



ANIMAL FEED VS. HUMAN FOOD: CHALLENGES AND OPPORTUNITIES IN SUSTAINING ANIMAL AGRICULTURE TOWARD 2050

CAST Issue Paper 53
Released September 23, 2013
Chair Dr. Judith L. Capper
www.cast-science.org

Total E-Contacts

Total No. of E-Contacts from Press Release: 7,713
Total Web Connections as of October, 2013: 17
Website Hits as of September 4, 2014:
Issue Paper: 10,755
Ag QuickCAST: 6,102
Social Media Hits as of October, 2013: 10
Video Released February 6, 2014
Total No. of E-Contacts from Press Release: 13,846
Video Views as of September 4, 2014: 5,270

Rollout/Release

This Issue Paper was released live on the CAST website and rolled out in Washington, D.C., at two National Coalition for Food and Agricultural Research (NC-FAR) events, a morning Senate staffer presentation and a “Lunch~N~Learn” Seminar, as well as an afternoon event co-sponsored by the American Farm Bureau Federation and the Animal Agriculture Alliance on Monday, September, 23, 2013. Dr. Jude Capper, Washington State University, and Ms. Linda Chimenti traveled to Washington, D.C., to give the presentations.

Distribution of Announcements/News Releases

Listservs

- Media: 2,386
- Additional E-contacts: 5,327
 - *Friday Notes* recipients
 - News Information Groups
 - Deans of Agriculture
 - Company and Nonprofit Members
 - Society Presidents and Executives
 - Directors of Ag Experiment Stations
 - Board Staff
 - Task Force Members
 - NASDA Administrators

Comments Received

- During the first week following the release of this new CAST paper, there were more than 1,000 hits to the CAST website – a record number of visits, showing the high interest in this publication.

Follow-On Activities

- Capital Media Group professionally produced a video based on this publication which was released on February 6, 2014. The video featured Task Force Chair, Dr. Jude Capper and Task Force Author, Dr. Larry Berger.
- Dr. Roy Burris, Beef Extension Specialist, University of Kentucky, had his article “Are Cows Eating Feed or Food” published by *Drovers Cattle Network* on January 16, 2014. His article discussed items noted by CAST’s Task Force Authors as well as the challenges that the global livestock industry faces due to the perception that “feed produced for livestock competes for human food supplies and represents an inefficient or wasteful use of resources.”

Internet and Website Connections

AGree, September 23, 2013

<http://www.foodandagpolicy.org/news/story/animal-feed-vs-human-food-challenges-and-opportunities-sustaining-animal-agriculture-towa>

All About Feed, September 25, 2013

<http://www.allaboutfeed.net/Nutrition/Research/2013/9/Shedding-light-on-the-feed-vs-food-issue-1373790W/>

All Ag News, September 24, 2013

<http://www.allagnews.com/archives/7576>

American Dairy Science Association, October 3, 2013

Email/PDF version

American Farm, October 4, 2013

<http://www.americanfarm.com/publications/the-delmarva-farmer/archives/2237-animal-ag-still-held-over-coals-editorial>

Barn OnAir & OnLine, September 24, 2013

<http://briannallmerradionetwork.wordpress.com/2013/09/24/read-the-nafbs-national-ag-news-as-heard-inside-the-barn-for-tuesday-september-24th/>

Drovers Cattle Network Online, September 24, 2013

<http://www.cattlenetwork.com/e-newsletters/drovers-daily/Is-a-cow-eating-my-lunch-225084052.html>

Drovers Cattle Network Online, January 16, 2014

<http://www.cattlenetwork.com/e-newsletters/drovers-daily/Are-cows-eating-feed-or-food--240604331.html?view=all>

Drovers Cattle Network Online, February 14, 2014

http://www.cattlenetwork.com/e-newsletters/drovers-daily/Commentary-Feed-vs-food-245578191.html?utm_source=7798E5336467D0Q&utm_medium=eNL&utm_campaign=Drovers+CattleNetwork+Daily_20140217&utm_term=&utm_content

Farming Futures, September 25, 2013

<http://www.farmingfutures.org.uk/blog/animal-feed-vs-human-food-challenges-and-opportunities-sustaining-animal-agriculture-toward-205>

Feedstuffs FoodLink, October 3, 2013

<http://feedstuffsfoodlink.com/story-animal-ag-socioeconomic-boon-71-103121>

Global Harvest Initiative, October 10, 2013

<http://www.globalharvestinitiative.org/index.php/2013/10/livestock-and-feed-conversion-food-producers-or-food-thieves/>

Gulf Coast Cattlemen

<http://www.gulfcoastcattlemen.com/IndustryNews/Articles/5.aspx>

KNEB, September 24, 2013

<http://kneb.com/news/agricultural/index.php?more=7jtabdkv>

KTIC Radio

<http://kticradio.com/news/agricultural/index.php?more=7jtabdkv>

National Hog Farmer, September 24, 2013

<http://nationalhogfarmer.com/resources/clarifying-feed-vs-food-issue>

The Paramus Post, September 23, 2013

<http://www.paramuspost.com/article.php/20130923175422565>

Social Media Interactions

[**Chris Warkup**] With thanks to [@FarmingFutures](#) now reading 'Animal Feed vs Human Food'. A US perspective, but key points the same. [http://www.cast-science.org/publications/?animal feed vs human food challenges and opportunities in sustainin...](http://www.cast-science.org/publications/?animal+feed+vs+human+food+challenges+and+opportunities+in+sustainin...)

[**Farming Futures**] RT [@CWarkup](#): Thanks to [@FarmingFutures](#) reading 'Animal Feed vs Human Food'. US perspective, but key points the same. [http://www.castscience.org/publications/?animal feed vs human food challenges and opportunities in sust...](http://www.castscience.org/publications/?animal+feed+vs+human+food+challenges+and+opportunities+in+sust...)

[**CASTagScience**] Excellent sessions by Jude Capper at D.C. rollouts of CAST Animal Livestock paper <http://t.co/r4PSPfrQjO> #agchat #FarmBureau #beef #meat

[**CASTagScience**] Modern Animal Ag & amp; Feeding the World, new paper & amp; video at <http://t.co/SdgfEoWuJP> #FarmBureau #AgChat #FarmJournal #beef #Agripulse

[**RedMeatMafia**] RT [@CASTagScience](#): Modern Animal Ag & amp; Feeding the World, new paper & amp; video at <http://t.co/SdgfEoWuJP> #FarmBureau #AgChat #FarmJournal #beef...

[**WinstoneAg**] RT [@CASTagScience](#): Modern Animal Ag & amp; Feeding the World, new paper & amp; video at <http://t.co/SdgfEoWuJP> #FarmBureau #AgChat #FarmJournal #beef...

[**Bovidiva**] RT [@CASTagScience](#): Modern Animal Ag & amp; Feeding the World, new paper & amp; video at <http://t.co/SdgfEoWuJP> #FarmBureau #AgChat #FarmJournal #beef...

[**AllianceFeedFuture**] Headed to [@animalag](#) and [@CASTagScience](#) event to hear [@bovidiva](#) speak on the future challenges of #sustainable ag. #agchat

[**CariRincker**] Cari's #Ag Report is out! <http://t.co/QOOURRj3zIJ> ▶ Top stories today via [@AngusAssoc](#) [@newgenfarming](#) [@CASTagScience](#)

Facebook – Mike Shermer

October 12, 2013

<https://www.facebook.com/100004774873233/posts/218766774959150>

Video Portion

Press release was delivered to 13,846 e-contacts which included 7,869 media contacts. In addition, there were 178,273 online impressions through news aggregators and PRWeb.com.

News Watch, March 10, 2014

Print article

Iowa State University "Ag and Life Sciences" Newsletter, February 10, 2014

Email

AgClips, February 10, 2014

<http://www.agandruralleaders.org/agclips.htm>

PRWeb, February 6, 2014

<http://www.prweb.com/releases/2014/01/prweb11490193.htm>

The Philadelphia Society for Promoting Agriculture

<http://pspaonline.com/cast-publishes-new-findings-on-sustainable-animal-agriculture/>

StreetInsider.com, February 6, 2014

<http://www.streetinsider.com/Press+Releases/New+CAST+Video+Examines+the+Issue+of+Animal+Feed+vs.+Human+Food/9132519.html>