



CAST Publication Impacts Report

RUMINANT CARCASS DISPOSAL OPTIONS FOR ROUTINE AND CATASTROPHIC MORTALITY

CAST Issue Paper 41
 Released January 29, 2009
 Report Issued March 3, 2009



I. ROLLOUT/RELEASE

The Carcass Disposal series was presented by Dee Ellis, a *Ruminant Carcass Disposal* reviewer, at the U.S. Composting Council Conference in Houston, Texas on January 27, 2009. This Issue Paper was released live on the CAST website and rolled out in Phoenix, Arizona, at the 2009 Cattle Industry Convention and National Cattlemen’s Beef Association Trade Show on January 29, 2009. Task Force Chair Dr. Marty Vanier, National Agricultural Biosecurity Center, and John Bonner traveled to Phoenix to make the presentations.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

	Approx. No. of Recipients
Electronic Contacts	
<i>Listserves</i>	
Task Force Members	13
Board/Staff	46
Society Presidents	36
Society Executives	29
Friday Notes recipients	1505
Media	595
News Information Groups	105
Deans of Agriculture	78
Directors of Ag Experiment Stations	93
Total e-contacts as of March 3, 2009	2500

III. FOLLOW-ON ACTIVITIES/ PRESENTATIONS/NEWSPAPER ARTICLES/ TV &
RADIO NEWS

FIEN, LLC, Food Industry Environmental Network subscriber email newsletter, January 29, 2009.

The mass email included an announcement about CAST's newest paper (*Ruminant Carcass Disposal Options for Routine and Catastrophic Mortality*). The write-up included the CAST News Release and a direct link to the paper.

AgOnline, Iowa State University's College of Agriculture and Life Sciences Electronic Newsletter, February 2, 2009. AgOnline featured a brief description of the new Issue Paper and a link to the CAST website.

Feedstuffs, Weekly Agribusiness Newspaper, February 2, 2009. Feedstuffs published a brief news release of the Issue Paper in the NewsWatch section. The article included information about the roll-out in Phoenix, Arizona and a link for readers to access the publication.

National Cattlemen's Beef Association & Natural Resources Conservation Service, Washington, D.C., March 11, 2009. Task Force Chair Nate Tablante along with John Bonner made a morning presentation about the carcass disposal series at the NCBA and another at the NRCS in the afternoon.

IV. INTERNET AND WEBSITE CONNECTIONS

Feedstuffs

<http://www.feedstuffs.com/ME2/dirmod.asp?sid=F4D1A9DFCD974EAD8CD5205E15C1CB42&nm=Breaking+News&type=news&mod=News&mid=A3D60400B4204079A76C4B1B129CB433&tier=3&nid=8B91F611FFE54ECF8424DBD4B945BB74>

(accessed 2/17/2009)

Meat International

<http://www.meatinternational.com/news/food-safety/cast-new-issue-paper-on-ruminant-carcass-disposal-id972.html>

(accessed 2/20/2009)

University of Illinois Extension

<http://www.livestocktrail.uiuc.edu/manure/paperDisplay.cfm?ContentID=10041>

(accessed 2/17/2009)

◆ 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.