CAST Publication Impact Report
Report Date: September 22, 2006

Title: Acrylamide in Food
Publication series and number: CAST Issue Paper 32
Date released: June 26, 2006

I. Rollout Events
Dr. Don Beitz, CAST President, hosted Task Force Co-chairs Dr. David Lineback, Joint Institute for Food Safety and Applied Nutrition, University of Maryland, College Park; and Dr. Michael Pariza, Food Research Institute, University of Wisconsin, Madison at an 8 a.m. news briefing held during the Annual Meeting of the Institute of Food Technologists in Orlando, Florida. Dr. Beitz gave a brief introduction to CAST before Drs. Lineback and Pariza presented highlights of the paper; a Q&A session followed.

II. E-mail Distribution of Announcements/News Releases

<table>
<thead>
<tr>
<th>Listservs</th>
<th>Approx. No. of Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task Force Members</td>
<td>14</td>
</tr>
<tr>
<td>Board/Staff</td>
<td>55</td>
</tr>
<tr>
<td>Society Presidents</td>
<td>24</td>
</tr>
<tr>
<td>Friday Notes recipients*</td>
<td>1,643</td>
</tr>
<tr>
<td>Media+</td>
<td>520</td>
</tr>
<tr>
<td>News Information Groups</td>
<td>132</td>
</tr>
<tr>
<td>Deans of Agriculture</td>
<td>81</td>
</tr>
<tr>
<td>Directors of Ag Experiment Stations</td>
<td>97</td>
</tr>
<tr>
<td>Congressional Research Service</td>
<td>4</td>
</tr>
<tr>
<td>Federal Administrators</td>
<td>15</td>
</tr>
<tr>
<td>CAST Society Congressional Science Fellows</td>
<td>2</td>
</tr>
<tr>
<td>Communications Officers of State Dept of Ag</td>
<td>72</td>
</tr>
</tbody>
</table>

Individual E-mails:
Richard Rennells+

Total e-contacts as of September 22, 2006: 2,659

* Feedback to CAST indicates that “Friday Notes” are further distributed by recipients, multiplying the total number of readers by as much as 10 or more times.
+ Total impact is dependent on the readership of those publications that choose to use CAST announcements.
III. Mailing Distribution
U.S. recipients: 2,729
International recipients: 57
Requests from media: 3
   The Washington Post
   The Des Moines Register
   Farm Progress

IV. Marketing Contacts
Information packets sent to individuals at cattle organizations, feedlots, producers, and independent farmers (761)

V. Reprint Sales

VI. Internet and Website Connections

AgriPRESS (International Website Citation).

Center for Consumer Freedom.

Food Safety News (e-newsletter).
   http://www.extension.iastate.edu/foodsafety/news/fsnews.cfm?newsid=13386
   (accessed 9/18/06)

Food Safety Risk Analysis Clearinghouse.
   http://www.foodrisk.org/Acrylamide_risk_communication.cfm (accessed 9/25/06)

The Institute of Food and Science Technology.
   http://www.ifst.org/site/cms/contentPrintArticle.asp?article=686 (accessed 9/25/06)

VII. Speaking Engagements/Invitations/Presentations

VIII. International Follow-up
IX. Comments Received

June 26, 2006: Craig Stoltz, Editor, Health, and Supervising Editor, Travel, The Washington Post: We’d like a look at this report. Do you permit media access for no charge?

June 26, 2006: Philip Brasher, Des Moines Register: Please email me a copy of the Report, thanks.

June 26, 2006: Willie Vogt, Corporate Editorial Director, Farm Progress: Can you send along a copy of the paper for review? We’ve been covering this issue since it first popped up several years ago. Thanks.