

Council for Agricultural Science and Technology

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CAST[®]

ANNUAL REPORT 2017

The Science Source for Food, Agricultural, and Environmental Issues

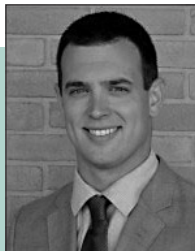


REACHING NEW HEIGHTS

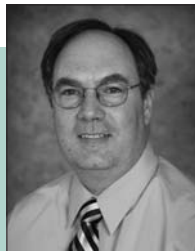
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List as of December 31, 2017



Kent Schescke, David Baltensperger, Richard Cavaletto, Dirk Drost, Nancy Reichert, Mark Armfelt, Dan Gingerich, Gabe Middleton, Chris Hostetter

LETTER FROM THE CAST

PRESIDENT

2017 was a very busy and productive year for CAST. We transitioned from development of our 2016–2020 Strategic Plan to implementation of those goals. Four implementation teams, each composed of members from all three work groups, led the way and have made great strides. Their/your hard work is already making a difference! CAST also released three major publications, plus corresponding Ag quickCASTs, during this time. We celebrated Jayson Lusk's receipt of the 2017 Borlaug CAST Communication Award (BCCA), presented at a well-attended breakfast gathering held in conjunction with World Food Prize events. Interestingly, our 2010 BCCA recipient (Akinwumi Adesina) was named the 2017 World Food Prize Laureate.

One person to thank for our achievements is Richard Cavaletto, now CAST Past President. He led by example, helped us to attain goals, and continued to lay a firm foundation for future successes. I am grateful to have had such a great role model and advisor during my transition to President. Kent Schescke and the CAST staff are, quite simply, our backbone. I am in awe of their enthusiasm, camaraderie, and professionalism. My appreciation certainly also goes to our member organizations and individual members. They/you contributed in many ways, most especially serving on our Strategic Plan Implementation Teams, Board of Representatives, Board of Trustees, and Board of Directors. Thank you!

Because of CAST's (your) hard work and accomplishments, our future is bright. Can we generate more than three publications in 2018? Can we secure the funds to do so? Can we broaden our reach to become more relevant? Can we ensure all members are better informed about our projects and progress? Yes we can, and we will!



Nancy Reichert, Ph.D.
CAST President

LETTER FROM THE CAST

EXECUTIVE VICE PRESIDENT

When I joined CAST as the Executive Vice President in May of 2015, the Board of Directors had just started on the development of the 2016–2020 Strategic Plan. Developing and approving the plan became a major focus of the work we did in the second half of 2015, continuing into 2016. This past year, 2017, we moved from the development of the plan to the implementation of that plan and the integration into our annual goals and daily protocol. It has been the commitment of the board leadership that this be a dynamic process rather than a static report.

I am very pleased to share with you that we are making that a reality. The elements of the CAST 2016–2020 Strategic Plan (see update on page 5) are very much alive and guide the work we do every day. There has not been a Board of Directors meeting, Board of Trustees discussion, or work group call this past year during which the strategic plan has not been reviewed or had updates given or feedback requested and received. I want to commend all of the CAST directors, trustees, representatives, and staff for their commitment, focus, and follow-through in driving the implementation and action around the strategic plan this last year.

We are moving forward in our efforts to assemble, interpret, and communicate balanced, credible, science-based information about the science, technology, and innovation of food and modern agriculture. We continue to make advances in our efforts to share that information with policymakers, the media, and the public through expanded use of all communications channels—including social media. We appreciate the support of our members and stakeholders in providing ideas and feedback on new publication topics or how we streamline our processes. Working together, we are in an excellent position to “reach new heights” this coming year.



Kent Schescke
CAST Executive Vice President

"Because of CAST's (your) hard work and accomplishments, our future is bright."

— NANCY REICHERT
CAST PRESIDENT

WHO WE ARE:

CAST is a nonprofit 501(c)(3) organization composed of scientific societies and many individual, student, company, nonprofit, and associate society members. Established in 1972, CAST's primary work is the publication of task force reports, commentary papers, special publications, and issue papers written by scientists and subject matter experts from many disciplines including agriculture, environment, and food and health.

These publications and their distribution are fundamental activities that accomplish our mission to assemble, interpret, and communicate credible science-based information regionally, nationally, and internationally to policymakers, the media, the private sector, and the public.

The wide distribution of CAST publications to nonscientists enhances the education and understanding of the general pub-

lic. Our vision is a world where decision-making related to agriculture and natural resources is based on credible information developed through reason, science, and consensus building.

We stepped up our presence on LinkedIn this year, acquiring 63 new followers and gaining 30,555 social impressions.



ROLLOUTS IN 2017

Plant Breeding and Genetics—A paper in the series on *The Need for Agricultural Innovation to Sustainably Feed the World by 2050*, Issue Paper 57, March. Cochairs: P. Stephen Baenziger,

University of Nebraska; Rita H. Mumm, University of Illinois. March 22 rollout and presentations given by Stephen Baenziger and Rita Mumm:

- National Coalition for Food and Agricultural Research



BOARD MEETINGS

Spring Board of Directors Meeting

- Syngenta office in Washington, D.C.
- April 25–27
- Stakeholder reception at American Farm Bureau Federation
- Borlaug CAST Communication Award announcement at World Bank
- Stakeholder visits

Fall Board Meeting

- North Carolina Biotechnology Center, Research Triangle Park, North Carolina State University, and Bayer Bee Care Center in Raleigh, North Carolina
- October 25–27
- Attendees enjoyed one of three tours of North Carolina State University's College of Agriculture and Life Sciences; each tour reflected the focus of a particular work group.
- A welcome reception and dinner took place at the JC Raulston Arboretum following Wednesday's tours. Speakers included Luke Bozeman and David Monks.
- A screening of the movie *Food Evolution* was introduced by Janet Collins (CropLife America).
- A *Food Evolution* panel discussion was moderated by Nancy Reichert (2018 CAST President) following Thursday's lunch. Panelists included Janet Collins (CropLife America), Fred Gould (NC State University), and Scott Johnson (NC Biotechnology Center).
- A tour of the Bayer Bee Care Center took place on Thursday evening followed by dinner and a reception. Attendees were welcomed by Bob Graney (Bayer CropScience) and Richard Reich (NC Department of Agriculture and Consumer Services).
- An agriculture communications panel was moderated by Mark Armfelt (CAST Past President, Elanco Animal Health) on Friday morning. Panelists included Fran Castle (BASF Bioscience Research), Hope Hart (Syngenta), Marlowe Ivey Vaughn (Feed the Dialogue NC), and Kurt Boudonck (Bayer Crop Science).

(NC-FAR) Senate briefing at the Russell Senate Office Building, Washington, D.C., in the morning

- NC-FAR "Lunch-N-Learn" seminar for House staffers at noon in the Longworth Building
- Afternoon presentation at the ASA, CSSA, and SSSA Science Policy Office

Crop Protection Contributions toward Agricultural Productivity—A paper in the series on *The Need for Agricultural Innovation to Sustainably Feed the World by 2050*, Issue

Paper 58, April. Chair: Susan T. Ratcliffe, University of Illinois. April 5–6 rollout and presentations given by Susan Ratcliffe:

- April 5 afternoon presentation cohosted by CAST and CropLife America
- April 6 morning Senate briefing at the Russell Senate Office Building, Washington, D.C.
- April 6 seminar at noon in the Longworth Building for House staffers



Why Does Bee Health Matter? The Science Surrounding Honey Bee Health Concerns and What We Can Do About It, CAST Commentary QTA2017-1, June. Chair: Marla Spivak,

University of Minnesota. June 19 rollout and presentations (in conjunction with the Honey Bee Health Coalition) given by Marla Spivak:

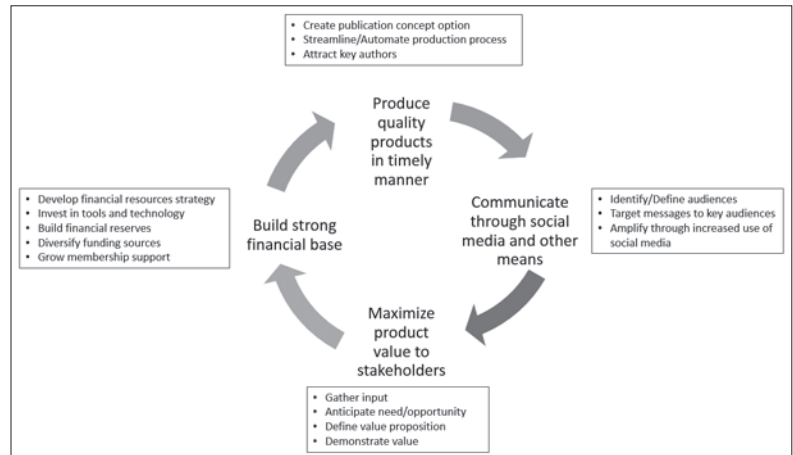
- Morning session with the National Council of Farmer Cooperatives in Washington, D.C.
- NC-FAR lunch seminar with staffers from the House of Representatives in the Longworth Building
- NC-FAR afternoon seminar with staffers from the Senate in the Russell Senate Office Building



Top left: Stephen Baenziger (standing) and Rita Mumm (sitting at table) at the *Plant Breeding and Genetics* presentation. Bottom left: Susan Ratcliffe presenting *Crop Protection Contributions toward Agricultural Productivity* at event hosted by CropLife America. Right: Kent Schescke, Marla Spivak, and Julie Shapiro (Honey Bee Health Coalition)

CAST continued to implement pieces of the 2016–2020 CAST Strategic Plan throughout 2017. Listed below are some examples of progress in 2017:

- Four Strategic Plan Implementation Teams were established, corresponding to the four areas depicted in the graphic at right. Each team was composed of a representative from each of the three work groups as well as a support member from the CAST office.
- A “Submit an Idea” button was added to the front of the CAST web page. This button enables anyone who views the web page to easily send a publication idea to CAST.
- Kylie Peterson, a recent Iowa State University graduate, was hired to expand the use of social media and help with CAST communications.
- A project prioritization order was established throughout the work groups and the CAST Board of Directors. Twice a year, the work groups decide on priorities regarding their own publications and the directors mesh those work group rankings along with their own to create an overall priority list of current “in the works” publications.



BORLAUG CAST COMMUNICATION AWARD

Dr. Jayson Lusk, Distinguished Professor and head of the Department of Agricultural Economics at Purdue University, was announced as the recipient of the 2017 Borlaug CAST Communication Award (BCCA) at the World Bank in Washington, D.C., on April 27. CAST

and Syngenta hosted the event, an afternoon that began with a presentation from 2016 BCCA winner Dr. Kevin Folta titled *Earn Trust Before Facts Can Flow*.

A consummate communicator who promotes agricultural science and technology in the public arena, Lusk uses multiple forms of media to advocate for science. As he explains how innovation and growth are critical for food security and global process, Lusk uses articles, editorials, and a popular blog to take complicated issues and make them more accessible to all.

On October 18, Dr. Lusk was honored at a World Food Prize side event where he gave a memorable keynote address: *The Future of Food*. After a breakfast sponsored by Syngenta, the session began with short remarks by CAST Executive Vice President Kent Schescke, World Food Prize President Kenneth Quinn, and Syngenta’s Dirk Drost. Julie Borlaug Larson, of the Norman E. Borlaug Institute for International Agriculture, spoke about her grandfather’s legacy and his connections with CAST. Dr. Helen Jensen of Iowa State University formally introduced the award recipient.

After the Borlaug CAST Communication Award sculpture was handed to Jayson Lusk, he began his speech by pointing out that he wanted to prove “an ag economist can be an effective and stimulating communicator.” He spoke of the need to consider an emerging food movement and how to engage consumers who mistrust tech and innovation. In an address that included facts and surveys, Lusk stressed the importance of engaging consumers and considering their values when communicating with the public.

Lusk’s colleagues praise him for his abilities to reach audiences outside the agricultural community and for his willingness

to engage in controversial food issues. He believes farmers, policymakers, and consumers need credible information to make informed decisions—he specifically wants an informed public to know more about important research by land-grant university students.

Following Lusk’s speech, the American Society of Agricultural and Biological Engineers (ASABE) organized a presentation and panel discussion—*Designing the Road out of Poverty: Ensuring Resource Access*. Dr. Stephen Searcy (Texas A&M professor and ASABE president) introduced the session. Moderated by Indrajeet Chaubey (Purdue), the panelists included David Baltensperger (Texas A&M), Margaret Catley-Carlson (World Food Prize Committee), Geoff Graham (DuPont Pioneer), Timothy Williams (International Water Management Institute), and Jayson Lusk. The gathering ended with a Q & A session, providing each speaker with an opportunity to provide specifics about what works best for sustainable food production.



Left: Jayson Lusk

Below: Indrajeet Chaubey, Margaret Catley-Carlson, Geoff Graham, Jayson Lusk, David Baltensperger, Timothy Williams, and Stephen W. Searcy



KEY

- ◇ Lifetime Member
- Millennium Club
- President's Club
- ▲ Friends of CAST Individual Member (includes retired and student)
- ♥ Loyalty Member (≥10 years of annual giving)

List as of December 31, 2017

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 Harry S. Prim, Jr., Gordon ◇
 Stanley Wilson, Auburn ◇

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 Roger D. Howard, Fountain Hills ◇
 Charles R. Krueger, Mesa ◇
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 W. Gerald Matlock, Tucson ♥
 Richard E. Stuckey, Surprise ◇
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 Olivia Caillouet, Fayetteville
 Mark Cochran, Little Rock
 David Gealy, Stuttgart ♥
 Marei Houper, Fayetteville

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 Claude Brown, Lodi ◇
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 Alexandra Duval, San Luis Obispo
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 Yuanhui Fu, Walnut
 Paul Gepts, Davis
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Zane Helsel, Ewing ♥
Melvin R. Henninger, East Windsor ♥
Larry S. Katz, New Brunswick ♥
Daniel Kunkel, Princeton
Donald Schaffner, Freehold ♥

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Robert Hagevoort, Clovis ♥

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Gary Bergstrom, Ithaca ♥
Catherine Bertini, Syracuse ◇
Karyn Bischoff, Lansing ♥
Keith Fairbank, Ashville ◇
Russell R. Hahn, Groton ◇
Conor McCabe, Ithaca
Cassandra Orndorff, Brooktondale
Xueting Pan, New York
Marvin Pritts, Ithaca ♥
William J. Prokop, Tully ◇
Joe M. Regenstein, Ithaca ♥
Norman Scott, Ithaca
Michael L. Thonney, Ithaca ♥
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Markus Andres, Chapel Hill ♥
Garth W. Boyd, Holly Ridge ◇
Harold Coble, Cary ◇
Carl R. Crozier, Plymouth ♥
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Walter Fehr, Chapel Hill ◇
Robert E. Holm, Holly Springs ♥
Lee-Ann Jaykus, Durham
Lisa Johnson, Raleigh
David R. Lineback, Southport ◇
Richard L. Lower, Wake Forest ♥
Carroll Moseley, Greensboro ♥
Ishwar Murarka, Raleigh ◇
George C. Naderman Jr., Cary ♥
Katharine B. Perry, West End ◇
Odis Wayne Robison, Raleigh ◇
Joseph F. Schuh, Raleigh ♥
Sally Shaver, Cary
R. Wayne Skaggs, Raleigh ◇
Barrett Slenning, Pittsboro ♥
Ronald E. Sneed, Raleigh ♥
Charles D. Sopher, Washington ◇
Charles Stuber, Raleigh ♥

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- ◇ Lifetime Member
- Millennium Club
- President's Club
- ▲ Friends of CAST Individual Member (includes retired and student)
- ♥ Loyalty Member (≥10 years of annual giving)

List as of December 31, 2017

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 Dana Wise, Charlotte
 A. Douglas Worsham, Scottville ♥

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 Hiram M. Drache, Fargo ♥
 Brian Jenks, Minot ♥
 Codee Lee, Fargo
 Calvin G. Messersmith, Fargo ◇
 James L. Ozbun, Dickinson ◇
 Thomas Peters, Fargo ◇
 James A. Staricka, Williston ♥
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 Austin Clark, Columbus
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 Travis Lichtensteiger, Ohio City
 John H. Litchfield, Worthington ♥
 Phil Lowe, Beverly
 Gabe Middleton, Orrville
 Eric K. Nelson, Marysville ◇
 Danyi Qi, Columbus
 Kelly Quesinberry, Gahanna
 Madeline Rohl, Columbus
 Tricia Schoen, Bellevue
 Eric Shaver, Berlin
 Meghan Studds, Columbus

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 Cally Webster, Hilliard
 Richard Wiley, Wooster
 Kelsey Willis, Marysville
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 Zhengxia Dou, Kennett Square
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 Troy Wakefield Jr., Nashville ◇
 Dennis R. West, Knoxville ♥

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 Charles Cobb, Hereford ◇
 Carl E. Coppock, San Antonio ♥
 Gary L. Eilrich, Willis ▲♥
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 L. R. Sprott, College Station ♥
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 Julie Smith, Burlington ▲

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 Mahlon A. Burnette III, Great Falls ◇
 Richard Crowder, Alexandria
 Bernadette Dunham, Hume ♥
 Joseph D. Eifert, Blacksburg ♥

Robert Evans, Harrisonburg
 Barbara Glenn, Arlington ♥
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 Arlene Hamburg, Reston
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 Candi Kelly, Blacksburg ◇
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 Don Vondriska, Richmond ◇
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 Bal Krishen Bhat, Seattle ♥
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BRAZIL

Fabio Yoshio Kagi, San Paulo, SP

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 BC ◇
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 Alison Sunstrum, Airdrie, AB □
 John Vanderstoep, Surrey, BC ♥

CROATIA

Jasmina Lukac Havranek, Zagreb ◇

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 Hyderabad, Telangana
 Krishnakumar N, Coimbatore, Tamil
 Nadu

KENYA

Buke Galma, Nairobi

MEXICO

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Leon Gorris, Vlaardingen ◇

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Akin Adesina, Abuja ◇
 Oluranti Lawal, Akure

PAKISTAN

Taqi Raza, Mian Channu
 Muhammad Masoom ul Hussan
 Rehan, Faisalabad, Punjab

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Khanyisa Ndlve, Johannesburg

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Tara Elliott, Belfast
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- Gary Thompson—Associate Dean for Research/Graduate Education Director, PA Agricultural Experiment Station, Penn State College of Agricultural Science

CAST®

INDIVIDUAL MEMBERSHIP OPTIONS

- **Lifetime Member:** \$2,500/contribution or pledge
- **Millennium Club:** \$1,000/calendar year
- **President's Club:** \$500/calendar year
- **Friends of CAST:** \$250/calendar year
- **Individual Member:** \$100/calendar year
- **Retired Member:** \$60/calendar year
- **Young Professional:** \$35/calendar year
- **Student Member:** \$0/calendar year

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- With your generous support, CAST will continue to strengthen its position at the international forefront of science communication.
- Receive *Friday Notes* and electronic material.
- Receive CAST's publications and "members only" website access.
- CAST is a qualified 501(c)(3) tax-exempt organization. Therefore, your membership may qualify as charitable contributions under IRS guidelines.

Join online today @ cast-science.org.

Most Requested CAST Publication in Last Six Years—*Herbicide-resistant Weeds Threaten Soil Conservation Gains: Finding a Balance for Soil and Farm Sustainability*

Most Viewed CAST Video in Last Six Years—*Animal Feed vs. Human Food: Challenges and Opportunities in Sustaining Animal Agriculture Toward 2050*



CAST staff members enjoyed a day away from their desks to get the grounds ready for spring/summer.

MEMBER SOCIETIES

American Association of Avian Pathologists
 American Association of Bovine Practitioners
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 American Dairy Science Association
 American Meat Science Association
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 American Society for Nutrition Nutritional Sciences Council
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 Northeastern Weed Science Society
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 Weed Science Society of America
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ASSOCIATE SOCIETIES

Association of American Veterinary Medical Colleges
 Midwest Poultry Federation
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Agricultural Institute of Canada
 National Coalition for Food and Agricultural Research

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 American Registry of Professional Animal Scientists
 American Seed Trade Association
 American Sheep Industry Association
 American Society of Sugar Beet Technologists
 Animal Agriculture Alliance
 Animal Health Institute
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 Association of Texas Soil and Water Conservation Districts
 Biotechnology Innovation Organization
 California Citrus Quality Council
 California Farm Bureau Federation
 Council for Biotechnology Information
 CropLife America
 Farm Foundation
 Illinois Crop Improvement Association
 Indiana Crop Improvement Association, Inc.
 Indiana Soybean Alliance
 Innovation Center for U.S. Dairy
 International Plant Nutrition Institute
 Iowa Beef Industry Council
 Iowa Corn Promotion Board
 Iowa Farm Bureau Federation
 Iowa Pork Producers Association

Mid America CropLife Association
 National Alfalfa & Forage Alliance
 National Association of Animal Breeders
 National Chicken Council
 National Corn Growers Association
 National Cotton Council of America
 National Grain and Feed Association
 National Milk Producers Federation
 National Pork Board
 National Renderers Association
 North Carolina Biotechnology Center
 Pennsylvania Pork Producers Council
 Rice Research Board
 Southern Crop Production Association
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 The Fertilizer Institute
 United Soybean Board
 United States Animal Health Association
 U.S. Poultry and Egg Association, Inc.
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 Kansas State University
 Land O'Lakes, for support of National Association of Agricultural Educators
 Mississippi State University
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 North Carolina State University
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 USDA–Animal and Plant Health Inspection Service

2017 REVENUE SOURCES



2017 EXPENSES

PROGRAM SUPPORT 31%

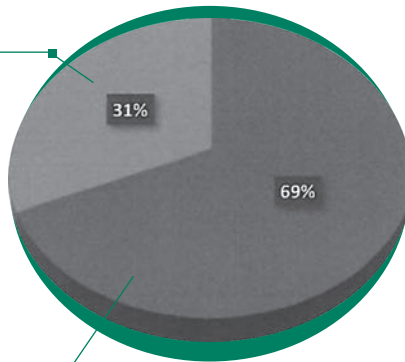
- 5% Borlaug CAST Communication Award
- 16% Unrestricted Fund
- 1% Designated Publication Support

GOVERNMENT GRANTS

- 3% CRIS Grant
- 6% ARS and APHIS Grants

MEMBERSHIP 69%

- 5% Individual Memberships
- 27% Company Memberships
- 17% Nonprofit Memberships
- 12% Education/Subscriber Memberships
- 8% Society and Associate Society Memberships



DEVELOPMENT EXPENSE 7%

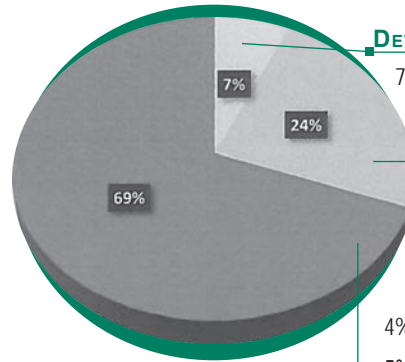
- 7% Membership Recruiting and Development

PROGRAM EXPENSE 24%

- 13% CAST Publication Payroll
- 2% Borlaug CAST Communication Award Payroll
- 4% Direct Publication Expenses
- 5% Travel: Officers, Staff, BCCA, Publications, and Other

ADMINISTRATIVE EXPENSE 69%

- 52% Payroll Salaries Expense
- 16% Office Expense
- 1% Depreciation Expense



SOCIAL MEDIA

- Website (cast-science.org)
- Blog (cast-science.blogspot.com)
- Facebook (@CASTagScience)
- Twitter (@CASTagScience)
- LinkedIn (<https://www.linkedin.com/company/council-for-agricultural-science-and-technology-cast->)
- Pinterest (pinterest.com/castagscience)
- YouTube (youtube.com/user/CASTagScience)



The number of followers for CAST's Twitter account reached 6,000 and our Facebook followers moved past the 1,000 mark in 2017.

During 2017, CAST published 67 blog posts resulting in more than 35,000 views.



2017 CAST staff: (first row from left) Colleen Hamilton, Gale Osborne, Dan Gogerty; (second row) Kent Schescke, Melissa Sly, Kylie Peterson; (third row) Carol Gostele; (inset) Ellen Jasper and Mikayla Dolch.

CONTACT



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Ames, IA 50014-3447

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MISSION

CAST, through its network of experts, assembles, interprets, and communicates credible, balanced, science-based information to policymakers, the media, the private sector, and the public.



CAST 2017 website visits

VISION

A world where decision making related to agriculture and natural resources is based on credible information developed through reason, science, and consensus building.

