Council for Agricultural Science and Technology  cast-science.org

CAST® ANNUAL REPORT 2015

The Science Source for Food, Agricultural, and Environmental Issues

Reaffirming Our Roots

BALANCED, CREDIBLE, SOUND SCIENCE
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Monsanto: John Vicini, Monsanto Company, St. Louis, Missouri  
Syngenta Crop Protection, Inc.: Open

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CropLife America: John Thorne, Bergeson & Campbell P.C., Washington, D.C.  
Innovation Center for U.S. Dairy: Juan Tricarico, Cow of the Future, Rosemont, Illinois  
National Pork Board: Open  
National Turkey Federation: Lisa Wallenda Picard, Scientific and Regulatory Affairs, Washington, D.C.  
North Carolina Biotechnology Center: Paul Ulanch, Biotechnology Crop Commercialization, Research Triangle Park  
United Soybean Board: Charles Cannatella, Melville, Louisiana

List as of December 31, 2015
LETTER FROM THE CAST

EXECUTIVE VICE PRESIDENT

Since joining the CAST team this past year, I invested considerable time listening to the voices of our members, stakeholders, supporters, directors, trustees, and staff. What I was listening for was what was the essence or core of CAST. What was important about the work we do? What was the most important contribution to agriculture, food, science, and food security that this organization had made in the past, but more importantly what should that look like going forward? It was about defining what we were about and how we were going to make a difference.

These voices, discussions, and feedback came in many forms—from my travels, meetings, casual visits, and phone conversations. A very valuable and enlightening source was working with the CAST Strategic Planning Committee and their collection of input, ideas, and suggestions that happened this past summer. As we reviewed that information as it was received and later in word clouds, it became clear what was at this core and most important to the future of this organization. CAST has to continue to be focused on communicating balanced, credible, sound science. The what we were about was very clear.

This past October at the CAST annual meeting in Des Moines, we had the opportunity to reaffirm the what and dive deeper into the how we move forward. A lot of good ideas surfaced and were discussed, and the CAST Strategic Planning Committee—with continued input from the Animal, Food, and Plant Science Work Groups—continues to refine and define into our 2016–2020 CAST strategic plan.

Our cover photo provides a pictorial metaphor for our upcoming strategic plan. CAST’s roots are its commitment to communicating balanced, credible, sound science. It is what defines us and provides value to the work we have produced in the past but also to the work we will do in the future. With strong roots, we have the ability and opportunity to branch out in new directions. Our efforts to communicate balanced, credible, sound science will probably take new forms and be directed toward audiences that we have not effectively reached in the past.

Kent Schescke
CAST Executive Vice President

“With strong roots, we have the ability and opportunity to branch out in new directions.”
— Kent Schescke
CAST EVP

LETTER FROM THE CAST

PRESIDENT

Let me begin by thanking all of you for your ongoing contributions to CAST. Each and every one of you is an important contributor to the success of our organization. We would not succeed, or even exist, without your donation of time to this organization, your support of CAST within your representative organizations, and your promoting CAST to others you come into contact with.

In the last year, in addition to moving forward with multiple papers, we began the process of writing a new strategic plan. I am grateful for all of your engagement in that process and pleased that Richard Cavaletto will drive that to completion. We also hired Kent Schescke as our new Executive Vice President; we are privileged to have brought such a talented and qualified person into our organization. Kent joins an extremely committed group of folks in our CAST home office.

In order to continue to move our organization forward, I would like to see each and every one of us embrace two initiatives—we need to personally own these. The first is to be committed to completing and implementing the strategic plan. I believe the plan will move us in a direction that will provide value to our stakeholders and thus keep us a strong viable organization. Second, we need to make every effort to move forward in a timely fashion with the multiple papers in the process of being written right now. We have seen that the success of our papers is influenced by their timely production and release.

Again, let me thank you for all of your efforts. We all do important work.

Mark Armfelt, DVM, DABVP
President of CAST

BOARD OF TRUSTEES UPDATE

The CAST Board of Trustees underwent several changes in 2015 with some members cycling off and new members taking their places. A leadership change occurred when Wendy Wintersteen, the Endowed Dean of the College of Agriculture and Life Sciences at Iowa State University and Director of the Iowa Agriculture and Home Economics Experiment Station, handed the chair responsibilities to Mark Cochran, the Vice President for Agriculture and Head of the University of Arkansas Division of Agriculture at the University of Arkansas System.

New members to the Board of Trustees this year include Julie Borlaug Larson, Associate Director of the Borlaug Institute of International Agriculture at Texas A&M University; James Greenwood, President and CEO, Biotechnology Innovation Organization; and Ken Roberts, Director of International Business Relations at Mondeléz International.

Other members are Claude Brown, President and Founder of Ag Industrial Manufacturing, Inc.; Nancy Cox, Dean of the College of Agriculture, Food and Environment at the University of Kentucky and Director of the Kentucky Agricultural Experiment...
ings were held and numerous future publications were discussed. Several speakers addressed the group, as follows:

- Mike Naig, Iowa Deputy Secretary of Agriculture
- Brent Willett, Executive Director, Cultivation Corridor
- Dan Jenkins, U.S. Agency Lead, Regulatory Affairs, Monsanto
- Betsy Freese, Executive Editor for Meredith Agrimedia

In addition, one evening was spent at the World Food Prize Hall of Laureates, where the group enjoyed dinner and a presentation by Ambassador Ken Quinn, President of the World Food Prize Foundation, in the Borlaug Hall.

**October Rollout of Issue Paper 56**

On Monday, October 5, Dr. Kent Messer (University of Delaware) presented CAST Issue Paper 56—Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations—at three different sessions in Washington, D.C.

Two sessions occurred on Capitol Hill (Senate staff at 10:00 a.m. and House staff at noon), where Messer provided key information about material in the research paper. In addition, the National Corn Growers Association sponsored Dr. Kevin Folta (University of Florida) at the events. Folta’s topic centered on how social media can misrepresent food science. Messer was the task force chair for the research paper, and Folta is a well-known advocate of science-based innovation in agriculture.

Both sessions were organized by the National Coalition for Food and Agricultural Research.

The afternoon session occurred at the Grocery Manufacturers of America (GMA) headquarters. CAST President-Elect Mark Armfelt introduced the event, which included an overview from Messer and a panel discussion led by the GMA involving the International Food Information Council (IFIC) and other food industry experts.

Impacts tracked since the rollout of the publication include multiple news program contacts in addition to an interview Messer had with *Brownfield Ag News*. The press release
At the end of 2015, CAST had 20 publications on the forthcoming list.

Borlaug CAST Communication Award

On Thursday, April 16, Dr. Channapatna Prakash was announced as the recipient of the 2015 Borlaug CAST Communication Award (BCCA) at the National Press Club in Washington, D.C. Prakash is the Dean of the College of Arts and Sciences at Tuskegee University in Alabama and is widely respected as a scientist and an effective communicator. Norman Borlaug once praised him for “bringing common sense into the use of biotechnology.”

Dr. Alison Van Eenennaam, the 2014 BCCA recipient, spoke about “Communicating Science in a Networked World” at the D.C. event prior to the announcement of the 2015 winner.

For the sixth year in a row, the winner of the BCCA was honored at a World Food Prize side event in October. The award, sponsored by DuPont, was presented to Prakash at a breakfast, sponsored by DuPont Pioneer, at the World Food Prize. He gave a memorable keynote address: “Everything I Know about GMOs, I Learned on Social Media.” Other highlights of the October 14 gathering include the following:

- CAST President David Songstad introduced Prakash by telling a personal story of their first meeting.
- Wendy Srnic of DuPont Pioneer pointed out that Prakash had helped generate the “Norman Borlaug Rap,” written in honor of Borlaug’s 90th birthday.
- Julie Borlaug Larson of Texas A&M spoke of her grandfather’s mission to “take it to the farmer.”
- The 2012 BCCA recipient, Dr. Carl Winter of the University of California–Davis, attended the event.
- World Food Prize President Kenneth Quinn spoke on Norman Borlaug’s heroism.

The International Food Information Council (IFIC) Foundation organized a second session—a panel discussion titled “Answering the Challenge of Expo Milano 2015: Feeding the Planet, Energy for Life.” Foundation President Kimberly Reed moderated the session, and panelists—including Dr. Prakash, U.S. Department of State Deputy Assistant Secretary William Craft, and DuPont Director of Biotechnology Public Policy Doyle Karr—discussed various topics centered around the need for effective communication about biotech and ag innovation. They also answered questions from the audience. At the end of the ceremony, Julie Tesch of the American Farm Bureau Federation spoke for her organization and IFIC as they announced the global launch of Bringing Biotechnology to Life, a free educational resource that aims to facilitate learning about agricultural biotechnology and its role in food production.
<table>
<thead>
<tr>
<th>STATE</th>
<th>MEMBERS</th>
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<tr>
<td>Arizona</td>
<td>P. Thomas Cox, Phoenix • Roger D. Howard, Fountain Hills • Charles R. Krueger, Mesa • Gary Marchant, Tempe • W. Gerald Matlock, Tucson • Susan Pater, Wilcox • Richard E. Stuckey, Surprise • Kai Umeda, Tempe</td>
</tr>
<tr>
<td>Arkansas</td>
<td>Fred Bourland, Keiser • Mark Cochran, Little Rock • David Gealy, Stuttgart • Clifford S. Snyder, Conway • Samuel H. Weaver, Bella Vista • Robert N. Wiedenmann, Fayetteville</td>
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<tr>
<td>California</td>
<td>Julie G. Adams, Modesto • Kassim Al-Khatib, Davis • M. J. Bakke, Clovis • Claude Brown, Lodi • Mia Brown, Lodi • Janet Capriole, Pleasant Hill • Fred M. Carasso, San Nuys • Richard Cavaletto, San Luis Obispo • Gregory Coleman, Modesto • Richard E. Dresser, Fortuna • J. Driver, Knights Landing • Robert C. Ehn, Clovis • Yuahui Fu, Walnut • Stanley G. Goodrich, Rocklin • Donald W. Grimes, Reedley • Robert C. Hargreaves, Bakersfield</td>
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<td>Colorado</td>
<td>John S. Avens, Fort Collins • Mandy Carr, Highlands Ranch • Stephen Del Grosso, Fort Collins • Franklin Garry, Fort Collins • Michael Goldblatt, Colorado Springs • Thomas Holtzer, Fort Collins • Marvin E. Jensen, Fort Collins • Wayne F. Keim, Fort Collins • E. Gordon Kruse, Fort Collins • W. Dennis Lamm, Wellington • Delbert Miles, Greeley • Jerry Olson, Fort Collins • Calvin Pearson, Fruita • Henry L. Shands, Fort Collins • Lee E. Sommers, Fort Collins • James R. Watson, Jr., Littleton • Philip Westra, Fort Collins</td>
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<td>Connecticut</td>
<td>Lynn R. Brown, Willington • W. A. Cowan, Storrs • James Putnam II, Enfield</td>
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<td>Delaware</td>
<td>Elizabeth Krushinskie, Millisboro • Mark VanGessel, Georgetown</td>
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<td>Florida</td>
<td>Clarence B. Ammerman, Gainesville • Daniel A. Botts, Maitland • Joel H. Brendermuhl, Gainesville • Bobby Darst, Tavener • Norman Goldenberg, Miami Beach • Melvin G. Greeley, Mount Dora • Edward A. Hanlon, Immokalee • Richard L. Lower, St. Petersburg • Gail E. Mahnken, Gainesville • Clyde Martin, Palmnetto • Donald J. McFeeters, DeLand • Harry J. Mersmann, Palm Harbor • Lorraine Mott, Gainesville • Gilberto Olaya, Vero Beach • Bill Orendorff, Bradenton • H. H. (Jack) Van Horn, Gainesville • Earl Watson, Clewiston • Clayton S. Williams, Fort Myers</td>
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<td>Georgia</td>
<td>Elizabeth L. Andress, Athens • Louis J. Boyd, Bogart • Gale A. Buchanan, Adel • David W. Dibb, Cumming • William Flatt, Athens • Stanley M. Fletcher, Griffin • Will R. Getz, Fort Valley • David A. Knauff, Athens • Albert E. Pope, Alpharetta • Ryan Wersal, Alpharetta</td>
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<td>Hawaii</td>
<td>Barry M. Brennan, Honolulu • Brant Cali, Kula • James R. Carpenter, Hilo • Steven J. Lupkes, Keahana • John C. Foltz, Moscow • Donald L. Ingle, Kendrick • Christopher Schneider, Moscow</td>
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<td>Illinois</td>
<td>Aldo J. Crovetti, Lake Forest • Richard L. Fredrickson, Jr., Urbana • Ralph D. Grotelueschen, East Moline • Morgan Hayes, Champaign • Steven C. Huber, Urbana • K. E. Lanka, Fulton • Philip A. Lofgren, Oak Park • Kenneth E. Olson, Schaumburg • Kailash S. Purohit, Des Plaines • Larry Schrader, Normal • Wendell L. Shauman, Kirkwood • Dennis R. Thompson, Mahomet • James Usry, Chicago • Paul Walker, Danvers • Jack M. Widholm, Urbana • Robert Wolf, Mahomet</td>
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<tr>
<td>Indiana</td>
<td>W. Dwight Armstrong, Indianapolis • Daniel Doney, Vincennes • Larry F. Huggins, West Lafayette • Thomas Jeffers, Zionsville • Eileen J. Kladivko, West Lafayette • Victor Lechenten, West Lafayette • Alan Mathew, West Lafayette • Lance J. Murrell, West Lafayette • Lewis M. Naylor, Goshen • Jon Schoonmaker, West Lafayette • Marvin E. Schultz, Fishers • Paul R. Shellenberger, Franklin • Jose Simas, Greenfield • Jeff Simmons, Greenfield • Gary C. Steinhardt, West Lafayette • Randall L. Warden, Fort Wayne</td>
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<tr>
<td>Iowa</td>
<td>Duane Acker, Atlantic • Jimmie L. Andersen, Council Bluffs • Paul J. Armbrrecht, Lake City • Donald Beermann, Ames • Donald C. Beitz, Ames • John M. Bonner, Vincent • Elizabeth Burns-Thompson, Altoona • Linda M. Chimenti, Ames • Joseph Cordray, Ames • Paula Davis, Johnston • Corinna B. Flora, Ames • Dan Gogerty, Ames • William Griffl, Jr., Fort Dodge • John J. Hagie, Clarion • Colleen Hamilton, Ames • Bill L. Hariott, Council Bluffs • M. Peter Hoffman, Ames</td>
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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, 2015
2015 CAST MEMBERSHIP

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

Loyalty Member
Friends of CAST
President’s Club
Millennium Club
(≥10 years of annual giving)
(includes retired and student)

List as of December 31, 2015

Robert E. Holm, Holly Springs ♣
Leland R. House, Bakersville ♣
Lee-Ann Jaykus, Durham ♣
David Jorden, Raleigh ♣
David R. Lineback, Southport ♣
Charles McPatrick, Chapel Hill ♣
Carroll Moseley, Greensboro ♣
Richard F. Wilson, Raleigh ♣
Gerald C. Weigel, Wake Forest ♣
Turner B. Sutton, Windsor ♣
Charles D. Sophie, Washington ♣
Turner B. Sutton, Windsor ♣
Gerald C. Weigel, Wake Forest ♣
Richard F. Wilson, Raleigh ♣
Dana Wise, Charlotte ♣
Mulumber Worku, Greensboro ♣
A. Douglas Worsham, Scottville ♣

North Dakota
David Borlaug, Bismarck ♣
Alan Dexter, Fargo ♣
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Kirk Howatt, Fargo ♣
Brian Jenkins, Minot ♣
Rodney G. Lym, Fargo ♣
Calvin G. Messersmith, Fargo ♣
James L. Ozbun, Dickinson ♣
Thomas Peters, Fargo ♣
James A. Staricka, Williston ♣
Anthony Thilmony, Valley City ♣

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David T. Brennan, Greenwich ♣
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Austin Clark, Columbus ♣
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Daniel Gingerich, Lebanon ♣
K. Fred Gingerich II, Ashland ♣
Robert J. Gustafson, Worthington ♣
Robert W. Harriman, Delaware ♣
Stanley W. Joehlin, Curtis ♣
Michael P. Kelty, Dublin ♣
Jeffrey Lakritz, Columbus ♣
John H. Litchfield, Worthington ♣
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Lowell Midia, Marysville ♣
Eric K. Nelson, Marysville ♣
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Eric Shaver, Berin ♣
Luther G. Tweeten, Columbus ♣
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Ellen Yoakam, Ashland ♣
William Yost, Orrville ♣
Tommy L. Zimmerman, Wooster ♣

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Billy R. Clay, Stillwater ♣
William C. Edwards, Stillwater ♣
David M. Engle, Stillwater ♣
John Henderson, Stillwater ♣
Michael Kenna, Stillwater ♣
Drew L. Kershen, Norman ♣
Don S. Murray, Stillwater ♣
Jim L. Rainey, Edmond ♣
Ned S. Raun, Tulsa ♣

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Barry Croom, Corvallis ♣
Thayne R. Dunton, Corvallis ♣
Russell S. Karow, Corvallis ♣
Benjamin J. Mason, Grants Pass Pass ♣
James E. Oldfield, Corvallis ♣
Loydsee S. Stonebrink, Richreall ♣
J. Lowell Young, Corvallis ♣

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Robert M. Smith, State College ♣
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Ronald Stotish, Ilyand ♣
Lester Vough, Hanover ♣
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Erin Cortus, Brookings ♣
Elaine E. Grings, Brookings ♣
Roy and Jacqueline Holland, Spearfish ♣
David J. Schingoethe, Brookings ♣

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Larry G. Heatherly, Seymour ♣
Richard L. Large, Memphis ♣
Joseph P. Sutton, Jackson ♣
Troy Wakefield, Jr., Nashville ♣
Dennis R. West, Knoxville ♣

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Bryan Brokaw, Abilene ♣
Neale P. Clarke, Bryan ♣
Noel Andy Cole, Amarillo ♣
Carl E. Coppock, San Antonio ♣
Jackson Dazukama, The Woodlands ♣
Gary L. Eichir, Willis ♣
Cady R. Englner, College Station ♣
Paul F. Engler, Amarillo ♣
C. Ross Hamilton, Flower Mound ♣
Paul G. Hams, College Station ♣
Edward A. Hiler, Runaway Bay ♣
Terry Howell, Lago Vista ♣
Robert W. Lee, Amarillo ♣
A. Bruce Munader, Lubbock ♣
Tom McDonald, Dalhart ♣
Paul D. Ohlenbusch, Georgetown ♣
Walter Owlsley, Stephenville ♣
Edward C. A. Runge, College Station ♣
Jeffrey W. Savell, College Station ♣
Wilson Scaling, Henrietta ♣
Stephen W. Searcy, College Station ♣
J. L. Sprott, College Station ♣
David Waggoner, Hillsboro ♣
John Walker, San Angelo ♣
Neil F. Walter, Oglesby ♣
Mark Walton, Austin ♣
Jerry Young, Nacogdoches ♣
Robert G. Zimbelman, Georgetown ♣

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Kent Henderson, Salt Lake City ♣

Virginia
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Mahlon A. Burnette III, Great Falls ♣
Richard Crowder, Alexandria ♣
Jeffrey F. Derr, Virginia Beach ♣
Joseph D. Eifert, Blacksburg ♣
Robert Evans, Harrisonburg ♣
Barbara Glenn, Arlington ♣
Alan Grant, Blacksburg ♣
Arlene Hamburg, Reston ♣
Candi Kelly, Blacksburg ♣
Robert Maybury, Falls Church ♣
Thomas W. Orme, Purcellville ♣
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J. Richard Storey, Williamsburg ♣
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Cynthia M. Wood, Blacksburg ♣

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Bal Kirshen Bhat, Seattle ♣
Rick Boydston, Prosser ♣
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Harvey A. Holt, Seattle ♣
Drew Lyon, Pullman ♣
Bernalyn McGaughy, Lakewood ♣
John P. McNamara, Pullman ♣
Dan Murphy, Everett ♣
Christina Tama-Sweet, Vancouver ♣
Tom Young, Walla Walla ♣

West Virginia
Gary H. Heichel, Martinsburg ♣

Wisconsin
Larry L. Borchert, Cottage Grove ♣
Thomas Kennedy, Westport ♣
Jay Mattison, Verona ♣
J. Mark Powell, Madison ♣
Dwayne A. Rohweder, Middleton ♣
Charles G. Schwab, Boscobel ♣
Triveni P. Shukla, Mukwonago ♣
Leo M. Walsh, Madison ♣

Wyoming
Colin Kaltenbach, Laramie ♣
Alvin L. Young, Cheyenne ♣
Friends, colleagues, and family members stopped by the CAST office in Ames on May 7 to thank then-Executive Vice President Linda Chimenti for her many years of dedicated service to the organization. Past Presidents Don Beitz and Todd Peterson spoke on behalf of CAST’s boards and members. Director of Council Operations Melissa Sly spoke for staff members when she said that Linda had been “a mentor, a friend, and a valued leader.”

During her time with CAST, Linda oversaw the publication of 85 scientific publications as well as numerous annual reports, an expanding collection of Spanish translations, and two special history documents.

CAST’s new EVP, Kent Schescke, came to CAST mid-May to transition with Linda before her full retirement at the end of the month.

Two student interns graduated in 2015 to move on to careers in ag communications.
2015 Sustaining Members

Member Societies
American Association of Avian Pathologists
American Association of Bovine Practitioners
American Bar Association, Section of Environment, Energy, and Natural Resources–Agricultural Management
American Dairy Science Association
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 Animal Science
American Society of Plant Biologists
American Veterinary Medical Association
Aquatic Plant Management Society
Council of Entomology Department Administrators
Crop Science Society of America
North Central Weed Science Society
Northeastern Weed Science Society
Poultry Science Association
Society for In Vitro Biology
Weed Science Society of America
Western Society of Weed Science

Associate Societies
American Association of Veterinary Laboratory Diagnosticians
Association of American Veterinary Medical Colleges
Midwest Poultry Federation
Ohio Dairy Vets
Philadelphia Society for Promoting Agriculture
Virginia Poultry Federation

Ex Officio Members
Agricultural Institute of Canada
National Coalition for Food and Agricultural Research

Companies and Cooperatives
Bayer CropScience
Campbell Scientific, Inc.
Cobb-Vantress
Coca-Cola Company

Nonprofit Organizations
Agribusiness Association of Iowa
American Farm Bureau Federation
American Sheep Industry Association
American Society of Sugar Beet Technologists
Animal Agriculture Alliance
Animal Health Institute
Association of American Plant Food Control Officials
Association of Texas Soil and Water Conservation Districts
Biotechnology Innovation Organization
California Citrus Quality Council
California Dairy Research Foundation
California Farm Bureau Federation
CropLife America
Farm Foundation
Illinois Crop Improvement Association
Indiana Crop Improvement Association, Inc.
Indiana Horticultural Society
Indiana Soybean Alliance
Innovation Center for U.S. Dairy
International Plant Nutrition Institute
Iowa Beef Industry Council
Iowa Farm Bureau Federation
Iowa Pork Producers Association
Iowa Soybean 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 Pork Board
National Renderers Association
National Turkey Federation
North Carolina Biotechnology Center
North Carolina Pork Council
Pennsylvania Pork Producers Council
PotashCorp
Riceland Foods Foundation
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Iowa State University–Parks Library
MacRae Library
North Carolina State University–Hunt Library
Purdue University Libraries
South Dakota State University–Hilton M. Briggs Library
Texas A&M University–Evans Library
Texas Tech University Libraries
Université Laval
University of California–Berkeley Library
University of California–Davis Library
University of California–Los Angeles Library
University of Georgia Libraries
University of Guelph–McLaughlin Library
University of Illinois Library
University of Kentucky–William T. Young Library
University of Maryland–McKeldin Library
University of Minnesota Libraries
University of Tennessee–John C. Hodges Library
University of Wisconsin at Madison–Steenbock Memorial Library
Wageningen University and Research Centre Library

Educational Programs
Iowa State University
Kansas State University
Mississippi State University
North Carolina State University
Texas A&M University
The Ohio State University
University of Arkansas Division of Agriculture
University of California–Davis
University of Florida
University of Kentucky
University of Nebraska
University of Nevada
Winfield Solutions, for support of National Association of Agricultural Educators

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DuPont Pioneer
Elanco
Farm Foundation
Grocery Manufacturers Association
GROWMARK
Iowa Farm Bureau Federation
Iowa Pork Producers Association
Iowa State University College of Agriculture and Life Sciences
Syngenta
Texas A&M Soils and Crop Sciences
USDA–Agricultural Research Service
USDA–Animal and Plant Health Inspection Service
2015 Revenue Sources

Program Support 21%
- 6% Borlaug CAST Communication Award
- 5% Unrestricted Fund
- 10% Designated Publication Support

Government Grants 7%

Membership 72%
- 6% Individual Memberships
- 40% Company Memberships
- 9% Nonprofit Memberships
- 9% Education Memberships
- 7% Society and Associate Society Memberships
- 1% Subscriber Memberships

2015 Expenses

Development Expense 8%
- 8% Membership Recruiting and Payroll

Program Expense 53%
- 11% CAST Publication Payroll
- 2% Borlaug CAST Communication Award Payroll
- 19% Compensated Benefits
- 9% Direct Publication Expenses
- 4% Travel: Officers, Staff, BCCA, Publications, and Other
- 8% Events: Board Meetings and BCCA

Administrative Expense 39%
- 19% Payroll Salaries Expense
- 18% Office Expense
- 2% Depreciation Expense

Social Media

Social media continues to be a key component in CAST’s communication strategy. The CAST Twitter account has thousands of followers, with new people joining daily. CAST has an active Pinterest account, and its Facebook page includes the successful “CAST Catch of the Day” feature.

The CAST blog passed the 90,000 hit mark, and reprints have been in several magazines, newspapers, and various other blogs. CAST’s website has received approximately a quarter of a million visits with viewers from all U.S. states and more than 150 countries.

CAST continues to develop ways that social media can deliver science-based agricultural information to policymakers and the public.

Blog: cast-science.blogspot.com
Facebook: facebook.com (search for CAST)
Pinterest: pinterest.com/castagscience
SchoolTube: schooltube.com/user/CAST
YouTube: youtube.com/user/CASTagScience
Twitter: twitter.com/CASTagScience
LinkedIn: linkedin.com (search for Council for Agricultural Science and Technology)
Website: cast-science.org

Spring 2015 CAST staff:
(front from left) Collete Haag, Megan Gaul, Lauren Houska;
(back from left) Linda Chimenti, Colleen Hamilton, Melissa Sly, Gale Osborne, Carol Gostele, Dan Gogerty

Fall 2015 CAST staff:
(front from left) Andee Hammen, Kayla Chalfant, Colleen Hamilton, Gale Osborne, Kent Schescke;
(back from left) Lauren Houska, Melissa Sly, Carol Gostele, Dan Gogerty

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MISSION
CAST assembles, interprets, and communicates credible, science-based information regionally, nationally, and internationally to legislators, regulators, policymakers, the media, the private sector, and the public.

VISION
CAST will be recognized as a credible and objective source of science-based information on agricultural issues across the urban–rural continuum—especially those issues regarding food, fiber, landscape environments, and agriculturally related natural resource, societal, and environmental concerns.