I. Rollout Events

The Commentary was released at the joint annual meetings of the American Society of Agronomy, the Crop Science Society of America, and the Soil Science Society of America in Indianapolis, Indiana on Tuesday November 14, 2006.

II. E-mail Distribution of Announcements/News Releases

<table>
<thead>
<tr>
<th>Listservs</th>
<th>Approx. No. of Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task Force Members</td>
<td>6</td>
</tr>
<tr>
<td>Board/Staff</td>
<td>54</td>
</tr>
<tr>
<td>Society Presidents</td>
<td>25</td>
</tr>
<tr>
<td>Friday Notes recipients*</td>
<td>1,700</td>
</tr>
<tr>
<td>Media+</td>
<td>520</td>
</tr>
<tr>
<td>News Information Groups</td>
<td>135</td>
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<tr>
<td>Deans of Agriculture</td>
<td>80</td>
</tr>
<tr>
<td>Directors of Ag Experiment Stations</td>
<td>97</td>
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<tr>
<td>Congressional Research Service</td>
<td>4</td>
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<tr>
<td>Federal Administrators</td>
<td>15</td>
</tr>
<tr>
<td>CAST Society Congressional Science Fellows</td>
<td>2</td>
</tr>
<tr>
<td>Communications Officers of State Dept of Ag</td>
<td>72</td>
</tr>
</tbody>
</table>

Batched E-mails:
- E-mails to company officials: 38

Individual E-mails:
+ E-mails to individual journalists: 12
- E-mails to stakeholders: 10

Total e-contacts as of September 22, 2006: 2,720

* 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.
III. Mailing Distribution — Online only

IV. Marketing Contacts

V. Reprint Sales — None offered

VI. Follow-On Activities/ Speaking Engagements/Invitations/Presentations

Mini-Conference on Ethanol at Iowa State University, November 13, 2006. CAST provided advance, printed information about the CAST Commentary for distribution at a conference sponsored by the ISU Department of Economics.

Associated Press Covered the Story, November 14, 2006. Amy Lorentzen, AP reporter, interviewed John Bonner and Ken Cassman, then published an article that was picked up by AP news sources worldwide. A website check two weeks after the rollout found coverage of the CAST paper on more than 50 websites.

National Public Radio Interviewed Task Force Chair, November 14, 2006. A reporter from Nebraska Public Radio spoke by telephone with Dr. Cassman and the interview was aired on the NPR Evening News.

Washington, D.C., November 27–28, 2006. Four presentations by John Bonner and Task Force Members for three CAST publications (Convergence Commentary; Acrylamide in Food; Using Risk Analysis to Inform Microbial Food Safety Decisions)

- Food Products Association Headquarters—for stakeholders
- Meyers & Associates Office—for media
- Longworth Office Bldg—for U.S. House and Senate Congressional staff
- USDA South Building—for USDA and other agency personnel

Feedstuffs Newspaper, December 18, 2006. The CAST Commentary was the subject of the page 1 lead article by staff writer Sally Schuff.

American Farm Bureau Federation, January 25, 2007. The AFBF sponsored a teleconference for state Farm Bureau offices to hear a presentation and Q&A session by Dr. Ken Cassman. CAST followed up with mailed material to the state offices. The AFBF expressed interest in hosting similar teleconferences on future CAST publications; CAST provided them a listing of possible topics.

VII. International Follow-up

VIII. Comments Received
IX. Internet and Website Connections

AgNet,
http://foodsafetynetwork.ca/agnet/2006/11-2006/agnet_nov_1.htm#story7 (accessed 12/5/06)

AgProfessional,

Beatrice, Nebraska Daily Sun,
http://www.beatricedailysun.com/articles/2006/11/14/ap-state-ne/d8ld1dhg0.txt (accessed 11/15/06)

Boston Globe.com,

CBS News,

checkbiotech.org,

China Post,

Chronicle,

CTV Canada,
http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20061117/ethanol_research_061 (accessed 11/17/06)

Energy Bulletin,
http://www.energybulletin.net/22604.html (accessed 12/4/06)

Environmental News Network,
http://www.enn.com/today.html?id=11680 (accessed 12/4/06)

Federal News Radio,
Quad City Times,
http://www.qctimes.net/articles/2006/11/15/news/business/doc455aa46b7e679168952359.txt (accessed 11/15/06)

Red Orbit,

Research Investor,

Resource Investor,

Reuters,

San Francisco Examiner,

Science Quick Picks,

SeedQuest,

Silicon Investor,

Star Telegram,

Townhall,
http://townhall.com/News/NewsArticle.aspx?contentGUID=90ca71b2-1ebe-487f-8d90-59733320206a&page=1

Truth about Trade and Technology,
USA Today  http://www.usatoday.com/tech/science/2006-11-14-ethanol-food_x.htm (accessed 11/15/06)

WAFF.com,  

Washington Post,  

WTOP News,  

Yankton Daily Press,  
http://www.yankton.net/stories/111506/news_1992111506.shtml (accessed 11/15/06)

Zimbio,  
http://www.zimbio.com/portal/J.+B.+Penn+-+Department+of+Agriculture/blog/2 (accessed 2/9/07)