



CAST Publication Impacts Report

THE DIRECT RELATIONSHIP BETWEEN ANIMAL HEALTH AND FOOD SAFETY OUTCOMES

CAST Commentary QTA2012-1

Released: May 07, 2012

Impact reports compiled: May 07, 2012 – October 18, 2012

Chair: Scott Hurd, Iowa State University, Ames

I. ROLLOUT/RELEASE

Many groups in society, including politicians, activists, scientists, and stakeholders, are advocating significant changes to livestock production practices. These changes include modification of stocking densities, limitations on antimicrobial use, and requirements for outdoor “experiences.” Such changes may affect animal health. Simultaneously, consumers are demanding virtually risk-free food, and they think food safety should be addressed on-farm as well as during processing. Understanding the complex relationship between animal health and food safety is critical. The Commentary looks at the pressures to change livestock rearing methods, evidence to support the direct public health impact on human illness days, and food safety and inspection service regulations. The authors use indirect evidence, diagrams, and graphs to deliver their findings about the ways the healthy animals result in safer food.

II. DISTRIBUTION OF ANNOUNCEMENTS/NEWS RELEASES

- Various Listservs
- Constant Contact e-mails
- Meltwater Press e-mails

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

- Alliance to Feed, phone conference on May 08, 2012
- NC-FAR Lunch-N-Learn Seminar, May 07, 2012
- *Feedstuffs* Newspaper article, Page 16, written by Tim Lundeen, May 14, 2012
- AgriTalk radio interview with Scott Hurd, September 10, 2012
- Illinois Farm Bureau interview with Scott Hurd, September 10, 2012
- Video released September 6, 2012; 568 views (as of 10/19/12)
- Spanish translation released September 6, 2012

IV. INTERNET AND WEBSITE CONNECTIONS

TOTAL IMPACTS AS OF JUNE 08, 2012: 52
VIDEO IMPACTS: OCTOBER 19, 2012
SPANISH & VIDEO IMPACTS: OCTOBER 19, 2012

AASV

Accessed May 23, 2012

<http://www.aasv.org/news/story.php?id=5643>

ADSA Dair-e-news

Accessed May 14, 2012

<http://archive.constantcontact.com/fs015/1101427560201/archive/1109991510378.html>

Ag Clips (Ag and Rural Leaders)

Accessed May 05, 2012

<http://www.agandruralleaders.org/agclips2.html>

Ag Web

Accessed May 07, 2012

http://www.agweb.com/article/the_week_ahead_may_7-13_2012/

Agri-Marketing

Accessed May 07, 2012

E-mail Newsletter

Agri-pulse

Accessed May 09, 2012

www.Agri-Pulse.com

Agri-view

Accessed May 18, 2012

http://www.agriview.com/news/livestock/relationship-between-animal-health-and-food-safety-examined/article_db9654bc-a107-11e1-8930-0019bb2963f4.html

Agrowingculture

Accessed May 2012

<http://www.agrowingculture.org/eco-ag-news/>

AIC Notes

Accessed May 12, 2012

<http://campaign.r20.constantcontact.com/>

American Association of Avian Pathologists (AAAP) (Facebook)

Accessed May 23, 2012

<https://www.facebook.com/AAAPinfo>

American Sheep Industry Association

Accessed May 11, 2012

http://www.sheepusa.org/Sheep_Industry_News_Detail/newsID/5088

American Society of Animal Science

Accessed May 14, 2012

<http://www.asas.org/> (Sent via e-mail)

Animal Health Institute (AHI)

Accessed May 08, 2012

<http://www.ahi.org/>

Animal Health Institute (AHI)

Accessed May 08, 2012

<http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&ved=0CGgQFjAE&url=http%3A%2F%2Fwww.ahi.org%2Farchives%2F2012%2F05%2Fanimal-health-food-safety-link-studied-via-farm-futures%2F&ei=ioOqT86MNoaK8QTCi82WAw&usq=AFQjCNEUahIM0wwiOnGcjSz6h1BDGb7kXg>

Barfbog

Accessed May 08, 2012

<http://barfbog.foodsafety.ksu.edu/blog/tag/cast>

Beef Magazine

Accessed May 14, 2012

<http://beefmagazine.com/cow-calf/healthy-animals-make-confident-consumers>

Biolargo, Inc.

Accessed May 09, 2012

<http://biolargo.blogspot.com/>

Bites

Accessed May 08, 2012

<http://bites.ksu.edu/blog/154741/12/05/08/challenges-opportunities-needs-animal-agriculture>

Bites (safe food from farm to fork) blog

Accessed May 14, 2012

<http://www.bites.ksu.edu/blog/tag/policy>

CIDRAP

Accessed May 2012

<http://www.cidrap.umn.edu/cidrap/content/fs/food/readings/>

Constant Contact

Accessed May 07, 2012

E-mail to listservs

Feedstuffs Newspaper

Accessed May 14, 2012

Article, page 16

Food in Sight

Accessed May 2012

<http://www.foodinsight.org/LinkClick.aspx?fileticket=W%2BaRN%2FnOPOA%3D&tabid=103>

Food Insight (Blog)

Accessed May 09, 2012

<http://www.foodinsight.org/Blog/tabid/60/EntryId/607/Healthy-Animals-Confident-Consumers-and-Credible-Communication.aspx>

Food Safety and Animal Health

Accessed May 28, 2012

<http://scotthurd.blogspot.com/>

Food Safety News

Accessed May 09, 2012

<http://www.foodsafetynews.com/2012/05/exploring-the-link-between-animal-health-and-food-safety/>

FOODHACCP

Accessed May 09, 2012

<http://www.foodhaccp.com/memberonly/newsletter496.html>

Grow Your Own, Nevada!

Accessed June 06, 2012

<http://www.growyourownnevada.com/the-direct-relationship-between-animal-health-and-food-safety-outcomes/>

Hoard's Dairyman

Accessed April 27, 2012

http://www.hoards.com/IB_NCFAR-food-safety-seminar

Iowa State University, CALS

Accessed April 30, 2012

<http://www.ag.iastate.edu/news/agonline/721/>

Iowa State University, College of Veterinary Medicine

Accessed June 2012

<http://vetmed.iastate.edu/category/search-keywords/antibiotic-resistance>

Lake County, University of California Cooperative Extension

Accessed April 27, 2012

<http://celake.ucdavis.edu/?blogtag=food%20safety&blogasset=21880>

Lake County, University of California Cooperative Extension

Accessed May 11, 2012

<http://celake.ucdavis.edu/?blogpost=7483&blogasset=21880>

Lima Ohio

Accessed May 03, 2012

<http://www.limaohio.com/articles/university-83015-health-links.html>

Mendocino County, University of California Cooperative Extension

Accessed June 04, 2012

<http://cemendocino.ucdavis.edu/>

National Hog Farmer

Accessed May 04, 2012

<http://nationalhogfarmer.com/health/links-between-animal-health-and-food-safety-explored>

NC-FAR

Accessed April 27, 2012

http://www.ncfar.org/NCFAR_Media_Advisory_AnimalAg-HumanHealth_042712.pdf

NC-FAR Lunch-N-Learn Seminar

Accessed May 07, 2012

http://www.ncfar.org/AnimalHealth-FoodSafety_Program_0507.pdf

NCFPD Articles (wordpress)

Accessed May 11, 2012

<http://ncfpd.wordpress.com/2012/05/11/cast-the-direct-relationship-between-animal-health-and-food-safety-outcomes-cast/>

Pork Network

Accessed May 11, 2012

<http://www.porknetwork.com/pork-news/latest/Commentary-Whack-a-mole-is-not-the-answer-151054055.html>

Purdue

Accessed May 04, 2012

<http://www.purdue.edu/newsroom/outreach/2012/120504MathewCAST.html>

Scoop.it!

Accessed May 9, 2012

<http://www.scoop.it/t/your-food-your-health>

Scott Hurd (Blog)

Accessed May 09, 2012

<http://scotthurd.blogspot.com/2012/05/healthy-animals-make-confident.html>

Sheep and Goats, Wordpress

Accessed May 24, 2012

<http://sheepngoats.wordpress.com/>

Swine Web

Accessed May 2012

<http://swineweb.com/the-direct-relationship-between-animal-health-and-food-safety-outcomes/>

Swine Web; Minnesota Pork Producers

Accessed June 2012

<http://swineweb.com/regional-pages/minnesota-pork-producers/>

The Farmer

Accessed May 02, 2012

<http://farmprogress.com/story-animal-welfare-discussion-online-next-monday-0-59487>

Trust in Animals and Food Safety (TAFS)

Accessed May 10, 2012

<http://tafsforum.org/news>

UCCE Facebook/Twitter

Accessed May 11, 2012

<https://www.facebook.com/UCCE.Range.Livestock>

UCCE Livestock & Range Topics

Accessed May 08, 2012

<http://ucanr.org/blogs/blogcore/postdetail.cfm?postnum=7452>

UCCE Livestock & Range Topics; E-mail

Accessed June 04, 2012

<http://ucanr.org/blogs/blogcore/postdetail.cfm?postnum=7635>

University of California Cooperative Extension; Mendocino County

Accessed May 11, 2012

<http://cemendocino.ucdavis.edu/?blogpost=7483&blogasset=5116>

VT Pasture Network

Accessed May 14, 2012

<http://biolargo.blogspot.com/2012/05/exploring-link-between-animal-health.html>

VIDEO PORTION

Wallaces Farmer

Accessed September 07, 2012

<http://farmprogress.com/story-cast-video-examines-animal-health-safety-0-63056>

National Hog Farmer

Accessed September 06, 2012

<http://nationalhogfarmer.com/animal-well-being/video-explores-relationship-between-animal-health-and-food-safety>

Silo Breaker

Accessed September 07, 2012

http://news.silobreaker.com/cast-video-examines-animal-health-safetyvideo-examines-link-between-animal-health-and-food-safety-5_2265959751776993461

Silo Breaker

Accessed September 07, 2012

http://news.silobreaker.com/cast-video-examines-animal-health-safety-5_2265959764661895366

SPANISH EDITION IMPACTS

Facebook Agrogestiic

Accessed September 2012

<https://www.facebook.com/Agrogestiic>

Science Stage

Accessed September 2012

<http://sciencestage.com/d/6955452/indirect-restorations-on-teeth-with-reduced-crown-height..html>

Total Google Search Pages

Accessed between September and October 2012

www.google.com