I. Rollout/Release

This Issue Paper was released live on the CAST website and rolled out in Washington, D.C., at the NC-FAR “Lunch~N~Learn” on June 7, 2010. Task Force chair Dr. Paul B. Thompson, Department of Philosophy, Michigan State University, and Dr. John Bonner traveled to Washington, D.C. to give the presentation.

II. Distribution of Announcements/News Releases

Electronic Contacts

Listservs
- Task Force Members
- Board/Staff
- Society Presidents and Executives
- Media
- News Information Groups
- Deans of Agriculture
- Directors of Ag Experiment Stations
- NASDA Administrators
- Company & Non-Profit Members

Total e-contacts as of June 8, 2010 1092

III. Follow-On Activities/Presentations/Newspaper Articles/TV & Radio News


—Radio Interview, June 10, 2010. Dr. Bonner had a ten-minute interview with Mike LePorte, Farm Director at KRVN Rural Radio Network.
IV. Internet and Website Connections

ABN- Buckeye Ag Radio Network,
(accessed 6/18/10)

AgriMarking,
(accessed 7/14/10)

Agricultural Institute of Canada,
http://archive.constantcontact.com/fs076/1101807863158/archive/1103469088089
(accessed 6/18/10)

All Ag News,
http://www.allaganews.com/archives/1048
(accessed 7/21/10)

American Association of Bovine Practitioners,
(accessed 6/16/10)

American Sheep Industry,
http://www.sheepusa.org/Sheep_Industry_News_Detail/newsID/4188
(accessed 7/22/10)

Central Illinois Agriculture,
http://centralillinoisag.com/final-cast-report-focuses-on-animal-agricul
(accessed 7/22/10)

Colorado Farm Bureau,
http://cofARBureaublog.wordpress.com/2010/06/08/cast-addresses-a
(accessed 7/14/10)

Dairy Herd Management,
(accessed 6/18/10)

AVMA Externs on the Hill,
http://www.externsonthehill.com/?p=277
(accessed 7/21/10)

Food and Agriculture Organization of the United States,
(accessed 7/22/10)

Farm Futures,
(accessed 7/22/10)
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.