CAST
1972-2012

Remembering Our Past ~ Ensuring Our Future
~ Remembering Our Past ~ Ensuring Our Future ~

CAST: Meeting the Need To Be Well Informed

More than ever before, it’s important—and difficult—to be well informed. And that certainly applies to the rapid advancements being made in agricultural science. With the continuing pressures for more regulations to restrict agriculture, each of us must work doubly hard to be certain of the scientific facts that are a part of public policy decision-making. The Council for Agricultural Science and Technology (CAST) was formed by agricultural scientists to meet this need.

—B. P. Cardon, CAST President
July 1976

This message about CAST and its importance to agricultural science might well have been composed recently by an advocate of this organization as CAST prepares to celebrate its 40th anniversary. However, these words were written 35 years ago when the Council for Agricultural Science and Technology was only in its fourth year of existence. Since its founding in 1972, CAST and the many scientists it represents have provided a strong, consistent source of information about food and agricultural science through publications, presentations, and outreach. Recently, social media activities have been added to the mix. CAST has partnered with many outstanding organizations, both private and governmental, to communicate science-based information to a widening audience of its stakeholders: legislators, regulators, policymakers, the media, the private sector, and the public.

This booklet has been prepared on the occasion of CAST’s 40th anniversary to showcase some of the highlights of the organization and its members. A lot has happened in 40 years, so these pages represent, by necessity, only a glimpse into the history of CAST.

The theme for this anniversary acknowledges both what lies behind and what lies ahead for CAST: Remembering Our Past ~ Ensuring Our Future. We hope you will enjoy the celebration and will help CAST continue to reach out into the future.

The CAST Staff (from left to right):
Back row: Melissa Sly, Carol Gostele, Dan Gogerty, John Bonner, Linda Chimenti, Gale Osborne. Front row: Sally Gorenz, Alec Kestel

Council for Agricultural Science and Technology. 2011.
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Dr. Borlaug, one of only five people in history to be awarded the Nobel Peace Prize, the Presidential Medal of Freedom, and the Congressional Gold Medal, was a promoter of CAST since its founding in 1972. His remarks on behalf of CAST at the initial CAST–Industry meeting in 1973 later appeared as CAST’s first published paper, and articles on Borlaug’s life and work have appeared in several CAST publications through the years.

Dr. Borlaug received CAST’s first “Distinguished Achievement Award in Food and Agricultural Science” as part of CAST’s 10-year anniversary. On that same occasion, a tree was planted in his honor on the ISU campus, where it continues to grow and mature. In 1998 as part of an American Crop Protection Association’s Annual Meeting (now CropLife America), CAST presented a special trophy to Dr. Borlaug commending him for his scientific and humanitarian contributions to reduce the extent of hunger and starvation.

In April 2005, CAST presented the Charles A. Black Award to Dr. Borlaug for his outstanding achievements as a scientist, educator, and communicator. Dr. Borlaug participated in an Open Forum with other guest speakers and later made a presentation to CAST Board Members and guests during which he voiced his continued support for the work CAST is doing.


“Let me say that it is a real pleasure for me to see the progress that CAST has made.... I hope that more of our scientific societies will see the light and join CAST and participate. We need to pool our scientific knowledge as well as our cultural knowledge. I think that membership in CAST is a long step forward toward achieving that.... I have watched with delight the vacuum that has been filled by CAST in presenting soundly based scientific publications covering a vast array of subjects that relate to agriculture and animal industry.”

—Norman E. Borlaug
CAST’s 10th Anniversary (1982).
A planning committee is convened by the National Research Council of the National Academy of Sciences to discuss “The Role of Agricultural Scientific Societies” (1970).

Representatives of 16 scientific societies meet to discuss the new organization and decide on a name: Council for Agricultural Science and Technology (CAST). Seven societies vote to become members of CAST (1971).

CAST is chartered as a nonprofit organization. CAST releases its first Special Publication, Directory of Environmental Scientists in Agriculture, and distributes 5,000 copies to news media, government officials, and other opinion leaders (1972).

CAST is introduced as a new organization at the John Deere Administrative Center, Moline, Illinois. Norman Borlaug’s presentation at the meeting becomes CAST Paper No. 1. The first Board of Directors Meeting is held in Bettendorf, Iowa, and Report No. 1 is published. CAST conducts a “Pesticide Dial-ogue” with a group of 20 scientists answering telephone questions from all over the United States (1973).

The first issue of News from CAST is published. CAST’s “Operational Guidelines” are approved, and a Budget and Finance Committee is organized (1974).

The first of CAST’s six annual “Food Day Dial-ogues” is held (up to 1,800 questions are received by 28 scientists). CAST cosponsors news conferences in major cities to call public attention to facts about food. The Executive Committee meets in Ames, Iowa, for the first time (1975).

The first Comments from CAST item is published. CAST arranges for a scientist to participate in a Little Rock, Arkansas, television program concerning application of 2,4,5-T in national forests of the state. Representatives of CAST and the Task Forces for Reports No. 47 and No. 59 speak at an Environmental Protection Agency hearing on banning of chlordane and heptachlor (1976).
The CAST Board forms three new committees—Long-Range Planning; Education; and Communications and News Media Relations—and appoints a Washington Liaison. Four cooperating agricultural organizations are offered ex officio representation on the Board. CAST hosts an “Energy Conservation in Agriculture” symposium in Kansas City, Missouri. The first edition of Annual Meeting Dates and Sites of Member Societies of CAST is published (1977).

An episode of the “Country Day” television program features CAST. The first edition of Publications of the Council for Agricultural Science and Technology and Its Member Societies is published. CAST representatives meet with an official of the U.S. Department of Agriculture–Animal and Plant Health Inspection Service to discuss ways of getting more objective scientific information into decision making in the USDA. CAST hosts a reception for leaders of agricultural groups and government officials in Washington, D.C. (1978).

The Board meets in St. Louis, Missouri, and holds a forum to review the guidelines for the Task Force process and other operational procedures of CAST. Charles A. Black retires from Iowa State University and becomes a full-time employee of CAST, completing the goal of establishing a fully independent organization. CAST creates an exhibit to display its publications and activities (1979).

Charles A. Black is generally recognized as not only the primary founder of CAST, but also its “moving spirit” from its inception in 1972 until he retired from the Board in 1988. Dr. Black’s vision was to get accurate agricultural information from food and agricultural scientists to congressional committees, governmental agencies, and the media. At a 1970 meeting of the Agricultural Board of the National Academy of Sciences–National Research Council, Dr. Black was appointed chairman of a five-member planning committee charged with pursuing the idea of “an independent association of the agricultural science societies.”

CAST was organized in 1972 with Dr. Black as its first president. Under his leadership, CAST grew to include 25 scientific societies and more than 3,500 members. During his tenure as President, and then Executive Vice President, CAST published close to 100 major reports, including reports on dietary goals of U.S. citizens, antibiotics in animal feed, the effects of regulation on the development of agricultural chemicals, water and energy use in agriculture, and principles of carcinogenicity in foods.

Until his death in 2002, Dr. Black was a lifelong advocate of the role of science in public policy decision making. In his honor, CAST established the Charles A. Black Award in 1986. Dr. Black was the first recipient of this award, which was presented annually for 23 years.

“We need to re-examine continually, in the light of current circumstances, what we are doing in agriculture.... If we temper our observations with realism, they can provide valuable guidance for the future.”

—Charles A. Black
Letter to U.S. Secretary of Agriculture Bob Bergland
October (1977)
CAST hosts its first Congressional breakfast for members and staffs of the Senate and House Agriculture Committees, the subcommittees on Agricultural Appropriations, and the Office of Technology Assessment. CAST establishes State Liaison Representatives and sponsors a first workshop in New Orleans, Louisiana, and a second one in Madison, Wisconsin. The Board procedures are reorganized, placing emphasis on conducting business through an expanded committee structure (1980).

The Executive Committee meets in Dallas, Texas, and begins a program of periodic attendance of CAST officers at the annual meetings of member societies. CAST hosts a reception for agribusiness leaders in the Dallas area. CAST begins charging nonmembers for its publications (1981).

Twenty-three people contributing $100 or more annually are recognized by Century Club membership. The Board meets in Ames, Iowa, to celebrate CAST’s 10th Anniversary with special events and guest speakers. The first “Distinguished Achievement Award in Food and Agricultural Science” is presented to Norman E. Borlaug. Board members vote to launch a magazine for high school science teachers, titled Science of Food and Agriculture (1982).

Report No. 98, The Emerging Economics of Agriculture: Review and Policy Options, is released by the Joint Economic Committee at a hearing in Washington, D.C. A new category designated as "Lifetime Membership"—later named “Cornerstone Club”—is approved by the Board. The first issue of Science of Food and Agriculture is printed and distributed to 12,000 high school science department heads nationwide; the magazine is funded on a special grants basis for a three-year period (1983).

During a Board of Directors meeting at the University of Georgia, the staff is authorized to computerize the CAST office and to move ahead with a survey of congressional members and staff regarding CAST publications (1984).

- CAST continues its tradition of hosting congressional breakfasts; this year marks the seventh annual event. The Board authorizes an expanded-distribution magazine project (1986).


- A site visit team from the Board of Directors meets in Ames, Iowa, to evaluate the management of CAST. News releases on two subjects—bovine somatotropin and President Bush’s food safety plan—are written and submitted to Congress, the news media, and other selected groups (1989).

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CAST’s 10-Year Anniversary

Although CAST’s official 10th Anniversary was in May of 1982, the celebration was held July 29, 1982, in conjunction with CAST’s semi-annual Board of Directors Meeting in Ames, Iowa, at the Memorial Union on the ISU campus. Several activities were scheduled for the July celebration, including the following:

- A special ceremony honoring Dr. Norman Borlaug, Nobel Peace Prize winner and charter CAST supporter, at which a scarlet oak tree recently planted on the ISU campus and an accompanying marker were dedicated in his honor

- Presentation of CAST’s first “Distinguished Achievement Award in Food and Agricultural Science” to Dr. Borlaug

- A news conference for Dr. Borlaug following the dedication ceremony and a luncheon at which ISU’s Associate Dean of Agriculture welcomed the CAST Board of Directors to campus

- The 10th Anniversary banquet, at which Dr. Borlaug was the guest speaker, addressing CAST members and guests on “The Place of Science in the Policymaking Process”

In addition,

- A summary of CAST activities during the first 10 years, with photos and bios of CAST Presidents, was published in the May 1982 issue of NEWS from CAST;

- A photo spread/narration was published in the July 1982 issue of NEWS from CAST highlighting important events in CAST’s 10-year history;

- A special CAST display featuring photographs and brief biographies of the first ten Presidents of CAST was developed.
CAST Members contribute more than $24,000 for new CAST Office computer equipment to assist in handling publications, membership records, and administration; a new IBM computer system is installed (1990).

Under contract with the USDA, CAST publishes Report No. 119, Preparing U.S. Agriculture for Global Climate Change; the report is used at the United Nations Conference on Environment and Development held in Rio de Janeiro, Brazil. The Executive Committee sends a letter to Senator Tom Daschle, chair of the Agricultural Research and General Legislation Subcommittee of the Senate Committee on Agriculture, Nutrition and Forestry, in support of the National Research Initiative (1992).

A new series of publications, called Issue Papers, is approved and the first paper is published: Admissible Scientific Evidence in Court. CAST moves to its newly remodeled building at 4420 W. Lincoln Way, Ames, Iowa, and holds a ribbon-cutting ceremony. CAST participates in a Food Biotechnology Conference in Washington, D.C., with the Institute for Science in Society. Senator Charles Grassley requests names of scientists to serve on an Office of Technology Assessment advisory panel (1993).

CAST establishes a Washington presence to provide publications and facilitate contacts to congressional staff. The CAST President testifies before the Food Safety Breakout Session of the National Science and Technology Council’s Health, Safety, and Food R&D Committee (1994).

The first CAST Digest is published, and the first CAST website is launched. CAST participates in a conference on “Sustainable Agriculture and the 1995 Farm Bill” and initiates a program called “Scientific Societies: Conversations on Change.” CAST introduces a new logo, including the motto “The Science Source for Food, Agricultural, and Environmental Issues” (1995).

CAST submits testimony to the Senate Committee on Agriculture, Nutrition and Forestry addressing the Delaney Clause. CAST adds text of some of its publications to the website and begins sending out e-mail newsletters (“CAST Update”) to leaders of member societies. CAST sponsors two briefings for congressional staff on trade and agriculture issues (1996).

International Dimensions” and publishes the proceedings. CAST partners with the American Bar Association’s Section of Natural Resources, Energy, and Environmental Law on the first of a series of roundtables (1997).

- Meyers & Associates, a government relations/business consulting firm, is hired to represent CAST in Washington, D.C. Announcements of new publications and occasional updates are distributed through e-mail listservs. CAST cohosts a climate change workshop, “Carbon Sequestration in Soils: Science, Monitoring, and Beyond.” CAST provides written testimony to the USDA regarding research prioritization questions raised by the Initiative for Future Agriculture and Food Systems (1998).


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CAST's 25-Year Anniversary

In May, the ISU Department of Agriculture hosted a reception for CAST in recognition of CAST’s 25th year. CAST members from across Iowa, Iowa State University faculty and students, and CAST staff weathered a windy day and threatening sky for the outdoor formal reception. Other activities during 1997 included the following:


- CAST produced a commemorative 25th anniversary publication, Charting the Course to Science-Based Public Policy. The publication featured comments from many past presidents of CAST.

- Three new societies joined CAST in 1997. With 36 member societies, CAST represented the broadest range of professional organizations in its history.

- 247 CAST Members accepted the challenge to upgrade their membership to the Century Club level.
CAST has an impressive record of publications since its founding in 1972. The earliest type of publication, known simply as **CAST Papers**, comprised a series of 16 documents published between 1973 and 1983. **Special Publications** began in 1972 and continue today with No. 30. **Task Force Reports** have been the mainstay of CAST publications from No. 1 in 1973 through No. 141 in 2004, and two more TF Reports are currently in development. **Comments from CAST** was a series of 61 papers published between 1976 and 1994. The now-familiar **Issue Paper** format began in 1993 and is ongoing at No. 47. The newest type of publication, the quick-turnaround **CAST Commentary**, began in 2003 and the seventeenth Commentary is currently in process.

In addition, from 1983 to 1994, CAST published the **Science of Food and Agriculture**, a semi-annual science magazine for high school students, and **NewsCAST** was published from 1973 to 2006. Add to all these the production of Annual Reports, **Friday Notes**, marketing flyers, news releases, and many individual communication pieces and it is clear why, over the years, the editorial department of CAST has always been a busy place!
1972–2012

CAST 1972–2012 Remembering Our Past ~ Ensuring Our Future

Issue Papers

- IP1–IP47+
- July 1993–ongoing
- Narrowly focused on a topic, or providing an overview of a larger topic
- 8 to 24 pages with a limited number of literature citations
- Written by a Task Force of authors and reviewers
- Available in hard copy to CAST membership and policymakers
- Accessible free of charge to all users on the CAST website

Science of Food and Agriculture

- 1983–1994
- Magazine for high school teachers
- Distributed to approximately 16,000 U.S. high school science departments

Science of Food and Agriculture

NewsCAST (formerly NEWS from CAST)

- Vol. 1 No. 1–Vol. 33 No. 1
- April 1974–Spring/Summer 2006
- News items, Board updates, photos
- A record of CAST activities and publications
- A way of communicating with CAST’s membership

CAST Commentaries

- December 2003–ongoing
- Brief, 2- to 8-page statements
- Known as “Quick-Turnaround” papers
- Timely response by CAST scientists to current issues
- Accessible free of charge to all users on the CAST website

Annual Reports

- 1979–2010+
- Report from the CAST Executive Vice President to members and stakeholders
- Yearly highlights, including publications released
- Letters from CAST administrators
- Membership lists
- Accessible free of charge to all users on the CAST website
CAST is chartered in Iowa as a nonprofit corporation for “charitable, educational, and scientific purposes.”

1972

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1973

CAST hosts the first of six annual “Food Day Dialogues,” during which more than two dozen scientists answered approximately 500 telephone calls from students on subjects of food production, the environment, and agricultural chemicals.

1974

CAST produces a television news film clip based on Task Force Report No. 53, *Effect of Increased Nitrogen Fixation on Stratospheric Ozone*, to give Americans a more accurate understanding of the problem. The clip is sent to news directors of 150 TV stations in major metropolitan markets.

1975

CAST, now composed of ten member societies, holds its first Board of Directors Meeting, in Bettendorf, Iowa.

1976

CAST grows to become a consortium of 25 food and agricultural science societies. The Communications and News Media Relations Committee is reorganized into the Membership Advisory Committee.

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1978

CAST officially moves from the Agronomy Building to the Memorial Union on the Iowa State University (ISU) campus.

1979

CAST publishes the names of the 4,484 individual members of CAST in the May issue of *NEWS from CAST*.

1980

CAST establishes a network of State Liaison Representatives—individual members who assist in membership/information work. The first Regional Workshop for State Liaison Representatives is held in New Orleans, Louisiana.

1981

CAST officially moves from the Agronomy Building to the Memorial Union on the Iowa State University (ISU) campus.

1982

CAST celebrates its 10th Anniversary with special events in Ames, Iowa. The first Distinguished Achievement Award in Food and Agricultural Science is presented to Norman E. Borlaug.

1983

CAST establishes the Charles A. Black Award, designed to recognize exemplary contributions to public understanding of food and agricultural science; Charles Black is the first honoree.

1984

The CAST Washington representative position (created in 1977 as a volunteer appointment) becomes a part-time staff function.

1985

CAST relocates its office from the ISU campus to 137 Lynn Avenue, Ames. Charles Black becomes Executive Chair of the Board and a new Executive Vice President is chosen for CAST.

1986

CAST enters into an agreement with the U.S. Trade and Development Agency to coordinate a U.S.–China food and agricultural biotechnology program and dialogue.

1987

CAST publishes the names of the 4,484 individual members of CAST in the May issue of *NEWS from CAST*.

1988

CAST moderates a panel for a USDA regional conference on “Agricultural Biotechnology and the Public.”

1989

Four new work groups are established within the Board of Directors: Crop and Soil Sciences, Animal Sciences, Plant Protection Sciences, and Food Sciences and Agricultural Technology.
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CAST moderates a panel for a USDA regional conference on "Agricultural Biotechnology and the Public."

The U.S. House Agriculture Committee requests a complete library of CAST publications.

CAST establishes a Biotechnology Outreach Program designed to enhance public understanding of agricultural and food biotechnology and related science issues.

CAST organizes and hosts two major symposia: "Biotechnology-derived, Perennial Turf and Forage Grasses" and "Management of Pest Resistance."

CAST enters into an agreement with the U.S. Trade and Development Agency to coordinate a U.S.–China food and agriculture program and dialogue.

CAST receives federal approval for its trademark and registers its logo.

CAST launches an improved, more user-friendly website that can be easily updated to accommodate news and new publications.

CAST undergoes an organizational restructuring and a Board of Trustees is formed in cooperation with the Board of Directors and Board of Representatives.

CAST joins the world of social media with the introduction of CAST videos on YouTube and SchoolTube, as well as a Blog and a presence on Twitter.

The ClustrMap is added to the CAST website to track and display the location of worldwide hits to the website.

CAST begins translations of some publications into Spanish.

CAST’s weekly electronic newsletter, Friday Notes, gets a make-over that includes new, enhanced formatting and an expanded coverage of weekly agricultural news.

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CAST in the 2000s

- CAST establishes a Food and Agricultural Biotechnology Program. CAST and the Institute for Conservation Leadership launch a joint program funded by the W. K. Kellogg Foundation. A series of “Shared Leadership Workshops” is initiated. CAST hosts a symposium on “Agricultural Biotechnology in the Global Marketplace” (2000).

- Twenty-six scientists from academia and professional societies participate in the three-day CAST Biotechnology Communicators’ Summit. CAST hosts a teleconference regarding studies on the impact of Bt corn pollen on monarch butterflies. CAST establishes an office in Washington, D.C., and maintains the Ames office (2001).

- CAST enters into an agreement with the U.S. Trade and Development Agency to coordinate a U.S.–China food and agricultural technology program. CAST publishes a report on biotechnology-derived crops for the United Soybean Board. Task Force scientists participate in an Urban Agriculture Symposium at Texas A&M University (2002).


- Norman Borlaug is honored at the Charles A. Black Award dinner, and he participates in a special forum on the state of international agriculture. John Bonner joins CAST as its new EVP/CEO. CAST begins a series of translations of Issue Papers and Commentaries into Spanish and widens its publication distribution (2005).

- CAST sponsors a workshop on “Water Quality and Quantity Issues for Perennial Grasses in Urban Landscapes.” Publication releases include two Commentaries on avian influenza, translation of an Issue Paper into Vietnamese, and four new Issue Papers within a three-week period. The first CAST Champion Award is presented. CAST starts a Graduate Student Educational Program and hosts “Desk-side Briefings” for media personnel to speak with scientists (2006).

- CAST observes its 35th Anniversary with a celebratory meeting in Ames, burning the mortgage for the current location, touring several Iowa State University labs, and hosting a reception for numerous guests. Feedstuffs Foodlink agrees to list CAST publications as resources on its website and the Journal of Poultry Science publishes an article about CAST. CAST applies for a federal trademark on the use of its name and starts the practice of sponsoring the National Ag Day Student Essay Contest (2007).

- A ClustrMap is added to the website to track the frequency of online visits globally. CAST begins offering its Issue Papers free. CAST receives federal approval for its trademark and registers its logo. CAST expands the practice of training Iowa State students in the business world—student interns receive practical, relevant training that relates to their major. Word-of-mouth recommendations from departing CAST students prompt numerous applications for soon-to-be-vacant jobs (2008).

- CAST publishes an official response to the H1N1 influenza outbreak and distributes it to a wide audience of organizations, societies, government agencies, media outlets, and individuals. In conjunction with its Fresh Produce Commentary, CAST contracts with the Capital Media Group to videotape the presentation by William McGlynn and produce a series of shorter videos for use on the CAST website, school and farm network stations, and social media sites. Senator Tom Harkin provides a personal taped endorsement of CAST publications that is merged into the shorter videos (2009).


A common publication rollout venue for CAST in the 2000s became the National Coalition for Food and Agricultural Research (NC-FAR) luncheons held in Washington, D.C., on Capitol Hill. CAST has rolled out 21 of its publications at these Lunch-N-Learn seminars, a cooperative effort between CAST EVP/CEO John Bonner and NC-FAR Executive Director R. Thomas Van Arsdall.

Following is a list, by year, of the number of CAST publications rolled out at NC-FAR Lunch-N-Learn seminars:
- 2007 — 4
- 2008 — 5
- 2009 — 6
- 2010 — 3
- 2011 — 3 (through September)

Many Washington, D.C., rollouts also took place at USDA “Diverse Voices in Agriculture” seminars and various other stakeholder venues.

Taking Its Message to Washington

(Above left) Audience members at an NC-FAR Lunch-N-Learn in June (2011).

(Left) Left to right: NC-FAR Executive Director Tom Van Arsdall, Task Force Chair and Speaker Bernaly McLaughley, CAST EVP/CEO John Bonner at an NC-FAR presentation in the Longworth Building (2009).
CAST Website

www.cast-science.org

CAST first began distributing some of its information over the Internet in the early 1990s; by 1995, more than 100 CAST documents and links to scientific societies and public policy sites were available through an Internet host. In 1995–1996, CAST introduced its own website (www.cast-science.org), where Task Force Reports, Issue Papers, and information on CAST activities were available to view and download. In spring 2003, CAST unveiled a newly remodeled homepage, and significant updating and development occurred in 2004 and 2006. A redesign of the website occurred in 2007.

A significant upgrade took place early in 2011 that did away with the obsolete programming language that had been used before that time. Features of the new website include the following:

- is easier to manage administratively
- presents a clean look
- is simpler to navigate and search
- offers a shopping cart
- has password-protected pages and information accessible to members only
- offers a donation option
Social Media

The expanded use of social media allows CAST to reach an extended audience that otherwise would have been virtually unattainable, thereby considerably boosting recognition of CAST’s science-based agricultural information. At the close of 2009, CAST developed a social media strategy that was officially rolled out in a February 2010 edition of *Friday Notes*.

**Twitter**
- Under the name CASTagScience, CAST began building recognition among producers, companies, associations, and other individuals in the social media spectrum.
- In March of 2010 CAST began its participation in the weekly AgChat discussion. AgChat is a moderated Twitter conversation for people associated with the agriculture industry to share viewpoints and ideas about the diverse issues impacting agriculture.
- Throughout 2010, CAST became increasingly more involved in the AgChat discussions and developed a significant network within the continually growing AgChat community.
- As a result, by April 2011 CASTagScience had more than 1,000 followers on Twitter, with more than 700 of those follows having been established since June of that year.
- The TweetStats chart shows CAST Twitter traffic for 2010 alone.

**Blog**
- Since its inception in 2010, there have been close to 50 blog posts.
- In November 2010, CAST was given the opportunity to be a guest blogger for an Elanco blog, “Plenty to Think About,” in which the Borlaug CAST Communication Award was highlighted.

The ClustrMap presents the broad impact that CAST publications and activities are having around the world. This is continually updated on the CAST website as locations log on. Since January 2008, more than 115,300 visits have occurred.

**Video**
- CAST established a “one-stop shop” on SchoolTube in May 2010, where people can view all of CAST’s educational videos on the same site as well as share the channel and post comments to CAST.
- The CASTagScience channel on YouTube was also established, and the subscriber list is growing.
- Videos available on the CAST website include *The Science and Regulation of Food from Genetically Engineered Animals; Probiotics in Human Health; Water, People, and the Future: Water Availability for Agriculture in the United States; and Food Safety and Fresh Produce: An Update*.

**Google Places**
- In June 2010, CAST officially established a profile on Google Places. Throughout 2010, CAST has had more than 3,000 impressions via Google and Google Maps due to the Google Places profile.

CAST Blog:  
www.cast-science.blogspot.com

CAST Twitter:  
www.twitter.com/CASTagScience

CAST SchoolTube:  
www.schooltube.com/user/CAST

CAST YouTube:  
www.youtube.com/user/CASTagScience

Senator Harkin introduces CAST Commentary Food Safety and Fresh Produce: An Update.
Where CAST Began

Located at the confluence of the Skunk River and Squaw Creek in Story County, Ames is nearly at the geographical center of the state. The town was established in 1864 to serve the Cedar Rapids and Missouri River Railroad. It was incorporated in 1869 and named after Oakes Ames, a Massachusetts congressman and friend of the railroad president, who traveled to the Midwest to explore railroad expansion possibilities.

Development of Iowa State University

Shortly before this, in 1858, the Iowa General Assembly established the Iowa Agricultural College and Model Farm, situated about 2 miles west of Ames. The impetus for the Assembly’s action dates back to 1853 when it was petitioned for an agricultural research facility. The school was later designated the first land-grant college in the United States when Iowa became the first state to accept the terms of the federal Morrill Act in 1862, awarded to the school in 1864. The institution officially opened in 1869, became a state college in 1898 (Iowa State College of Agricultural and Mechanic Arts), and achieved university status in 1959. The campus officially became part of Ames when the town annexed it in 1893.

Three boys pose with their exhibition cows in the field northeast of Main Hall (present site of Beardshear Hall), circa 1899. The boys belonged to one of the precursors of the 4-H Club. Photo courtesy of Farwell T. Brown Photographic Archive, Ames Public Library.

People and Programs of Distinction

Known today as Iowa State University of Science and Technology (ISU), the school has given us agricultural greats such as George Washington Carver (plant and peanut scientist), Henry A. Wallace (Pioneer Hi-Bred founder, U.S. Secretary of Agriculture, and third-term vice president to Franklin D. Roosevelt), and Griffith Buck (horticulturalist who developed dozens of rose varieties). Iowa State University created the nation’s first College of Veterinary Medicine in 1879, and the university’s Center for Agricultural and Rural Development (CARD) is the largest university-based agriculture policy research institute in the United States. Although Ames is not defined solely by the university, the relationship between the two is synergistic and vibrant!

Early Use of Ethanol

The city of Ames has a long history of ties not only to agriculture, but to its scientific use as well. For example, a blend of corn ethanol gasoline was first sold commercially in Ames in 1932. The fuel was developed by a group of ISU chemists, including Ralph Hixon and Leo Christensen. The 10% alcohol-blend gasoline was sold at the Square Deal gas stations for 17 cents per gallon.

Growth of Biotechnology

This connection to and support of agriculture and biotechnology is predominant in Ames’ present economic structure as well. Ames, with a population of more than 58,000, is home to dozens of agricultural and biotech companies and organizations, including Advanced Analytical Technologies, Ames Laboratory–U.S. Department of Energy, BASF Plant Sciences, Becker-Underwood, BioForce Nanosciences, Garst Seed Company, MTI Biotech, NASA Food Technology Commercial Space Center, National Animal Disease Center–USDA-ARS, National Veterinary Services Laboratory, NewLink Genetics, Stine Seed, and Syngenta. Companies involved in biotech research and production continue to pursue futures in Ames.
CAST Restructures to Ensure Its Future

Building on a major restructuring initiative that began in 2009, the CAST organization completed the “ReCAST of CAST” in 2010. During that year, a new set of bylaws was approved, the Board of Trustees was established, and commercial and nonprofit groups joined scientific societies in the discussion of CAST publications as members of the Board of Representatives.

The new structure of CAST comprises three boards and allows a division of power similar to the federal government’s structure.

The Board of Representatives, which resembles the legislative branch, comes from scientific societies, companies, and nonprofit organizations. The Representatives are responsible for developing or reviewing proposals for new publications, assisting with distribution of CAST publications, providing contacts for potential new members of CAST, and helping to locate and secure funding.

The Board of Trustees, which functions in the manner of the judicial branch, is composed of nationally prominent individuals from academia, industry, and nonprofit organizations. Trustees discuss and evaluate national concerns and the role of CAST publications in addressing them. This group also focuses on improving the communications between CAST and potential stakeholders.

The Board of Directors, which serves as the executive branch, is composed of one liaison from each CAST Work Group, as well as one representative each from professional societies, commercial companies, nonprofit organizations, and the Board of Trustees. Four elected officers lead this board, which is responsible for overseeing the governance of CAST.

Although it was founded in Ames, Iowa, and continues to have its headquarters in the heartland of the United States, through the years CAST has extended its reach to circle the globe. A survey of the places from which CAST draws its scientists to serve as Task Force authors and reviewers results in an impressive list of cities, countries, and continents.

### CAST Restructures to Ensure Its Future

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### CAST's Global Reach

<table>
<thead>
<tr>
<th>Continent</th>
<th>Country</th>
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<td>Africa</td>
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<td>Italy</td>
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<td>United Kingdom</td>
<td>Bernthoven, Lelystad, Wageningen</td>
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<td>North America (outside of U.S.)</td>
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<td>Canada</td>
<td>Calgary, Alberta; Edmonton, Alberta;</td>
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<td>Guelph, Ontario; London, Ontario;</td>
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<td>Mississauga, Ontario; Ottawa, Ontario;</td>
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<td>Spruce Grove, Alberta; St. John’s,</td>
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<td>Newfoundland</td>
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<td>South America</td>
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<td>Brazil</td>
<td>Brasilia, Rio de Janeiro</td>
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“"The new structure is a major constructive change which demonstrates that CAST is well aware the world changes and it must change accordingly or go out of business."”

—Robert Sweet, Professor Emeritus, Department of Horticulture, Cornell University, Ithaca, New York
CAST Presidents

Charles A. Black, 1973–1974
J. Richie Cowan, 1974–1975
B. P. Cardon, 1976–1977
Frank H. Baker, 1979–1980
R. Phillip Upchurch, 1982–1983
Thayne R. Dutson, 1988–1989
Virgil W. Hays, 1989–1990
Gale A. Buchanan, 1992–1993
Deon D. Stuthman, 1993–1994
Justin R. Morris, 1994–1995
David R. Lineback, 1998–1999
David A. Knauft, 1999–2000
Harold D. Coble, 2000–2001
Brad L. Inman, 2001–2002
L. J. (Kelvin) Koong, 2002–2003
Dale M. Maronek, 2003–2004
Stanley M. Fletcher, 2004–2005
Donald C. Beitz, 2005–2006
Kassim Al-Khatib, 2007–2008
Todd A. Peterson, 2009–2010
Thomas P. Redick, 2010–2011

CAST Executive Vice Presidents

1974 Charles A. Black
1985 William W. Marion
1989 Kayleen A. Niyo, as Interim EVP
1990 Stanley P. Wilson
1992 Richard E. Stuckey
2001 Teresa A. Gruber
2005 Richard E. Stuckey, as Interim Advisor
2005 John M. Bonner

A display of early CAST Presidents, CAST's 10th Anniversary celebration (1982).

Six who have served as CAST President (from left): Todd Peterson, Henry Shands, Kassim Al-Khatib, Edward Runge, Stanley Fletcher, and Harold Coble (2008).
CAST Honors and Awards

Borlaug CAST Communication Award
Dedicated to Dr. Norman Borlaug, author of the first CAST publication in 1973, and to Dr. Charles A. Black, first President and Executive Vice President of CAST, the Borlaug CAST Communication Award was introduced in 2010. It replaces the Charles A. Black Award, which was given from 1986 through 2009.

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 in contributing to the advancement of science in the public policy arena. The winner receives a custom-made bronze created by sculptor Jerry Palen.

Previous winners of the Charles A. Black Award follow.
1986—Charles A. Black, Council for Agricultural Science and Technology
1987—William E. Larson, University of Minnesota
1989—Stanley E. Curtis, University of Illinois, Urbana-Champaign
1990—Donald E. Davis, Auburn University
1991—Homer M. LeBaron, Ciba-Geigy
1992—John Pesek, Iowa State University
1993—Fergus M. Clydesdale, University of Massachusetts, Amherst
1994—F. J. Francis, University of Massachusetts, Amherst
1995—Dale E. Bauman, Cornell University
1996—Luther G. Tweeten, The Ohio State University
1997—Neil E. Harl, Iowa State University
1998—Per Pinstrup-Andersen, International Food Policy Research Institute
1999—Abner W. Womack, University of Missouri, Columbia
2000—Dennis R. Keeney, Iowa State University
2001—Judith S. Stern, University of California, Davis
2002—Calvin O. Qualset, University of California, Davis
2003—Kong Luen Heong, International Rice Research Institute
2004—Marjorie A. Hoy, University of Florida, Gainesville
2005—Norman E. Borlaug, Sasakawa Africa Association
2006—Stanley R. Johnson, Iowa State University
2007—Robert Sweet, CAST Board Member for 29 years
2008—Paul W. Mosier, University of California, Davis
2009—Charles C. Simkins, University of California, Davis
2010—Tony/people who have demonstrated outstanding support for the organization in one of several ways: by advocacy of CAST’s outreach activities, by active membership and fundraising efforts, or by dedicated participation on the CAST Board.

CAST President’s Award
2008—Tom Harkin, Senator (Iowa)
2011—Clare Hasler-Lewis, Executive Director, Robert Mondavi Institute for Wine and Food Science, UC–Davis
2011—Mike Johanns, Senator (Nebraska)
2011—A. G. Kawamura, Former California Secretary of Agriculture
2011—Edward B. Knipling, Administrator, Agricultural Research Service
2011—Jerry Palen, Sculptor, creator of CAST bronzes
2011—Collin Peterson, Representative (Minnesota)
2011—Jay Vroom, President and CEO, CropLife America

CAST Champion Award
2006—Kip Sander, Fundraiser
2009—Edward A. Hanlon, CAST Executive Committee Member and Treasurer
2009—Richard Reynells, National Program Leader, USDA
2010—Claude Brown, CAST Board Member and meeting organizer
2010—Gale Buchanan, CAST Board of Trustees Chair and Task Force Chair
2011—Tom Van Arsdall, Executive Director, National Coalition for Food and Agricultural Research

CAST Distinguished Service Award
2007—Robert Sweet, CAST Board Member for 29 years
Who is CAST?

A Coalition of Scientific Societies, Nonprofit Organizations, and Commercial Companies Comprises the Governing Board of CAST

During the 40 years since it was chartered, CAST has grown from an initial group of 7 founding scientific societies to its current membership of 24 societies. The restructuring of CAST in 2010 expanded the foundation of CAST to include nonprofit organizations and commercial companies that participate on the CAST Board of Representatives. It is the Representatives from each of these organizations, along with 11 Directors, who form the CAST Board. CAST relies on the dedication, energy, and scientific expertise of its volunteer Representatives to identify and select the topics for publications, workshops, and outreach activities. These Representatives also help to carry out the mission of communicating credible science-based information to all stakeholders—legislators, regulators, policymakers, the media, the private sector, and the public.

Board Members in 2011
American Academy of Veterinary and Comparative Toxicology/American Board of Veterinary Toxicology
American Association of Avian Pathologists
American Association of Bovine Practitioners
American Association of Pesticide Safety Educators
American Bar Association, Section of Environment, Energy, & Resources – Agricultural Management
American Dairy Science Association
American Farm Bureau Federation
American Forage and Grassland Council
American Meat Science Association
American Meteorological Society, Committee on Agricultural and Forest Meteorology
American Society for Nutrition
American Society of Agricultural and Biological Engineers
American Society of Agronomy
American Society of Animal Science
American Society of Plant Biologists
American Veterinary Medical Association
Aquatic Plant Management Society
Council of Entomology Department Administrators
CropLife America
Elanco Animal Health
Iowa Soybean Association
Land O’Lakes
Monsanto
National Cattlemen’s Beef Association
National Pork Board
North Central Weed Science Society
Northeastern Weed Science Society
Novus International, Inc.
Pioneer, A DuPont Business
Poultry Science Association
Society for In Vitro Biology
Society of Nematologists
Syngenta Crop Protection, Inc.
The Fertilizer Institute
United Soybean Board
Weed Science Society of America
Western Society of Weed Science

The Three “I”s

Like all nonprofit organizations, CAST relies on a variety of funding sources (e.g., dues, contributions, grants) to support its activities. Throughout the 40-year history of CAST, a number of fundraising strategies and development initiatives have been used by both staff members and volunteer Board members. The current plan, developed and implemented by Executive Vice President John Bonner, outlines how agricultural scientists, companies, nonprofit organizations, scientific societies, and individuals can provide the “Three I’s” that are essential to maintaining CAST.

Input
Stakeholders provide input for future publications on topics of importance to agriculture nationwide and worldwide.
- A list of “core topics” includes
  - Animal Science
  - Biotechnology
  - Energy and Biofuels
  - Food Safety and Nutrition
  - Plant, Soil, and Environmental Sciences

Impact
Stakeholders broaden the impact of CAST by communicating CAST information to colleagues and customers.
- CAST publishes Reports, Issue Papers, Special Publications, Commentaries, and an e-newsletter
- Publications are available online for viewing or downloading
- Notices of new publications are distributed to more than 500 media sources
- Publications are available free-of-charge to legislative assistants and policymakers

Investment
Stakeholders provide the investment necessary to support the activities of CAST.
- CAST is challenged by rising costs, an increasing number of company mergers, fewer members, and less funding available

“What CAST can accomplish depends on three ‘I’s’ and ‘U’!”
—John M. Bonner (2007)
What They Have to Say About CAST

“Science, of course, is at the core of our efforts to prepare for detection of the high pathogenic H5N1 avian influenza virus in the United States. The Council for Agricultural Science and Technology has done some very extensive work on AI and we appreciate that. Science needs a voice to speak on its behalf. Thanks to CAST for being that voice.”
—Mike Johanns, U.S. Secretary of Agriculture 2005–2007
Senator, Nebraska 2009–present

“Since CAST information is unbiased and designed for policymakers, it is universal in its application within the economic and political situations in which it is considered. Keep up the efforts on internationalization. The investment is invaluable as we move toward world harmony.”
—C. Jerry Nelson, Curators’ Professor Emeritus, University of Missouri

“With all of our daily living costs rising—such as fuel, medical, utilities, insurance, etc.—our food costs remain very low, especially compared to other countries. Be sure to thank the farmers, ranchers, and organizations such as CAST every time you eat.”
—Claude Brown, CAST Champion Award Winner and President and Founder of Ag Industrial Manufacturing, Inc.

“The Council for Agricultural Science and Technology plays a crucial role in gathering and distilling scientific information on food and agricultural topics, and making it more accessible and understandable to the public and to policymakers. Everyone wins when the scientific community provides informed analysis to assist the public debate on food and agricultural issues.”
—Tom Harkin (D-IA), Chairman, Senate Health, Education, Labor, and Pensions Committee

“Many of the issues the Congress deals with involve complex scientific and technical considerations. CAST, through its publications and face-to-face briefings, plays a critical role in informing policymakers of the costs and benefits of the various policy options affecting the food and agricultural sciences.”
—Bob Goodlatte (R-VA), House Committee on Agriculture

“If there was ever a time when all agricultural scientific disciplines should be working together, it is now. There are many critical issues…that demand the accurate, timely, and science-based information that CAST can provide as decisions are made that will impact life around the globe for generations to come.”
—Gale A. Buchanan, CAST President 1992–1993; Trustees Chair, 2010–2012
USDA Under Secretary for Research, Education, and Economics 2006–2008