety and Security Summit,

http://www.foodsafetysummit.com/viewprnews.php?nid=200710251629PR_NEWS_USPR_NETH123 (accessed 11/19/07)

HighBeam Encyclopedia,

<http://www.encyclopedia.com/doc/1Y1-111550562.html> (accessed 11/19/07)

Institute of Food Technologists,

http://www.ift.org/news_bin/news/archiveFrames.php?view=10-2007 (accessed 10/16/07)

International Scientific Association for Probiotics and Prebiotics,
<http://www.isapp.net/> (accessed 10/17/07)

KAIROS Capital Partners,
http://www.kairoscapitalpartners.com/industry-news_newswire.php?id=3631 (accessed 11/15/07)

NewsRx,
<http://www.newsrx.com/health-articles/768003.html> (accessed 11/15/07)

NutraIngredients,
<http://www.nutraingredients-usa.com/news-by-product/news.asp?id=80556&idCat=0&k=CAST-FAO-probiotics> (accessed 10/22/07)

Nutrition Horizon,
http://www.nutritionhorizon.com/newsmaker_article.asp?idNewsMaker=15466&fSite=AO545&next=nh (accessed 10/30/07)

PC Quote,
<http://www.pcquote.com/stocks/newswire/4504675/?tagged=newswire> (accessed 10/30/07)

Private Label Buyer,
<http://www.privatelabelbuyer.com/article-details.php?ida=1058> (accessed 10/22/07)

PR Newswire,
<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=109&STORY=/www/story/10-25-2007/0004690674&EDATE> (accessed 10/30/07)

Red Orbit,
http://www.redorbit.com/news/health/1117854/probiotics_research_hot_topic_for_gastroenterologists/index.html?source=r_health (accessed 10/30/07)

SmartBrief,
<http://www.smartbrief.com/news/aaa/industryPR-detail.jsp?id=8E1A4C20-94DC-449B-A5CF-E65B8C8FE97F> (accessed 10/30/07)

Survey of Food Information Corp.,
<http://eiacorp.wordpress.com/2007/11/11/el-papel-de-los-alimentos-probioticos-en-la-salud-humana-noticias/> (Original in Spanish) (accessed 11/15/07)
<http://translate.google.com/translate?hl=en&sl=es&u=http://eiacorp.wordpress.com/&sa=X&oi=translate&resnum=10&ct=result&prev=/search%3Fq%3Dprobiotics%2BCAST%2BSanders%26start%3D20%26hl%3Den%26sa%3DN> (English translation) (accessed 11/15/07)

Word Press,
http://translate.google.com/translate?hl=en&sl=es&u=http://pt-br.wordpress.com/tag/bioprocessos/&sa=X&oi=translate&resnum=9&ct=result&prev=/search%3Fq%3D%2522Probiotics%2BTheir%2BPotential%2Bto%2BImpact%2BHuman%2BHealth%2522%2BCAST%2B%2522CAST%2522%26hl%3Den%26lr%3D%26sa%3DGras_qdr%3Dall (accessed 11/19/07)

