CAST Publication Impacts Report

AIR ISSUES ASSOCIATED WITH ANIMAL AGRICULTURE: A NORTH AMERICAN PERSPECTIVE

CAST Issue Paper 47
Released May 5, 2011
Impact reports compiled May 27, 2011

I. ROLLOUT/RELEASE

CAST’s new Issue Paper, Air Issues Associated with Animal Agriculture: A North American Perspective, goes beyond the generalizations and accusations often associated with the air quality topic and looks at the facts. Chaired by Dr. Larry Jacobson of the University of Minnesota, experts from six universities examined a large amount of data and focused their information and conclusions around the key livestock areas: swine, poultry, dairy, and beef.

Their critical analyses look at a wide scope of issues, from greenhouse gas emissions to the logistics of manure storage facilities. The U.S. Environmental Protection Agency is increasing efforts to monitor emissions from agriculture, so further research is important for all parties involved, and this paper provides solid, science-based information.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

Electronic Contacts

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

Constant Contact E-mail Marketing

- Sent: 3039
- Opened: 663

Meltwater Press,

Media Outreach Consultant

- Sent: ---
- Opened: ----

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

- The Paper’s release coincided with a presentation by one of the authors, Dr. Frank Mitloehner. He referred to CAST’s Issue Paper at the Animal Agriculture Alliance Summit meeting in Washington, D.C., where his speech focused on “The Truth About Sustainability—Debunking ‘Livestock’s Long Shadow’.”

- Feedstuffs Newspaper 5/24/2011 Article
IV. Internet and Website Connections

Total impacts as of May 27, 2011: 40

Ag Clips
http://www.agandruralleaders.org/agclips.htm
accessed 5/13/11

Agriculture Industry Today (Ireland Agriculture News)
accessed 5/10/11

Agri marketing
http://www.agrimarketing.com/ss.php?id=67024
accessed 5/10/11

Ag Web
http://www.agweb.com/article/report_examines_air_issues_and_livestock_production/
accessed 5/10/11

Ag Web/My Machinery
http://www.agweb.com/mymachinery/article/report_examines_air_issues_and_livestock_production/?print=y
accessed 5/13/11

Ag Wired
http://agwired.com/2011/05/09/zimfo-bytes-519/
accessed 5/13/11

American Agriculturalist
accessed 5/19/11

American Seed Trade Association
accessed 5/13/11

Beef Producer
accessed 5/18/11

Choices Magazine
accessed 5/13/11

Drover’s Cattle Network
accessed 5/10/11
enews
http://enews.penton.com/enews/nationalhogfarmer/nutrientmanagement_/2011_05_12_nutrient_management/displaytext
accessed 5/23/11

Farms.com
accessed 5/13/11

Farm Progress
accessed 5/18/11

Feedstuffs
accessed 5/23/11

Hungry Tampa
accessed 5/10/11

Indiana Prairie Farmer
accessed 5/18/11

Iowa State University: Air quality
http://www.extension.iastate.edu/airquality/
accessed 5/13/11

IMMAG Iowa State
http://www.agronext.iastate.edu/immag/newsupd.html
accessed 5/25/11

KSTP news
accessed 5/13/11

Lancaster Farming
accessed 5/23/11

Manure Manager
http://www.manuremanager.com/content/view/3756/138/
accessed 5/13/11

Missouri Ruralist
accessed 5/19/11
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.