Animal Feed vs. Human Food: Challenges and Opportunities in Sustaining Animal Agriculture Toward 2050

CAST Issue Paper 53
Released September 23, 2013
Chair Dr. Judith L. Capper
www.cast-science.org

Rollout/Release
This Issue Paper was released live on the CAST website and rolled out in Washington, D.C., at two National Coalition for Food and Agricultural Research (NC-FAR) events, a morning Senate staffer presentation and a “Lunch~N~Learn” Seminar, as well as an afternoon event co-sponsored by the American Farm Bureau Federation and the Animal Agriculture Alliance on Monday, September 23, 2013. Dr. Jude Capper, Washington State University, and Ms. Linda Chimenti traveled to Washington, D.C., to give the presentations.

Distribution of Announcements/News Releases
Listservs
- Media: 2,386
- Additional E-contacts: 5,327
  - Friday Notes recipients
  - News Information Groups
  - Deans of Agriculture
  - Company and Nonprofit Members
- Society Presidents and Executives
- Directors of Ag Experiment Stations
- Board Staff
- Task Force Members
- NASDA Administrators

Comments Received
- During the first week following the release of this new CAST paper, there were more than 1,000 hits to the CAST website – a record number of visits, showing the high interest in this publication.

Follow-On Activities
- Capital Media Group professionally produced a video based on this publication which was released on February 6, 2014. The video featured Task Force Chair, Dr. Jude Capper and Task Force Author, Dr. Larry Berger.
- Dr. Roy Burris, Beef Extension Specialist, University of Kentucky, had his article “Are Cows Eating Feed or Food” published by Drovers Cattle Network on January 16, 2014. His article discussed items noted by CAST’s Task Force Authors as well as the challenges that the global livestock industry faces due to the perception that “feed produced for livestock competes for human food supplies and represents an inefficient or wasteful use of resources.”

Report Updated September 4, 2014
Internet and Website Connections

AGree, September 23, 2013

All About Feed, September 25, 2013

All Ag News, September 24, 2013
http://www.allagnews.com/archives/7576

American Dairy Science Association, October 3, 2013
Email/PDF version

American Farm, October 4, 2013

Barn OnAir & OnLine, September 24, 2013

Drovers Cattle Network Online, September 24, 2013

Drovers Cattle Network Online, January 16, 2014
http://www.cattlenetwork.com/e-newsletters/drovers-daily/Are-cows-eating-feed-or-food--240604331.html?view=all

Drovers Cattle Network Online, February 14, 2014

Farming Futures, September 25, 2013

Feedstuffs FoodLink, October 3, 2013

Global Harvest Initiative, October 10, 2013

Gulf Coast Cattlemen
http://www.gulfcoastcattleman.com/IndustryNews/Articles/5.aspx

KNEB, September 24, 2013

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Social Media Interactions

[ Chris Warkup ] With thanks to @FarmingFutures now reading "Animal Feed vs Human Food": A US perspective, but key points the same. http://www.cast-science.org/publications/?animal_feed_vs_human_food_challenges_and_opportunities_in_sustainin...

[ Farming Futures ] RT @CWorkup: Thanks to @FarmingFutures reading "Animal Feed vs Human Food": US perspective, but key points the same. http://www.castscience.org/publications/?animal_feed_vs_human_food_challenges_and_opportunities_in_sust...

[ CASTagScience ] Excellent sessions by Jude Capper at D.C. rollouts of CAST Animal Livestock paper http://t.co/r4PSPfRQiO #agchat #FarmBureau #beef #meat

[ CASTagScience ] Modern Animal Ag &amp; Feeding the World, new paper &amp; video at http://t.co/SdglEoWuJP #FarmBureau #AgChat #FarmJournal #beef #Agripulse

[ RedMeatMafia ] RT @CASTagScience: Modern Animal Ag &amp; Feeding the World, new paper &amp; video at http://t.co/SdglEoWuJP #FarmBureau #AgChat #FarmJournal #beef...

[ WinstoneAg ] RT @CASTagScience: Modern Animal Ag &amp; Feeding the World, new paper &amp; video at http://t.co/SdglEoWuJP #FarmBureau #AgChat #FarmJournal #beef...

[ Bovidiva ] RT @CASTagScience: Modern Animal Ag &amp; Feeding the World, new paper &amp; video at http://t.co/SdglEoWuJP #FarmBureau #AgChat #FarmJournal #beef...

[ AllianceFeedFuture ] Headed to @animalag and @CASTagScience event to hear @bovidiva speak on the future challenges of #sustainable ag. #agchat

[ CariRincker ] Cari's #Ag Report is out! http://t.co/QOURRj3zJ • Top stories today via @AngusAssoc @newgenfarming @CASTagScience

Facebook – Mike Shermer
October 12, 2013
https://www.facebook.com/100004774873233/posts/218766774959150

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**Video Portion**

Press release was delivered to 13,846 e-contacts which included 7,869 media contacts. In addition, there were 178,273 online impressions through news aggregators and PRWeb.com.

*News Watch*, March 10, 2014
Print article

*Iowa State University “Ag and Life Sciences” Newsletter*, February 10, 2014
Email

*AgClips*, February 10, 2014

*PRWeb*, February 6, 2014
[http://www.prweb.com/releases/2014/01/prweb11490193.htm](http://www.prweb.com/releases/2014/01/prweb11490193.htm)

*The Philadelphia Society for Promoting Agriculture*

*StreetInsider.com*, February 6, 2014

*Report Updated September 4, 2014*