



CAST Issue Paper 64

Reducing the Impacts of Agricultural Nutrients on Water Quality across a Changing Landscape

Chair: Heidi Peterson, International Plant Nutrition Institute; 12-member task force

Release/Rollout

On April 15, Dr. Heidi Peterson, the task force chair, conducted a briefing for House staffers at a noon lunch seminar, and in the afternoon, she did the same for Senate staffers. Later in the day, Dr. Peterson held a presentation of the paper at The Fertilizer Institute penthouse. Approximately 60 people registered to attend these three presentations.

In-kind Contributions: 295 volunteer hours; \$21,830 monetary value

Press Release (results two weeks after release)

- Press release went to 8,487 e-contacts (1,543 media) resulting in 4,074 opens/interactions
- The [press release through PRWeb](#) resulted in 2,587 views and reached 985 targeted influencers (journalists).
- A sampling of sites where the release was picked up: Canadian Insider, Markets Insider, My San Antonio (MySA), Outline.com,

Follow-On Activities

- Video of Dr. Peterson's presentation and slides posted on CAST website and YouTube. [Click here to view.](#) (146 views as of October 21, 2019)
- Dr. Peterson presented at Sand County Foundation, April 2019, and Soil and Water Conservation Society Annual Conference, July 2019.
- Dr. Peterson presented an [American Society of Agronomy webinar](#), September 19, 2019. (1,077 registered with 265 online live. Registrants were able to view the recorded video for 30 days post event.)
- Future presentations planned at the American Society of Agronomy, November 2019.

Paper Distribution

- Issue Paper Downloads—6 months after release: 2,460 (add from Google Analytics after 9/23)
- Ag quickCAST Downloads—6 months after release: 272
- Distributed approximately 537 copies of printed issue paper

Indirect Paper Distribution

ACSESS Digital Library (Alliance of Crop, Soil, and Environmental Science Societies)

Link to paper and Ag quickCAST - <https://dl.sciencesocieties.org/issue-papers>

This report last updated 6/12/2019.

Link to Ag quickCAST - https://aquadoc.typepad.com/files/ag_quickcast_nutrient_loss_ip64.pdf

CABDirect

<https://www.cabdirect.org/cabdirect/abstract/20193223758>

Articles and Web Mentions

Agri-view, *Water-quality research: no silver bullet*, April 30, 2019 (article and link to paper)
https://www.agupdate.com/agriview/briefs/crop/water-quality-research-no-silver-bullet/article_24637f50-04b6-501c-a0c7-3d146c8a80ce.html

CropLife America, *On Our Radar* newsletter, April 24, 2019
<https://mailchi.mp/croplifeamerica/on-our-radar-september-18-1372009?e=32f15db1e3>

North Central Region Water Network (link to webinar)
<https://northcentralwater.org/event/omaha-green-infrastructure-tour-2019/>

Nutrient Stewardship, *4R News*, April 26, 2019
<https://www.nutrientstewardship.com/4r-news/reducing-the-impacts-of-agricultural-nutrients-on-water-quality-across-a-changing-landscape/>

WaterWired, *Thursday Water Quality Twofer*, April 18, 2019
<https://www.waterwired.org/2019/04/thursday-twofer-1-water-quality.html>

Social Media

Twitter—

@CASTagScience, *March 28, 2019*
<https://twitter.com/CASTagScience/status/1111297239748620289>

@CASTagScience, *April 8, 2019*
<https://twitter.com/CASTagScience/status/1115245236584951811>

@CASTagScience, *April 14*
<https://twitter.com/CASTagScience/status/1117446159520292870>

@stuartsmyth66, *April 15, 2019*
<https://twitter.com/stuartsmyth66/status/1117800573871509504>

@IPNIstewardship, *April 15, 2019*
<https://twitter.com/IPNIstewardship/status/1117817910213242880>

@4Rnutrients, *April 15, 2019*
<https://twitter.com/4Rnutrients/status/1117825162244698114>

@4Rnutrients, *April 15, 2019*
<https://twitter.com/4Rnutrients/status/1117826172358938626>

@4Rnutrients, *April 15, 2019*
<https://twitter.com/4Rnutrients/status/1117829296733736961>

@ADMCoalition, *April 17, 2019*

This report last updated 6/12/2019.

<https://twitter.com/ADMCoalition/status/1118501417579417600>

@Fertilizer_Inst, April 15, 2019

@CASTagScience, April 24, 2019

https://twitter.com/Fertilizer_Inst/status/1117892913407520768

@AgriView, April 30, 2019

<https://twitter.com/AgriView/status/1123107022105452545>

@CASTagScience, May 7, 2019

<https://twitter.com/CASTagScience/status/1125769589516832768>

@CASTagScience, June 26, 2019

<https://twitter.com/CASTagScience/status/1144047694324871172>

@FFAAtweets, July 5, 2019

<https://twitter.com/FFAAtweets/status/1147137699645657088>

@CASTagScience, July 7, 2019

<https://twitter.com/CASTagScience/status/1147983125739397122>

ASA_CSSA_SSSA, August 22, 2019

https://twitter.com/ASA_CSSA_SSSA/status/1164565407241527297

@CASTagScience, August 22, 2019

<https://twitter.com/CASTagScience/status/1164569341360259072>

@CASTagScience, August 22, 2019

<https://twitter.com/CASTagScience/status/1164557538290995200>

@CASTagScience, September 3, 2019

<https://twitter.com/CASTagScience/status/1168910289611436033>

@CASTagScience, September 12, 2019

<https://twitter.com/CASTagScience/status/1172283944781455362>

@CCASoundAdvice, September 17, 2019

<https://twitter.com/CCASoundAdvice/status/1173977401006706688>

@sandcountyfdn, October 15, 2019

<https://twitter.com/sandcountyfdn/status/1184133977575047169>

@sandcountyfdn, October 15, 2019

<https://twitter.com/sandcountyfdn/status/1184171826814971904>

Facebook—

Rudy Arredondo, March 28, 2019

<https://www.facebook.com/nationallatinofarmersandranchers/posts/2157638564324954>

@txwri, April 1, 2019

<https://www.facebook.com/txwri/posts/2253048828268787>

This report last updated 6/12/2019.

@CASTagScience, April 11, 2019

<https://www.facebook.com/CASTagScience/posts/2209169589177825>

@CASTagScience, April 15, 2019

<https://www.facebook.com/CASTagScience/posts/2216615348433249>

Arkansas Water Resources Center, April 18, 2019

https://www.facebook.com/permalink.php?story_fbid=2423680291009391&id=206554789388630

@DEMD4RAIliance, April 19, 2019

<https://www.facebook.com/DEMD4RAIliance/posts/2275320109385048>

@UNRCABNR, May 11, 2019

https://www.facebook.com/UNRCABNR/posts/10157015386176718?_tn_=-R

@CASTagScience, July 2, 2019

<https://www.facebook.com/CASTagScience/posts/2344950915599691>

@CASTagScience, July 7, 2019

<https://www.facebook.com/CASTagScience/posts/2348287305266052>

@ASA.agronomy, August 22, 2019

<https://www.facebook.com/ASA.agronomy/posts/10157174361709543>

@CASTagScience, August 22, 2019

<https://www.facebook.com/CASTagScience/posts/2438591452902303>

@CASTagScience, August 22, 2019

<https://www.facebook.com/CASTagScience/posts/2438329299595185>

@CASTagScience, September 3, 2019

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/2460346294060152/?type=3&>

[theater](#)

@CASTagScience, September 12, 2019

<https://www.facebook.com/CASTagScience/posts/2476175199143928>

@CASTagScience, September 17, 2019

<https://www.facebook.com/CASTagScience/posts/2476175199143928>

Pinterest—

LinkedIn—

Heidi Peterson, April 13, 2019

<https://www.linkedin.com/feed/update/urn:li:activity:6522562426515390465>

CAST, June 26, 2019

<https://www.linkedin.com/feed/update/urn:li:activity:6549677877728735232>

This report last updated 6/12/2019.

CAST, July 1, 2019

<https://www.linkedin.com/feed/update/urn:li:activity:6551500807026589697>

CAST, August 22, 2019

<https://www.linkedin.com/feed/update/urn:li:activity:6570326123081723904>

CAST, July 7, 2019

<https://www.linkedin.com/feed/update/urn:li:activity:6551500807026589697>

CAST, August 22, 2019

<https://www.linkedin.com/feed/update/urn:li:activity:6570326123081723904>

Blogger—

Ag Happenings in D.C.--Communication Award and Publication Rollout, April 17, 2019

<http://cast-science.blogspot.com/2019/04/ag-excitement-in-dc-communication-award.html>