

CAST Publication Impact Report

Report Date: September 22, 2006



The Science Source for Food,
Agricultural, and Environmental Issues

Title: *Biotechnological Approaches to Manure Nutrient Management*

Publication series and number: **CAST Issue Paper 33**

Date released: **July 12, 2006**

I. Rollout Events

Dr. John Bonner, CAST Executive Vice President, hosted Task Force Chair Dr. Xingen Lei, Department of Animal Science, Cornell University, Ithaca, New York; and Task Force Member Dr. Randy Walker, Distributors Processing, Inc., Fort Dodge, Iowa, at a 10:30 a.m. news briefing held during the Joint Annual Meeting of the American Society of Animal Science and the American Dairy Science Association in Minneapolis, Minnesota. Dr. Bonner gave a brief introduction to CAST before Drs. Lei and Walker presented highlights of the paper; a Q&A session followed.

II. E-mail Distribution of Announcements/News Releases

Listserves:	Approx. No. of Recipients
Task Force Members	12
Board/Staff	55
Society Presidents	24
Friday Notes recipients [♦]	1,643
Media ⁺	520
News Information Groups	132
Deans of Agriculture	81
Directors of Agricultural Experiment Stations	97
Congressional Research Service	4
Federal Administrators	15
CAST Society Congressional Science Fellows	2
Communications Officers of State Departments of Ag	72

Individual E-mails:

Richard Reynells⁺

Total e-contacts as of September 22, 2006: 2,657

[♦] 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

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

Ag Clips. <http://www.agandruralleaders.org/agclips.htm> (accessed 7/31/06)

AgProfessional. http://www.agprofessional.com/show_story.php?id=41790 (accessed 9/25/06)

AgriFood Awareness, Australia, Ltd. http://www.afa.com.au/news/n_news-1834.asp
(9/18/06)

American Society of Agronomy–Crop Science Society of America–Soil Science Society of America. <http://www.asa-cssa-sssa.org/> (accessed 7/27/06)

BiotTrin. <http://www.biotrin.cz/enpages/new200607.htm> (accessed 9/18/06)

CEDAB Centro Documentazione Agrobiotecnologie (International Newsletter).
http://www.cedab.it/newsletter_ISAAA.asp?IDnews=129#ancora2 (accessed 9/18/06)

CropBiotech. <http://www.isaaa.org/kc/> (accessed 9/18/06)

Doane. http://www.doane.com/show_story.php?id=41790 (accessed 9/25/06)

FarmWorld. <http://farmworldonline.com/News/Archive.asp?newsid=1445> (accessed 9/18/06)

Feedstuffs. <http://www.feedstuffs.com/ME2/Default.asp> (accessed 7/19/06)

Food Industry Environmental Network Electronic Newsletter. <http://www.fien.com/> (accessed 7/12/06)

Food Safety Network. http://foodsafetynetwork.ca/animalnetjuly_28.htm (accessed 9/18/06)

Yosemite Farm Credit, ACA. <http://www.yosemitfarmcredit.com/> (accessed 9/25/06)

VII. Speaking Engagements/Invitations/Presentations

Educational Communications, Southern California (request for radio interview)

VIII. International Follow-up

IX. Comments Received

August 10, 2006: **Doug Schmitz, Iowa Correspondent, *Farm World***: If possible, I'd like the additional background information on the issue paper (i.e., the authors; when, how, and why they were written; where the research was gathered and what methods were implemented; and who funded the research for them and how much was provided for funding, etc.?)

August 30, 2006: **Bruce Hotchkiss, Senior Editor, *American Farm***: Please follow up with any news releases that may emerge. Manure nutrient management is top drawer issue on Delmarva Peninsula, obviously.

August 30, 2006: **Dale Johnson, News Services Manager, ABC, and Editor, *Farm Bureau***: We have great interest in topic.

X. Miscellaneous

Professional Animal Scientist Journal (mentioned in a scientific journal)

Feedstuffs (mentioned in a trade journal)