



The Science Source for Food,
Agricultural, and Environmental Issues

CAST Publication Impact Report
Report Date: February 22, 2007

Title: *Convergence of Agriculture and Energy: Implications for Research and Policy*

Publication series and number: CAST Commentary QTA 2006-3

Date released: November 14, 2006

I. Rollout Events

The Commentary was released at the joint annual meetings of the American Society of Agronomy, the Crop Science Society of America, and the Soil Science Society of America in Indianapolis, Indiana on Tuesday November 14, 2006.

II. E-mail Distribution of Announcements/News Releases

Listsers:	Approx. No. of Recipients
Task Force Members	6
Board/Staff	54
Society Presidents	25
Friday Notes recipients ♦	1,700
Media ⁺	520
News Information Groups	135
Deans of Agriculture	80
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
Batched E-mails:	
E-mails to company officials	38
Individual E-mails:	
⁺ E-mails to individual journalists	12
E-mails to stakeholders	10
Total e-contacts as of September 22, 2006:	2,720

♦ 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 — Online only

IV. Marketing Contacts

V. Reprint Sales — None offered

VI. Follow-On Activities/ Speaking Engagements/Invitations/Presentations

Mini-Conference on Ethanol at Iowa State University, November 13, 2006. CAST provided advance, printed information about the CAST Commentary for distribution at a conference sponsored by the ISU Department of Economics.

Associated Press Covered the Story, November 14, 2006. Amy Lorentzen, AP reporter, interviewed John Bonner and Ken Cassman, then published an article that was picked up by AP news sources worldwide. A website check two weeks after the rollout found coverage of the CAST paper on more than 50 websites.

National Public Radio Interviewed Task Force Chair, November 14, 2006. A reporter from Nebraska Public Radio spoke by telephone with Dr. Cassman and the interview was aired on the NPR Evening News.

Washington, D.C., November 27–28, 2006. Four presentations by John Bonner and Task Force Members for three CAST publications (*Convergence Commentary; Acrylamide in Food; Using Risk Analysis to Inform Microbial Food Safety Decisions*)

- Food Products Association Headquarters—for stakeholders
- Meyers & Associates Office—for media
- Longworth Office Bldg—for U.S. House and Senate Congressional staff
- USDA South Building—for USDA and other agency personnel

Feedstuffs Newspaper, December 18, 2006. The CAST Commentary was the subject of the page 1 lead article by staff writer Sally Schuff.

American Farm Bureau Federation, January 25, 2007. The AFBF sponsored a teleconference for state Farm Bureau offices to hear a presentation and Q&A session by Dr. Ken Cassman. CAST followed up with mailed material to the state offices. The AFBF expressed interest in hosting similar teleconferences on future CAST publications; CAST provided them a listing of possible topics.

VII. International Follow-up

VIII. Comments Received

IX. Internet and Website Connections

AgNet,

http://foodsafetynetwork.ca/agnet/2006/11-2006/agnet_nov_1.htm#story7 (accessed 12/5/06)

AgProfessional,

http://www.agprofessional.com/show_story.php?id=44119 (accessed 12/4/06)

Beatrice, Nebraska Daily Sun,

<http://www.beatricedailysun.com/articles/2006/11/14/ap-state-ne/d8ld1dhg0.txt>
(accessed 11/15/06)

Boston Globe.com,

http://www.boston.com/news/science/articles/2006/11/17/scientists_want_more_ethanol_research/ (accessed 12/4/06)

CBS News,

<http://www.cbsnews.com/stories/2006/11/17/ap/tech/mainD8LEOBU80.shtml> (accessed 12/4/06)

checkbiotech.org,

http://www.checkbiotech.org/root/index.cfm?fuseaction=news&doc_id=13858&start=1&control=182&page_start=1&page_nr=101&pg=1 (accessed 12/4/06)

China Post,

https://www.chinapost.com.tw/i_latestdetail.asp?id=42493 (accessed 12/4/06)

Chronicle,

<http://interestalert.com/story/siteia.shtml?Story=st/sn/11170000aaa0456f.ap&Sys=pkreysa&Fid=BUSINESS&Type=News&Filter=Business> (accessed 12/4/06)

CTV Canada,

http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20061117/ethanol_research_061
(accessed 11/17/06)

Energy Bulletin,

<http://www.energybulletin.net/22604.html> (accessed 12/4/06)

Environmental News Network,

<http://www.enn.com/today.html?id=11680> (accessed 12/4/06)

Federal News Radio,

<http://federalnewsradio.com/index.php?nid=84&sid=978092> (accessed 12/5/06)

Fort Wayne News Sentinel,

<http://www.fortwayne.com/mld/newssentinel/news/local/16010342.htm> (accessed 11/15/06)

Fox News,

<http://ad-server-d10.foxnews.com/wires/2006Nov17/0,4670,FarmSceneCornFuel,00.html> (accessed 12/4/06)

Freeman Spogli Institute for International Studies,

http://fsi.stanford.edu/publications/convergence_of_energy_and_agriculture_implications_for_research_and_policy/ (accessed 2/22/07)

Fremont Tribune,

<http://www.fremontneb.com/articles/2006/11/14/ap-state-ne/d8ld1dhg0.txt> (accessed 11/15/06)

FSI Stanford Publications,

http://fsi.stanford.edu/publications/convergence_of_energy_and_agriculture_implications_for_research_and_policy/

Grande Communications,

<http://portal.grandecom.net/news/read.php?id=14548788&ps=969&cat=&cps=0?=en> (accessed 12/4/06)

Green Car Congress,

http://www.greencarcongress.com/2006/11/cast_identifies.html (accessed 12/4/06)

HappyNews.com,

<http://www.happynews.com/news/11182006/scientists-want-ethanol-research.htm> (accessed 12/4/06)

IndyStar,

<http://www2.indystar.com/articles/7/247957-2057-127.html> (accessed 12/4/06)

infotec,

<http://infoagro.net/en/apps/search/bulletin1.cfm?&term=&field=&lang=&vsistema=3&vsys=a2&vinicio=30/10/2006&vfin=05/11/2006#NEWS> (accessed 11/15/06)

International Business Times,

<http://www.ibtimes.com/articles/20061117/scientists-alternative-energy-corn-fuel.htm> (accessed 1/2/07)

International Herald Tribune,

<http://www.iht.com/bin/print/php?id=3576523> (accessed 11/17/06)

Iran Daily,

<http://irandaily.ir/1385/2712/html/energy.htm> (accessed 6/28/07)

Journal & Courier,

http://hosted.ap.org/dynamic/stories/I/IA_CORN_FOOD_OR_FUEL_INOL-?SITE=INL
(accessed 11/16/06)

JournalStar,

<http://www.journalstar.com/articles/2006/11/14/business/doc455a3b0b09a5e5856285320.prt> (accessed 11/15/06)

Julie's Fresh Air,

<http://juliemurphree.org/?p=387> (accessed 2/11/07)

Jurisdynamics,

<http://jurisdynamics.blogspot.com/2006/11/envisioning-our-ligno-cellulosic.html#links>
(12/4/06)

Land & Livestock Post,

http://www.landandlivestockpost.com/stories/091906/livestock_20060919016.php
(accessed 12/4/06)

Las Vegas Sun,

<http://www.lasvegassun.com/sunbin/stories/tech/2006/nov/17/111704993.html> (accessed 12/5/06)

Lincoln, Nebraska JournalStar,

<http://www.journalstar.com/articles/2006/11/14/business/doc455a3b0b09a5e585628520.txt> (accessed 11/15/06)

Los Angeles Times,

<http://www.latimes.com/news/science/wire/sns-ap-farm-scene-corn-fuel.0,521351,print.st>
(accessed 11/17/06)

Mercury News,

<http://www.mercurynews.com/mld/mercurynews/living/health/16036218.htm> (accessed 12/4/06)

Newswise,

<http://www.newswise.com/articles/view/524822/> (accessed 11/15/06)

Peak Oil,

<http://peakoil.com/article20723.html> (accessed 12/4/06)

Physorg,

<http://www.physorg.com/printnews.php?newsid=82968741> (accessed 11/19/06)

Quad City Times,

<http://www.qctimes.net/articles/2006/11/15/news/business/doc455aa46b7e679168952359.txt> (accessed 11/15/06)

Red Orbit,

http://redorbit.com/news/science/735200/scientists_want_more_ethanol_research/index.html (accessed 12/4/06)

Research Investor,

<http://www.resourceinvestor.com/pebble.asp?relid=25343> (accessed 11/3/06)

Resource Investor,

<http://www.resourceinvestor.com/pebble.asp?relid=25343> (accessed 11/15/06)

Reuters,

http://www.checkbiotech.org/blocks/dsp_docToPrint.cfm?doc_id=13858 (accessed 12/4/06)

San Francisco Examiner,

http://www.examiner.com/printa-404354~Scientists_Want_More_Ethanol_Research.html (accessed 12/4/06)

Science Quick Picks,

http://www.pontotriplo.org/quickpicks/2006/11/cast_commentary.html (accessed 12/4/06)

SeedQuest,

<http://www.seedquest.com/News/releases/2006/november/17551.htm> (accessed 12/4/06)

Silicon Investor,

<http://www.siliconinvestor.com/readmsg.aspx?msgid=23012197> (accessed 12/4/06)

Star Telegram,

<http://www.dfw.com/mld/dfw/business/16036218.htm?template=contentModules/printstory.jsp>

Townhall,

<http://townhall.com/News/NewsArticle.aspx?contentGUID=90ca71b2-1ebe-487f-8d90-59733320206a&page=1>

Truth about Trade and Technology,

<http://www.truthabouttrade.org/article.asp?id=6549> (accessed 12/4/06)

USA Today http://www.usatoday.com/tech/science/2006-11-14-ethanol-food_x.htm (accessed 11/15/06)

WAFF.com,
http://www.waff.com/Global/story.asp?S=5698018&nav=menu62_1_4 (accessed 12/4/06)

Washington Post,
<http://www.washingtonpost.com/wp-dyn/content/article/2006/11/17/AR2006111700188.html> (accessed 12/4/06)

WTOP News,
<http://www.wtopnews.com/?nid=220&pid=0&sid=978094&page=2> (accessed 12/4/06)

Yankton Daily Press,
http://www.yankton.net/stories/111506/news_1992111506.shtml (accessed 11/15/06)

Zimbio,
<http://www.zimbio.com/portal/J.+B.+Penn+-+Department+of+Agriculture/blog/2>
(accessed 2/9/07)