



The Science Source for Food,
Agricultural, and Environmental Issues

CAST Publication Impact Report

Report Date: February 21, 2008

Title: *Convergence of Agriculture and Energy. II. Producing Cellulosic Biomass for Biofuels*

Publication series and number: **CAST Commentary QTA 2007-2**

Date released: **October 17, 2007**

I. Rollout/Presentation Events

This Commentary was released at three different venues:

—Chair Steve Fales presented the Commentary at the Brookings Institute Opportunity ‘08 “Iowa Forum on Energy and National Security” in Iowa City, Iowa, on October 17, 2007. Approximately 120 people attended. Brookings had included an announcement of the CAST Commentary as part of their registration packets.

—The Commentary was released October 17, 2007, to coincide with two major meetings held in the United States that focused on this topic—The World Food Prize Symposium on “Biofuels and Biofoods: The Global Challenges of Emerging Technologies” in Des Moines, Iowa; and the Brookings Institute Opportunity ’08 “Iowa Forum on Energy and National Security.”

— The Commentary also was released November 5, 2007, as part of the Annual Meetings of the American Society of Agronomy, the Crop Science Society of America, and the Soil Science Society of America in New Orleans, Louisiana. Task Force Author Wally Wilhelm gave the presentation. CAST made three presentations as part of the Annual Meetings, featuring the new publication; CAST Commentary 2007-1 (*Biofuel Feedstocks: The Risk of Future Invasions*); and a CAST “Town Meeting.”

—The Commentary was presented in Washington, D.C. on November 9, 2007, at the National Coalition for Food and Agricultural Research (NC-FAR) “Lunch ‘n Learn” Seminar; the USDA’s “Diverse Voices in Agriculture” series; and at the American Farm Bureau Federation. Task Force Chair Steve Fales and Author Wally Wilhelm presented the new Commentary; CAST EVP John Bonner also attended.

II. E-mail Distribution of Announcements/News Releases

Listserves:	Approx. No. of Recipients
Task Force Members	6
Board/Staff	50
Society Presidents	38
Society Executives	31

Friday Notes recipients [♦]	1,711
Media ⁺	571
News Information Groups	135
Deans of Agriculture	77

Individual E-mails:

⁺ E-mails to individual journalists	15
E-mails to stakeholders	12

Total e-contacts as of October 24, 2007: 2,646

III. Mailing Distribution — Online only

IV. Marketing Contacts—Not applicable

V. Reprint Sales — None offered

VI. Follow-On Activities/ Speaking Engagements/ Invitations/ Presentations/Newspaper Articles/TV Interviews

World Food Prize, October 17–19, 2007. CAST EVP John Bonner and Managing Scientific Editor Linda Chimenti attended the World Food Prize Symposium in Des Moines, Iowa. Copies of the new Commentary were presented to several D.C. officials, including Acting Secretary of Agriculture Chuck Conner, and publicity materials were distributed throughout the 3-day program.

The Food Industry Environmental Network (FIEN), October 19, 2007. Jack Cooper of the FIEN included a brief note about CAST’s new Commentary in his “members-only” electronic newsletter on October 19, 2007. Included in the article were links to the CAST website, the Commentary itself, and the news release and contact information for Task Force Chair Steve Fales and CAST EVP John Bonner.

NACTA Updates and Information (Newsletter from the North American Colleges and Teachers of Agriculture, October 23, 2007). NACTA included a short note about CAST’s new Commentary along with a link to the CAST website.

Dennis Gehler, Land’O Lakes, October 24, 2007. Mr. Gehler sent out an announcement about the new CAST Commentary with a link to the CAST website to all of his sales people who deal with alfalfa. In his note to John Bonner reporting on his distribution, Mr. Gehler commented: “Thanks for the great work on this!”

[♦] 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.

Feedstuffs, October 29, 2007. *Feedstuffs* newsletter published a notice about the new Commentary, including how to access the full text on the CAST website.

Task Force Chair Steve Fales, American Farm Bureau Federation (AFBF), December 17, 2007. Don Lipton of the AFBF arranged for Chair Steve Fales to lead a “mass conference call” with all interested state Farm Bureau offices at one time. The call-in program included representatives from 12 states.

VII. International Follow-up

VIII. Comments Received

Linda Benjamin, Food and Drug Administration, November 5, 2007. Dr. Benjamin e-mailed the following: I am a regulatory chemist with the Center for Veterinary Medicine tasked with the regulatory oversight of co-products coming out of the biofuel industry. I have read several CAST Commentaries on Cellulosic Ethanol Technology and just attended The Cellulosic Ethanol Summit in Washington, DC. Overall, I have been impressed with the timeliness, depth and diversity of the information presented by CAST. Could you please let me know how I can get on your ‘Friday Notes’ distribution list so I can keep up with this constantly evolving Biofuel industry?” Managing Scientific Editor Linda Chimenti replied with information on becoming a CAST Member.

Don Lipton, American Farm Bureau Federation, December 17, 2007. Mr. Lipton sent the following e-mail to Task Force Chair Steve Fales (who then forwarded it to the CAST Office) regarding his participation in a conference call involving state Farm Bureau representatives from 12 different states: “Thanks for the session today. It went very well, with a higher level of questions and comments than our historic average for similar events. I found it to be a comprehensive look at the issues, one that went beyond a traditional ag perspective.”

IX. Internet and Website Connections

Acura Offroad Link,

<http://acura.offroadlink.com/biomass.html> (accessed 11/20/07)

AgFax,

<http://agfax2.com/index.aspx?ascxid=fpQfStory&fpsid=30525&fpstid=1> (accessed 10/25/07)

Ag Partners, LLC,

<http://www.agpartners.com/index.aspx?ascxid=fpQfStory&fpsid=30525&fpstid=1>
(accessed 11/5/07)

AgProfessional,

http://www.agprofessional.com/show_story.php?id=49197 (accessed 10/22/07)

Agriculture Industry Today,

<http://agriculture.einnews.com/news/agronomy> (accessed 11/5/07)

AgriMarketing,

<http://www.aspb.org/publicaffairs/biomass.cfm> (accessed 10/25/07)

Ag Today,

<http://agtoday.doane.com/hertz/index.php?id=49197> (accessed 10/22/07)

Alabama Business Council,

<http://www.alagribusiness.org/index.aspx?ascxId=fpQfStory&fpsid=30525&fpstid=1> (accessed 11/26/07)

American Agriculturalist,

<http://americanagriculturalist.com/index.aspx?ascxId=fpStory&fpsid=30525&fpstid=1>
(accessed 10/22/07)

American Society of Plant Biologists,

<http://www.aspb.org/publicaffairs/biomass.cfm> (accessed 10/25/07)

Animal.aomnaruk.com,

<http://animal.aomnaruk.info/Cellulosic.html> (accesses 11/26/07)

Biobased News,

<http://www.biobasednews.com/list2.php?storyid=15341> (accessed 10/29/07)

Biofuel Review,

<http://www.biofuelreview.com/content/view/1282/> (accessed 10/29/07)

Biofuels Business,

http://www.biofuelsbusiness.com/feature_stories_print.asp?ArticleID=89031 (accessed 11/20/07)

Biofuels News,

http://www.checkbiotech.org/green_News_Biofuels.aspx?infoId=15983 (accessed 10/25/07)

Biomass Rules, LLC,

<http://biomassrules.com/?m=200710> (accessed 11/26/07)

BioMedicine,

<http://www.bio-medicine.org/biology-news-1/CAST-rolls-out-biofuel-commentaries-in-New-Orleans-989-1/> (accessed 11/5/07)

Biopact,

<http://biopact.com/2007/10/cast-evaluates-production-of-cellulosic.html> (accessed 10/29/07)

Biotech Knowledge Center,

<http://biotechknowledge.com/BIOTECH/knowcenter.nsf/ID/9E35B1119629D8A18625738A00608033?OpenDocument> (11/20/07)

CEDAB,

http://www.cedab.it/newsletter_ISAAA.asp?IDnews=203 (accessed 11/26/07)

Cellulosic Ethanol,

<http://www.cellulosicethanol.com/?p=43> (accessed 11/26/07)

CheckBiotech,

http://www.checkbiotech.org/green_News_Biofuels.aspx?infoId=15983 (accessed 10/25/07)

citeulike,

<http://www.citeulike.org/user/williamdwalker/article/1890445> (accessed 11/20/07)

Cooper Farms,

<http://www.cooperfarmsgrain.com/index.aspx?ascxId=fpQfStory&fpsid=30525&fpstid=1>
(accessed 11/5/07)

Daybreak Foods,

<http://www.daybreakfoods.com/index.aspx?ascxId=fpQfStory&fpsid=30554&fpstid=2>
(accessed 11/20/07)

Dodge.offroadlink.com,

<http://dodge.offroadlink.com/biomass.html> (11/26/07)

EIN News,

<http://www.einnews.com/search.php?keywords=CAST+biofuels&makesearch=yes>
(accessed 10/29/07)

EP Overviews Publishing, Inc.,

http://www.epoverviews.com/e_newsletter/sample_ethanol-specific.htm (accessed 11/5/07)

EurekAlert,

http://www.eurekalert.org/pub_releases/2007-10/aso-a-cro102607.php (accessed 10/29/07)

Fansavoila,

<http://www.cellulosicethanol.com/?p=43> (accessed 11/26/07)

Farm Credit of Central Florida,

<http://news.farmcreditcf12.com/index.aspx?ascxId=fpQfStory&fpsid=30525&fpstid=1>
(accessed 2/21/08)

Farm Today,

<http://www.farmtoday.com/trends/Biomass/and/Energy/Production> (accessed 11/26/07)

Feedstuffs FoodLink,

<http://www.feedstuffsfoodlink.com/ME2/dirsect.asp?sid=674A4CA2C78E44F08CDCD9DFC477DD67&nm> (accessed 2/21/08)

Feedzilla,

<http://www.feedzilla.com/search.asp?k=USA&q=biofuel> (accessed 11/5/07)

First Science,

http://www.firstscience.com/home/news/breaking-news-all-topics/cast-rolls-out-biofuel-commentaries-in-new-orleans_38475.html (accessed 11/6/07)

Georgia Agribusiness Council,

<http://www.ga-agribusiness.com/index.aspx?ascxid=fpQfStory&fpsid=30525&fpstid=1>
(accessed 11/20/07)

Goliath,

http://goliath.ecnext.com/coms2/gi_0199-7205374/Biofuels-commentary-released-News-Watch.html (accessed 2/21/08)

Green Car Congress,

http://www.greencarcongress.com/2006/11/cast_identifies.html (accessed 11/26/07)

Illinois Corn Growers,

<http://ilcorn.ncgapremium.com/index.aspx?ascxid=fpQfStory&fpsid=30525&fpstid=1>
(accessed 11/26/07)

INS NEWS,

<http://health.insnews.org/story/siteia.shtml?Story=st/sn/11040000aaa052bf.nw&Sys=inshhealth&Type=News&Filter=Health/Science&Fid=HEALTHSCI> (accessed 11/5/07)

Iowa Bioeconomy News,

<http://iowastateextension.blogspot.com/2007/10/cast-evaluates-production-of-cellulosic.html> (accessed 11/15/07)

John Deere News,

http://www.deere.com/servlet/en_US/ag/newsmain.jsp (accessed 10/12/07)

Julie's Fresh Air,

<http://juliemurphree.org/?p=805> (accessed 10/29/07)

Linux Insider,

<http://www.linuxinsider.com/perl/webstory/?id=2968416> (accessed 11/5/07)

Low-Input, High-Diversity Biofuels,

http://testone.okstate.edu/debo/blogs/index.php?blog=5&title=cast_commentary_on_biofuels&more=1&c=1&tb=1&pb=1 (accessed 11/6/07)

Luckey Farmers, Inc.,

<http://www.luckeyfarmers.com/index.aspx?ascxid=fpQfStory&fpsid=30525&fpstid=1>
(accessed 10/22/07)

Midwest Farmer's Coop,

<http://www.midwestcoop.com/index.aspx?ascxid=fpQfStory&fpsid=30554&fpstid=2>
(accessed 10/29/07)

Monsanto,

<http://www.monsanto.de/biotechnologie/biotechnews.php> (accessed 11/26/07)

Newmaker,

http://nongji.newmaker.com/news_43138.html (accessed 11/20/07)

Newswise,

<http://www.newswise.com/articles/view/534372/> (accessed 11/15/07)

Oil and Gas Online,

<http://www.oilandgasonline.com/content/news/article.asp?docid=c1c05489-4387-4caa-8b83-e790794b1e46&atc~c=771+s=773+r=001+l=a> (accessed 10/31/07)

Science and Technology,

http://www.scienceandtechnology.go.ke/print.php?type=N&item_id=9 (accessed 11/20/07)

Southern Rural Sociological Association,

<http://www.ag.auburn.edu/auxiliary/srsa/pages/othernews.html> (accessed 2/21/08)

TechNewsWorld,

<http://www.technewsworld.com/perl/webstory/?id=2968416> (accessed 11/5/07)

Testone,

http://testone.okstate.edu/debo/blogs/index.php?blog=5&title=cast_commentary_on_biofuels&more=1&c=1&tb=1&pb=1 (accessed 11/15/07)

U.S. Department of Agriculture Agricultural Research Service,

http://www.ars.usda.gov/research/programs/programs.htm?np_code=202&docid=15193
(10/22/07)

University of Illinois Center for Advanced BioEnergy Research,

<http://bioenergyuiuc.blogspot.com/2007/10/cast-commentary-on-agriculture-energy.html>
(accessed 10/29/07)

University of Nebraska–Lincoln,

<http://www.agronomy.unl.edu/newfacultystaff/directory/wilhelm.html> (accessed 11/20/07)

Wallace's Farmer,

<http://wallacesfarmer.com/index.aspx?ascxid=fpStory&fpsid=30554&fpstid=2> (10/24/07)

WhatIsThis.com,

<http://www.what-is-this.com/blogs/permalinks/10-2007/biofuel-commentaries-in-new-orleans.html> (accessed 11/5/07)

Wisconsin Agriculturalist,

<http://www.wisconsinagriculturalist.com/index.aspx?ascxid=fpStory&fpsid=30525&fpstid=1> (accessed 11/20/07)

Wisconsin Corn Growers Association,

<http://www.wicorn.org/index.aspx?ascxid=fpQfStory&fpsid=30525&fpstid=1> (accessed 10/29/07)

Woods Institute (Stanford),

<http://woods.stanford.edu/docs/biofuels/Biofuels3a.pdf> (accessed 11/15/07)

Wyffels,

<http://www.wyffels2.com/index.aspx?ascxid=fpQfStory&fpsid=30525&fpstid=1> (accessed 11/26/07)

ZZN Magazine,

<http://interestalert.com/story/11040000aaa052bf.nw/zzn/HEALTHSCI/> (accessed 11/26/07)