I. ROLLOUT/RELEASE

This Issue Paper was released live on the CAST website and rolled out in Lake Tahoe, CA, at the 2009 Transgenic Animal Research Conference on August 20, 2009. Task Force members Dr. Elizabeth Maga, Department of Animal Science, University of California, Davis, and Dr. Bruce Whitelaw, Division of Developmental Biology, University of Edinburgh, traveled to Lake Tahoe to give the presentations.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

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<tr>
<th>Electronic Contacts</th>
<th>Approx. No. of Recipients</th>
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<td>Society Presidents</td>
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<td>Society Executives</td>
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<td>Friday Notes recipients*</td>
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<td>News Information Groups</td>
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<td>Deans of Agriculture</td>
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<td>Directors of Ag Experiment Stations</td>
<td>84</td>
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</tbody>
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Total e-contacts as of November 20, 2009  2314

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

U.S. Department of Agriculture, September 28, 2009. Task force chair Dr. Robert Wall and Dr. Bonner traveled to Washington, D.C. to present the new paper to USDA staffers, as part of the “Diverse Voices in Agriculture” lecture series.

National Coalition for Food and Agriculture Research, September 28, 2009. Task force chair Dr. Robert Wall and Dr. Bonner traveled to Washington, D.C. to present the new paper, as part of the “Lunch ’n Learn” seminar series.

Biotechnology Industry Organization, September 28, 2009. Task force chair Dr. Robert Wall and Dr. Bonner traveled to Washington, D.C. to present the new paper. This session was available to any agricultural-focused professionals, as well as the general public.
IV. COMMENTS RECEIVED

Dr. Bruce Whitelaw, Head of Division, Roslin Institute and Royal School of Veterinary Studies, August 24, 2009. The following note was sent to the CAST office by Dr. Whitelaw after the completion of the August 20th presentation: “Successfully completed, and from feedback comments- it was well received.”

V. INTERNET AND WEBSITE CONNECTIONS

Ag Online

AgBiotechNet,

Agricultural Research Service,

AGRI-VIEW,

Agrow Knowledge

All Business,

American Meat Institute,
http://www.meatami.com/ht/d/ArticleDetails/i/52800 (accessed 11/18/09)

Bahcesel

Beef Site,

Bites (Kansas State University),

Bovine Veterinarian,

Cattle Network,
Cattle Site,
(accessed 8/24/09)

Dairy Herd Management,
(accessed 8/24/09)

Dairy Site,
(accessed 8/24/09)

Doane,
http://www.doane.com/
(accessed 11/18/09)

Drovers,
(accessed 8/17/09)

Farm Futures,
(accessed 8/24/09)

FIEN, LLC,
http://www.fien.com/index.php
(accessed 8/20/09)

Google Alerts,
www.google.com
(accessed 8/24/09)

Guardian,
http://www.ngrguardiannews.com/agro_care/article01//indexn3_html?pdate=230809&ptitle=Scientists%20Foresee%20Future%20Of%20Animal%20Production%20In%20Cloning,%20Transgenesis&A
cpdate=230809
(accessed 8/24/09)

Humane Research Council,
http://www.humanespot.org/node/3401#
(accessed 11/18/09)

International Centre for Trade and Sustainable Development
http://ictsd.org/i/news/bioresreview/56877/
(accessed 11/18/09)

Iowa Pork Industry Center
http://www.ipic.iastate.edu/newsnow/NNv9n10.pdf
(accessed 9/8/09)

Meat and Poultry,
(accessed 8/25/09)

Pig Progress,
(accessed 8/24/09)

Pig Site,
(accessed 8/24/09)
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.