CAST Issue Paper 58

**Crop Protection Contributions toward Agricultural Productivity**

Released April 5, 2017

Chair: Susan Ratcliffe, University of Illinois, Urbana; Nine-member task force

**Release/Rollout**

Dr. Susan Ratcliffe, the task force chair, presented key findings to an audience at the CropLife America and RISE Regulatory Conference followed by a reception. The CropLife presentation was well attended with over 120 RSVPs received. ([Click here to view a video of the event](#).) On April 6, Dr. Ratcliffe conducted briefings for Senate staffers in the morning and for House staffers at a noon lunch seminar. Approximately 40 attended these briefings.

**Press Release (results two weeks after release)**

- Press release went to 13,016 e-contacts (7,539 media) resulting in 4,350 opens/interactions
- 298,252 headline impressions, and 194 total pickups on press release through PRWeb.
- A sampling of sites where the release was picked up: ATTRA – Sustainable Agriculture, The Connection—Newsletter of the North Central Integrated Pest Management Center, Growing Florida, IPM in the South, Nebraska Institute of Agriculture and Natural Resources Cropwatch

**Follow-On Activities**

- Video of Dr. Ratcliffe’s presentation and slides posted on CAST website and YouTube. ([Click here to view](#). (485 views as of 10/5/2018))
- Video of Dr. Norman Leppla’s presentation and PowerPoint at the Northeast Plant, Pest, and Soils Conference in Philadelphia on January 6, 2018. ([Click here to view](#).

**Paper Distribution**

- Issue Paper Downloads—6 months after release: 4,454; 1 year after release: 5,740; 18 months after release: 6,557
- Ag quickCAST Downloads—6 months after release: 1,712; 1 year after release: 2,334; 18 months after release: 2,735
- Distributed over 600 copies of printed issue paper

**Indirect Paper Distribution**

BCPC, April 19, 2017 (link to paper)


**Mississippi Soybean Promotion Board** (link to paper)

*This report last updated 10/5/2018.*
Southern Crop Production Association, April 5, 2017 (link to paper)
http://www.southcrop.org/production-reports/crop-protection-contributions-toward-agricultural-productivity/

Articles and Web Mentions

Agri-Pulse, Washington Week Ahead, Phil Brasher, April 2, 2017 (advance PR of paper rollout)

AgriMarketing, April 3, 2017 (Advance PR on paper rollout)
http://www.agrimarketing.com/s/109219

ATTRSA Sustainable Agriculture April 4, 2018

CAST, April 5, 2017
http://www.cast-science.org/news/?casts_latest_paper_now_available&crop_protection_contributions&show=news&newsID=23102

CAST Constant Contact April 5, 2017
http://myemail.constantcontact.com/CAST-Presents--Crop-Protection-Contributions-Toward-Agricultural-Productivity---RSVP-for-Seminars-April-5-or-6-in-Washington--DC.html?oid=1102365224729&aid=w2FsKoLTZ0o

Cision PR Web April 5, 2017
http://www.prweb.com/releases/2017/04/prweb14204782.htm

CropLife America, (advance PR on paper release at RISE conference)
https://www.croplifeamerica.org/tag/regulatory-conference/

CropLife Latin America (article and links to summary, paper, and CAST website)

Growing Produce June 16, 2017

MSPB Mississippi Soybean Promotion Board April 4, 2018

NIFA Update, April 5, 2017
https://content.govdelivery.com/accounts/USDANIFA/bulletins/191e945

Northeastern Weed Science Society Proceedings, May 22, 2018

SeedQuest, April 5, 2017 (article and link to paper)

University of Nebraska-Lincoln April 5, 2017

This report last updated 10/5/2018.
Paper Citations

*Growing Produce.*, Frank Giles, June 16, 2017
Florida Farmers Fighting to Find Their Way out of the Weeds

*La Unión de Pequeños Agricultores y Ganaderos (UPA)*, July 13, 2018
10 things that the ALAS Alliance wants you to know about agricultural production

*SAAESD S1073: Biological Control of Arthropod Pests and Weeds*, Saied Mostaghimi, August 29, 2018
https://www.nimss.org/projects/view/mrp/outline/18482

*USDA Natural Resources Conservation Service, CONSERVATION PRACTICE STANDARD INTEGRATED PEST MANAGEMENT*, May 15, 2018

Social Media

Twitter –

[ @plantdisease ]: New @CASTagScience Issue Paper: #CropProtection Contributions Toward Agricultural #Productivity
(11:30 am • 5 Apr 17)

[ @EversoleAssoc ]: New @CASTagScience Issue Paper “Crop Protection Contributions Toward Agricultural Productivity”
(7:54 am • 5 Apr 17)

[@RhonaA_PhD]: New CAST Issue Paper "Crop Protection Contributions Toward Agricultural Productivity"
(7:54 am • 5 Apr 17)

[ @PhytoBiomes ]: New @CASTasScience Issue Paper “Crop Protection Contributions Toward Agricultural Productivity”
(7:06 • 5 Apr 17)

[ @PestGeekPodcast ]: Crop Protection Contributes toward Agricultural Productivity
(8:16 am • 3 Apr 17)

[ @agbiotech ]: CAST's Latest Paper Now Available – Crop Protection Contributions @CASTagScience
@CropLifeIntl @CropLifeAmerica
(7:06 am • 7 Apr 17)

[ @Robot_Insect ]: A new publication by CAST, and it has interesting implications. Crop Protection – IP58 – CAST
(3:10 pm • 6 Apr 17)

[ @GemmaAgricultur ]: CAST Issue Paper on Crop Protection Released
(9:01 pm • 5 Apr 17)

*This report last updated 10/5/2018.*
CAST paper puts numbers to potential losses we would suffer without crop protection products. Presentation in DC now. #partneringforprogress
(2:29 pm • 5 Apr 17)

@UNL_CropWatch Crop Protection Contributions to Ag Productivity – QC CAST – CAST
(6:36 am • 5 Apr 17)

Dr Susan Radcliffe debuts new paper by @CASTagScience on crop protection contributions at CLA Reg Conf
(2:34 pm • 5 Apr 17)

What are the benefits of crop protection? Disease management, reduced tillage & increased yield @CASTagScience #partneringforprogress
(2:27 pm • 5 Apr 17)

CAST Paper on Crop Protection Contributions toward Agricultural Productivity
(9:25 pm • 6 Apr 17)

CAST paper puts numbers to potential losses we would suffer without crop protection products. Presentation in DC now #partneringforprogress
(5 Apr 2017)

CAST releasing paper on crop protection contributions to ag productivity at CLA RISE Spring conf.
(5 Apr 2017)

CAST: “Crop Protection Contributions to Ag Productivity”—…
(24 Mar 2017)

Crop Protection Contributions to Ag Productivity
(5 Apr 2017)

RSVP for a CAST Seminar “Crop Protection Contributions Toward Agricultural Productivity”—April 5 or 6 in…
(4 Apr 2017)

DYK fungicides have been around for more than 300 years?! …
https://twitter.com/CASTagScience/status/984849130735460353
(13 Apr 2018)

Facebook—

New Council for Agricultural Science and Technology (CAST) Issue Paper: #CropProtection Contributions Toward Agricultural Productivity >> http://conta.cc/2oVH2eH #PlantScience #CropScience
(5 Apr 17)

CAST Paper on Crop Protection Contributes toward Agricultural Productivity
(6 Apr 17)

This report last updated 10/5/2018.
[CAST]: CAST Presents "Crop Protection Contributions Toward Agricultural Productivity"--RSVP for ...
(28 Mar 17)

[Weed Science Society of America]: CAST Seminar on Crop Protection Contributions toward Agricultural Productivity
(24 Mar 17)

[Northeastern IPM Center]: The Center for Agriculture, Science and Technology announces a paper on The Need for Agricultural Innovation to Sustainably Feed the World by 2050. Susan Ratcliffe, Director of the North Central IPM Center is one of the authors. Free download link is here.
(10 Apr 17)

[BioPortfolio BioPortfolio]: #healthcare New CAST Issue Paper "Crop Protection Contributions Toward Agricultural Productivity": A paper in the series on "The Need for Agricultural Innovation to Sustainably Feed the World by 2050"; Ames Iowa PRWEB April 05 2017 April 5 2017 Council for Agricultural Science and Technology Ames IowaMany rely on just a few to provide ...
(5 Apr 17)

(4 Apr 17)

(5 Apr 17)

[CAST]: CAST Seminars on "Crop Protection Contributions Toward Agricultural Productivity"--April...
(4 Apr 17)

[CAST]: CAST CATCH of the DAY Crop Protection & Innovation--Invite to rollout events, April 5 & 6
(31 Mar 17)

[CAST]: RSVP for a CAST Seminar "Crop Protection Contributions Toward Agricultural Productivity"-...
(31 Mar 17)

[Mississippi Soybean Promotion Board]: Crop protection will increasingly depend on new technologies and IPM strategies. See a summary of the Council for Agricultural Science and Technology (CAST) issues paper in Dr. Heatherly's latest blog
(25 Apr 17)

[Extension Master Gardener]: Council for Agricultural Science and Technology (CAST) has a paper out that looks at plant protection trends such as…
(19 Apr 17)

CAST Blog, April 5, 2017

CAST Website, February 23, 2018
http://www.cast-science.org/news/?biotech_revolution&show=news&newsID=23517

This report last updated 10/5/2018.