



2023

THE
BORLAUG
CAST
COMMUNICATION
AWARD

A WORLD SUPPORTED BY PLANTS AND ANIMALS



The Science Source for Food,
Agricultural, and Environmental Issues



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Agricultural, and Environmental Issues

November 2022

Dear Colleague:

The Council for Agricultural Science and Technology (CAST) invites you to nominate candidates for the 2023 Borlaug CAST Communication Award (BCCA). The award is dedicated to Dr. Norman E. Borlaug, “The Man Who Fed the World” and author of CAST publication #1; and to Dr. Charles A. Black, first CAST president, first executive vice president, and member of the founding committee of CAST.

The BCCA is presented annually by CAST for outstanding achievement by a scientist, engineer, technologist, or other professional working in the agricultural, environmental, or food sectors for contributing to the advancement of science in the public policy arena. Primary consideration will be given to candidates who are actively engaged in the science and technology of agriculture and food production while promoting agriculture through research, teaching, extension, or communication; who have made significant contributions to their discipline or field; and who demonstrate a passionate interest in communicating the importance of agriculture and food production to policymakers, the news media, and the public. Nominees must have demonstrated their ability to communicate by written material; public presentations; and/or use of television, radio, or other social media.

So that the BCCA will continue to recognize the truly outstanding men and women in the agricultural, environmental, or food science and technology world, we invite you now to nominate candidates for the 2023 award, or to serve as a facilitator between a nominator and CAST. Individuals from all nations are eligible to receive the award. You will find enclosed a nomination form for your use or to give to a colleague; the completed form must be received in the CAST office by Monday, February 27, 2023.

Completed nomination packets will be considered by a selection committee for the current year and retained for consideration for one additional year. The award will be conferred at a side event to the World Food Prize Symposium where the winner will demonstrate his/her excellence in communication through a presentation highlighting their major areas of expertise.

If you have questions concerning the nomination process, please contact CAST Executive Vice President & CEO Kent Schescke (kschescke@cast-science.org). CAST appreciates your participation in this prestigious award program.

Sincerely,

Sally Flis

Sally Flis
2023 CAST President

CRITERIA AND PROCEDURES

1. SELECTION CRITERIA

The Borlaug CAST Communication Award is presented annually for outstanding achievement by a scientist, engineer, technologist, or other professional working in the agricultural, environmental, or food sectors for contributing to the advancement of science in the public policy arena.

Primary consideration will be given to mid-career candidates who

- (a) are actively engaged in the science and technology of agriculture and food production, while promoting agriculture through research, teaching, extension, or communication;
- (b) have made significant contributions to their discipline or field nationally and internationally; and
- (c) demonstrate a passion in communicating the importance of agriculture and food production to policymakers, the news media, and the public.

Nominees must have demonstrated their ability to communicate by written material; public presentations; and/or use of television, radio, and social media. Other points of consideration include the following:

- (a) The award may be given for a specific achievement or for a continuing body of work.
- (b) Consideration will be given to achievements in all disciplines related to agricultural, environmental, and food science.
- (c) Candidates must be living persons actively engaged in their profession.
- (d) Nominations are eligible and encouraged for candidates regardless of race, color, national origin, religion, sex, sexual orientation, socioeconomic status, veteran status, disability, and age.

2. NOMINATIONS

- (a) Nominations are welcome and encouraged from anyone; there are no restrictions on who may nominate for the award. Invitations for nominations are distributed widely in the agricultural, environmental, and food science community and nomination forms are available at www.cast-science.org.
- (b) A separate nomination form must be used for each nominee.
- (c) CAST will retain completed nomination packets for consideration by the selection committee for two years (current year and one additional year).
- (d) **Completed nomination packets must include copies of the following:**
The completed nomination form; a curriculum vitae of the nominee; a written statement of the candidate's ability to disseminate research findings to the public that includes a list of pertinent publications, public speaking engagements, television and/or radio appearances, social media, or other media activities within the past five years; and a maximum of five (5) letters of support in PDF form in which the references assess the candidate's ability to communicate science to the public. The nominator may be included as one of the five references.
- (e) All required materials, including the letters of support, must be written in English and **emailed to the CAST office by Monday, February 27, 2023 (midnight CST)** to: aowens@cast-science.org.

3. GUIDELINES FOR PRIMARY NOMINATORS

- (a) Fill out the nomination form completely and submit it before the deadline; please follow up with the CAST office (aowens@cast-science.org) to confirm that the material was received.
- (b) The primary nominator(s) should submit **all components together via email**: Nomination Form, CV, summary of accomplishments, and letters of support (**maximum 5**).
- (c) The letter from the primary nominator(s) should be quite extensive.
 - (1) Cite the candidate's qualifications, accomplishments, and background.
 - (2) If you have personal, direct experience with the candidate, describe that.
 - (3) Give specific data on successes, if available (number of presentations, writings, etc.).
 - (4) Include links to samples of communication activities—videos, social media, etc.
- (d) Provide a current CV and summary of accomplishments, as stated in the award information.
- (e) Support letters
 - (1) Be sure the writers address the letters correctly and use the correct name of the award (To: Borlaug CAST Communication Award Selection Committee).
 - (2) Be sure the writers send their letters directly TO YOU for collection into one packet, not to the CAST office.
 - (3) Support letters should
 - be on letterhead;
 - contain personal reflections/comments about the candidate's activities;
 - talk about how the candidate communicates his/her message; and
 - preferably be one page in length (no longer than two pages).
- (f) Letter writers should be chosen from a variety of background organizations so they represent different points of view in support of the candidate.
- (g) Meet the deadline for submission: **Monday, February 27, 2023 (midnight CST)**.



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NOMINATION FORM *(completed forms must be written in English)*

Completed nomination packets must include the following: this completed nomination form; a curriculum vitae of the nominee; a written statement of the candidate's ability to disseminate research findings to the public that includes a list of pertinent publications, public speaking engagements, television and/or radio appearances, social media, or other media activities; and a maximum of five (5) letters of support in PDF form in which the references assess the candidate's ability to communicate science to the public. The nominator may be included as one of the five references.

Candidate's Name:

Last

First

Middle

Candidate's Position and Affiliation (include complete mailing address, telephone number, and email):

Candidate's Home Address (include complete mailing address, telephone number, and email):

Nominator (include name, title, organization, mailing address, telephone number, and email):

Supporting Letters (list below no more than five references; the nominator may be included as one of the references):

(1) _____ (2) _____

(3) _____ (4) _____

(5) _____

Nominator's Signature

Date

The nomination form, curriculum vitae, summary of accomplishments, and supporting letters for the 2023 Borlaug CAST Communication Award **must be emailed to the CAST office by Monday, February 27, 2023 (midnight CST)**.

EMAIL TO: aowens@cast-science.org

Telephone: 515-292-2125

THE BORLAUG CAST COMMUNICATION AWARD

(Formerly the Charles A. Black Award)

The Council for Agricultural Science and Technology (CAST) is an international consortium of scientific and professional societies, universities, companies, libraries, and individuals. CAST convenes and coordinates networks of experts to assemble, interpret, and communicate credible, unbiased, science-based information to policymakers, the media, the private sector, and the public.

The Borlaug CAST Communication Award was established by CAST to recognize outstanding achievement in the communication of science to the public.

Previous recipients are listed below:

| | | |
|---|---|---|
| 2022: Martin Wiedmann Cornell University | 2008: Pedro A. Sanchez Earth Institute, Columbia University | 1995: Dale E. Bauman Cornell University |
| 2021: Sarah Evanega Cornell University | 2007: David H. Baker University of Illinois | 1994: F. J. Francis University of Massachusetts– Amherst |
| 2020: Alexa Lamm University of Georgia | 2006: Stanley R. Johnson Iowa State University | 1993: Fergus M. Clydesdale University of Massachusetts– Amherst |
| 2019: Frank Mitloehner University of California-Davis | 2005: Norman E. Borlaug International Maize and Wheat Improvement Center, Mexico | 1992: John Pesek Iowa State University |
| 2018: Marty Matlock University of Arkansas | 2004: Marjorie A. Hoy University of Florida | 1991: Homer M. LeBaron Ciba-Geigy |
| 2017: Jayson Lusk Purdue University | 2003: Kong Luen Heong International Rice Research Institute, Philippines | 1990: Donald E. Davis Auburn University |
| 2016: Kevin Folta University of Florida | 2002: Calvin O. Qualset University of California–Davis | 1989: Stanley E. Curtis University of Illinois, Urbana-Champaign |
| 2015: Channapatna Prakash Tuskegee University | 2001: Judith S. Stern University of California–Davis | 1987: William E. Larson University of Minnesota |
| 2014: Alison Van Eenennaam University of California–Davis | 2000: Dennis R. Keeney Iowa State University | 1986: Charles A. Black Council for Agricultural Science and Technology |
| 2013: Jeff Simmons Elanco | 1999: Abner W. Womack University of Missouri | |
| 2012: Carl K. Winter University of California–Davis | 1998: Per Pinstруп-Andersen International Food Policy Research Institute | |
| 2011: Catherine Ann Bertini Syracuse University | 1997: Neil E. Harl Iowa State University | |
| 2010: Akinwumi Ayodeji Adesina Alliance for a Green Revolution in Africa | 1996: Luther G. Tweeten The Ohio State University | |
| 2009: Richard Wayne Skaggs North Carolina State University | | |