Title: Safety of Meat, Milk, and Eggs from Animals Fed Crops Derived from Modern Biotechnology
Publication series and number: CAST Issue Paper 34
Date released: June 26, 2006

I. Rollout Events
Dr. John Bonner, CAST Executive Vice President, hosted Dr. William Price, FDA Division of Animals Feeds, Rockville, Maryland and Task Force Member of CAST Issue Paper 34, at an 11:30 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 Dr. Price 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>
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</thead>
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<tr>
<td>Task Force Members</td>
<td>7</td>
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<tr>
<td>Board/Staff</td>
<td>55</td>
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<tr>
<td>Society Presidents</td>
<td>24</td>
</tr>
<tr>
<td>Friday Notes recipients*</td>
<td>1,643</td>
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<td>Media*</td>
<td>520</td>
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<td>News Information Groups</td>
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<tr>
<td>Deans of Agriculture</td>
<td>81</td>
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<tr>
<td>Directors of Ag Experiment Stations</td>
<td>97</td>
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<tr>
<td>Congressional Research Service</td>
<td>4</td>
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<tr>
<td>Federal Administrators</td>
<td>15</td>
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<tr>
<td>CAST Society Congressional Science Fellows</td>
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<td>Communications Officers of State Dept of Ag</td>
<td>72</td>
</tr>
</tbody>
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Individual E-mails:
Richard Rennells*

Total e-contacts as of September 22, 2006: 2,652

* 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

AgBiotechNet.
http://www.agbiotechnet.com/articles.asp?action=browseBySubject&openMenu=browseBySubject&SubjectID=2 (accessed 7/31/06)

Ag Clips (e-newsletter). http://www.agandruralleaders.org/agclips.htm (access 7/31/06)

Agriculture Today (Maine State Government).
http://www.maine.gov/agriculture/newsletter/current_issue.htm (accessed 8/24/06)


Biotech Knowledge Center (Monsanto).
http://www.biotechknowledge.com/biotech/knowcenter.nsf/viewdoc?open&do%0Id%0aclid=l:416305265 (accessed 8/23/06)


CEDAB Centro Documentazione Agrobiotecnologie (Italian source).
http://www.cedab.it/newsletter_ISAAA.asp?IDnews=129 (accessed 9/25/06)

Checkbiotech.org.


County of Hawaii Agriculture: http://www.hawaii-county.com/bigislandag/phtlinks5.html (accessed 7/31/06)


Fight Bac. http://www.fightbac.org/content/view/154/86/ (accessed 7/31/06)


Food Safety Risk Analysis Clearinghouse.
http://www.google.com/u/foodrisk?q=CAST%20Acrylamide&CFID=7308481&CTYPE=20407853 (accessed 7/31/06)


VII. Speaking Engagements/Invitations/Presentations

*Feedstuffs*, John Bonner interviewed on radio by Trent Loos

*Swinecast*, request for interview
VIII. International Follow-up

IX. Comments Received

August 8, 2006: Professor Ian Givens, University of Reading, Reading, UK: Safety of Meat, Milk, and Eggs from Animals Fed Crops Derived from Modern Biotechnology will, I think, be very useful to us, not least in trying to raise further funding for work in this area.

X. Miscellaneous
The Biotech Advantage, August 9, 2006 (newsletter)

Des Moines Register, July 30, 2006

Feedstuffs, July 17, 2006 (citation in trade journal)

The Messenger/Fort Dodge, July 26, 2006

The Tribune (Ames, Iowa), July 26, 2006