

CAST ROLLS OUT PROCESS OF LABELING PAPER

On October 5, CAST Issue Paper #56—**Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations**—was released at three rollouts in Washington, D.C. Dr. Kent Messer, the Task Force Chair from University of Delaware, was joined by Kent Schescke and Dr. Mark Armfelt, CAST President-Elect and Task Force Liaison. The National Coalition for Food and Agricultural Research (NC-FAR) held a senate briefing in the morning and a “Lunch-n-Learn” for House staffers at noon. These NC-FAR presentations were a collaborative effort with the National Corn Growers Association, which sponsored Kevin Folta talking about “how social media can misrepresent food science.” Later in the afternoon, the Grocery Manufacturers of America (GMA) hosted a panel discussion that included an overview from Dr. Messer and a panel discussion led by GMA involving the International Food Information Council and other food industry experts.



BORLAUG CAST COMMUNICATION AWARD PRESENTATION

Dr. Channapatna Prakash received the 2015 Borlaug CAST Communication Award at a breakfast side event to the World Food Prize festivities on October 14. His keynote address was titled *Everything I Know about GMOs, I Learned on Social Media*. Dr. Prakash is currently the Dean of the College of Arts and Sciences at Tuskegee University, where he was instrumental in establishing the prestigious plant biotechnology research and training program. The International Food Information Council Foundation organized a second session—a panel discussion titled *Answering the Challenge of Expo Milano 2015: Feeding the Planet, Energy for Life*.



Top left to right: 1) Dr. Wendy Srnicek of DuPont presents the bronze award to Dr. Prakash, 2) Prakash with 2015 CAST President, Dr. David Songstad, 3) IFIC Panel: Julie Tesch, American Farm Bureau Foundation; William Craft, Jr., U.S. Department of State; Prakash; Doyle Karr, DuPont; and Kimberly Reed, IFIC Foundation.





OPEN HOUSE HONORS LINDA CHIMENTI

Friends, colleagues, and family members stopped by the CAST office in Ames, Iowa, on May 7, to thank Linda Chimenti for her many years of dedicated service to the organization. She continued as EVP until June 1, when current EVP Kent Schescke took the reins.

KENT SCHESCKE JOINS CAST AS NEXT EVP

CAST is very happy to welcome Kent Schescke to the Ames office as Executive Vice President. He had previously been with the National FFA Organization and Foundation and has a background rich in agriculture. He has worked in several states throughout the country and is happy to return to the Midwest, bringing with him plenty of agriculture insights and connections.

CAST FALL BOARD MEETING AND SPECIAL HONOR

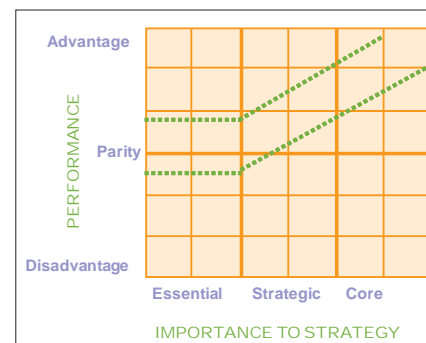


CAST President Mark Armfelt, Dean Wintersteen, and Kent Schescke

This year, CAST held its Annual Board Meeting at the Farm Bureau offices in West Des Moines, Iowa, October 27th–29th. A highlight of the meeting was a dinner at the World Food Prize Hall of Laureates. The guest speaker was Ambassador Kenneth Quinn, President of the World Food Prize, and Dean Wendy Wintersteen, the Endowed Dean of the College of Agriculture and Life Sciences at Iowa State University and Director of the Iowa Agriculture and Home Economics Experiment Station, received the CAST President’s Award in honor of her retirement from the Board of Trustees and her many contributions to CAST.

STRATEGIC PLAN 2016–2020

Every 5 years, CAST revisits its Strategic Plan. The CAST Strategic Plan Committee surveyed board members and stakeholders this past summer. The results were used to freshen the mission and vision statements, complete a SWOT analysis, and assess CAST’s current capabilities to achieve its desired strategy. At the recent annual meeting, board members worked in teams to develop action around three areas of focus: producing quality products, maximizing product value to stakeholders, and broadening communication and social media sharing.



Capabilities Matrix Tool used in assessing gaps between current and desired future state.

CAST WELCOMES TWO NEW STUDENT INTERNS

With the “retirement” of Collete Haag and Megan Gaul, CAST hired two new interns. Kayla Chalfant, an Iowa State University senior, joined the ranks at the financial desk in May, and Andee Hammen, an ISU junior, came on board as the editorial intern in August.

NEW BOARD OF TRUSTEES MEMBERS

James Greenwood and Ken Roberts have added their insights to the talented members that make up the CAST Board of Trustees. Greenwood is President and CEO of the Biotechnology Industry Organization in Washington, D.C., and Roberts is a Director at Mondelēz International, a Director for Kraft Foods North America, and a farmer.

