News and information about this award and Marty Matlock can be found here and here. CropLife Foundation is the sponsor of the 2018 award.

**Announcement of 2018 Winner:**
Nominations opened November 1, 2017 and closed February 5, 2018. There were 24 nominations submitted for consideration by the 2018 selection committee. A news announcement went to 6,682 e-contacts resulting in 1,602 opens/interactions (24.3%).

A sampling of sites where the announcement was picked up:
- American Seed Trade Association
- Farm Forum
- High Plains/Midwest Ag Journal
- Ohio Ag Connection
- USAgNet.com
- Wisconsin Ag Connection

April 24, 2018 - Dr. Marty Matlock was announced as the 2018 award winner at an announcement event held on April 24 at USDA Whitten Patio in Washington, D.C. CAST’s Kent Schescke welcomed the gathering before the 2017 BCCA winner, Jayson Lusk, delivered his address—*The Politicization of Food Consumption and Communication*. CAST president, Nancy Reichert of Mississippi State University, then announced the 2018 award winner. Genevieve O’Sullivan of CropLife America delivered the concluding remarks. There were 63 RSVPs to attend the event.

**Press Release**
- Press release went to 9,056 e-contacts (3,601 media) resulting in 4,456 opens/interactions
- 229,221 headline impressions, and 159 total pickups on press release through PRWeb.
- A sampling of sites where the release was picked up: AgriMarketing, American Seed Trade Association, American Society of Agronomy Science Policy Report, Chicago Evening Post, Dairy Business, FarmForum, Farm Progress, Feedstuffs, High Plains/Midwest Ag Journal, Iowa State University CALS Online, KansasFarmer, MeatingPlace.com, One News Page, Our Finance Daily, Soil Science Society of America, Southeast FarmPress, University of Arkansas Sustainability Blog, University Chronicle, University of Arkansas, and multiple ABC, CBS, NBC, and FOX news channel affiliates.

**Presentation of Award at World Food Prize:**
The award presentation took place on Wednesday, October 17, 2018 in Des Moines, IA at a breakfast side event to the World Food Prize. Dr. Marty Matlock gave a keynote presentation on *The Promise of Prosperity from the Land in the 21st Century*. The award presentation was followed by a presentation and panel discussion on *Global Sustainability for a Vibrant Earth*, hosted in conjunction with the American Society of Agricultural and Biological Engineers (ASABE) and the American Society of Agronomy (ASA). Link to program.

**Press Release**
- Press release went to 8,564 e-contacts resulting in 1,868 opens/interactions (21.8%).
- A sampling of sites where the release was picked up: Green Plug Nuuz Magazin, Inari Agriculture, MeatingPlace.com; U.S. Wheat Associates

**Follow-On Activities**

*This report last updated 5/28/2019.*
May 17, 2019 article for Illinois Soybean Association by Marty Matlock, *The Borlaug Hypothesis: Modern Farm Practices, Increased Production, Less Land, Fewer Inputs*
https://www.ilsoy.org/article/borlaug-hypothesis

Articles and Web Mentions:
AAEA Blog (Agricultural & Applied Economics Association), May 24, 2018
http://blog.aaea.org/2018/05/council-for-agricultural-science-and.html

AgriMarketing, October 18, 2018, *U of Arkansas’ Marty Matlock Honored at the 2018 Borlaug CAST Communications Award Ceremony*
https://www.agrimarketing.com/s/120008

CAST, October 18, 2018, *Marty Matlock Honored at the 2018 Borlaug CAST Communication Award Ceremony*
http://www.cast-science.org/news/?marty_matlock_honored_at_the_2018_borlaug_cast_communication_award_ceremony&show=news&newsID=23617

CBGames, October 18, 2018, *Matlock, Champion Of Science In Sustainability, Honored With Borlaug Communication Award*
http://cbgame.net/news/Matlock,-Champion-of-Science-in-Sustainability,-Honored-With-Borlaug-Communication-Award

Delta Farm Press, October 18, 2018, *CAST award winner focuses on sustainability: Marty Matlock speaks during World Food Prize experience in Des Moines*
https://www.deltafarmpress.com/farm-life/cast-award-winner-focuses-sustainability

Inside ASABE, October 31, 2018

Iowa Farm Bureau Federation, Dirk Steimel, October 22, 2018, *Gaining prosperity from the land*
https://www.iowafarmbureau.com/Article/Gaining-prosperity-from-the-land

NAAE Monday Morning Monitor, October 19, 2018

Seed World, November 13, 2018, *Marty Matlock Honored at the 2018 Borlaug CAST Communication Award Ceremony*

Soil Science Society of America, October 18, 2018

The Progressive Farmer, October 18, 2018, *Intensify to Sustainability: CAST Award Winner Highlights Ag Intensification, Stewardship in Climate Conversation*

University of Arkansas, April 26, 2018, *Professor, Director Marty Matlock Named Winner of 2018 Borlaug CAST Communication Award*

*This report last updated 5/28/2019.*
University of Arkansas, October 22, 2018, *Matlock, champion of science in sustainability, honored with Borlaug CAST Communication Award*

University of Arkansas College of Research and Extension Flicker, October 18, 2018
https://www.flickr.com/photos/uacescomm/sets/72157701014507481/with/45408323501/

University of Arkansas Office of Sustainability, October 18, 2018
https://sustainability.uark.edu/directory/faculty/uid/mmatlock/name/Marty-Matlock/

University of Arkansas College of Engineering, October 18, 2018
https://mse.uark.edu/about-us/index.php

U.S. Sustainability Alliance, November 8, 2018, *Dr. Marty Matlock Recognized for Borlaug CAST Communications Award*
https://thesustainabilityalliance.us/dr-marty-matlock-recognized-for-borlaug-cast-communication-award/

WallacesFarmer, April 26, 2018
https://www.wallacesfarmer.com/names-news/marty-matlock-receives-borlaug-cast-communication-award

Western Farm Press, October 18, 2018
https://www.westernfarmpress.com/farm-life/cast-award-winner-focuses-sustainability

Western Society of Weed Science Newsletter, March 2019

Social Media:
Facebook—
AgBioWorld, April 24, 2018—*3 likes*
Welcome to the club Dr. Marty Matlock!

*Cara Cowan Watts*, April 27, 2018—*3 likes*
2018 Borlaug CAST Communication Award Goes to Dr. Marty Matlock…

*Laura Mabry*, April 28, 2018—*9 likes*
Congratulations to Marty Matlock. He is Absolute treasure at the university!

National Institute for Animal Agriculture (NIAA), April 26, 2018—*3 likes and 1 comment*
2018 Borlaug CAST Communication Award Goes to NIAA member, Dr. Marty Matlock! One nominator wrote…

Fay Jones School of Architecture and Design, May 2, 2018—*15 likes*
Marty Matlock, director of the Fay Jones School’s newly established

CAST, June 25, 2018 — *3 likes*
Dr. Marty Matlock took part in a journalism series exploring technological advances and business trends, with a special focus on new technologies and practices promoting food safety and security…
https://www.facebook.com/CASTagScience/posts/1788512184576903

Cyndi Savio-Sedlak, June 11, 2018
http://www.cast-science.org/news/?2018_bcca_award_goes_to_marty_matlock&show=news&newsID=23548

CAST, June 2, 2018 – *1 like and 1 share*

*This report last updated 5/28/2019.*
CAST's 2018 BCCA winner is an internationally recognized expert in agricultural sustainability metrics and assessment…

https://www.facebook.com/CASTagScience/photos/a.477568575671277.1073741827.134721559955982/175619141142314/?type=3&theater

CAST, May 25, 2018—1 like
Congratulations to CAST's 2018 Borlaug CAST Communication Award winner!
https://www.facebook.com/CASTagScience/photos/a.477568575671277.1073741827.134721559955982/1750034685091320/?type=3&theater

CAST, April 24, 2018—2 likes and 1 share
2018 Borlaug CAST Communication Award Goes to Marty Matlock…
https://www.facebook.com/CASTagScience/photos/a.477568575671277.1073741827.134721559955982/1719480138146775/?type=3&theater

CAST, October 17, 2018—6 likes and 2 shares

CAST, October 17, 2018—2 likes and 1 share

CAST, October 17, 2018—1 like

CAST, October 17, 2018—6 likes and 2 shares

CAST, October 17, 2018—13 likes, 12 comments, 4 shares, and 898 views

CAST, October 5, 2018
https://www.facebook.com/CASTagScience/posts/1939258992835554

CAST, October 12, 2018
https://www.facebook.com/CASTagScience/posts/1949837411777712

CAST, September 17, 2018—2 likes and 2 shares
https://www.facebook.com/CASTagScience/posts/1919709918123795

CAST, October 17, 2018—4 likes and 1 share

CAST, May 5, 2018
https://www.facebook.com/CASTagScience/posts/1729545293806926

CAST, October 13, 2018
https://www.facebook.com/CASTagScience/posts/1949831225111664

CAST, October 16, 2018—2 likes and 1 share

CAST, January 27, 2018
https://www.facebook.com/CASTagScience/posts/1627564347338355

This report last updated 5/28/2019.
@FoodConcerns, April 25, 2018—1 like
CONGRATS MARTY!! (and go @ArkRazorbacks!) 2018 #Borlaug @CAST Communication...

@ILSIRF, April 24, 2018—1 like
Congratulations to Dr. Marty Matlock of @UArkansas, who recently received the 2018...

@Jack_A_Bobo, April 24, 2018—3 likes
@CASTagScience congratulations to Marty Matlock, 2018 recipients of the CAST communication...

@CASTagScience, April 24, 2018—7 retweets and 4 likes
CAST event in D.C. today—Jayson Lusk presentation and announcement of...

@FoodConcerns, April 3, 2018—2 likes
I’m attending 2018 Borlaug CAST Communication Award...

@CASTagScience, April 3, 2018—1 retweet and 3 likes
Join us for the 2018 Borlaug CAST Communication Award Announcement Event...

@CASTagScience, February 2, 2018
Reminder: Submit Nominations for the 2018 Borlaug CAST Communication Award Soon...

@CASTagScience, January 29, 2018
Reminder: Submit Nominations for the 2018 Borlaug CAST Communication Award Soon!

@Women4Ag, January 10, 2018—2 retweets and 3 likes
Nominations are open for the 2018 Borlaug CAST Communication Award...

@CASTagScience, January 10, 2018—1 retweet
There’s Still Time! Nominate Your Candidate for the 2018 Borlaug CAST...

@CASTagScience, January 7, 2018—2 retweers and 1 like
There’s Still Time! Nominate Your Candidate...

@WorldFoodPrize, January 3, 2018—3 retweets and 2 likes
Nominations for the 2018 Borlaug CAST Communication Award...

@CASTagScience, January 3, 2018—1 retweet and 1 like
There’s Still Time! Nominate Your Candidate for the 2018 Borlaug CAST Communication Award

@CASTagScience, November 24, 2017—3 retweets and 2 likes
Do you know someone who is actively working in the agricultural, environmental, and food sectors...

@CASTagScience, November 8, 2017—2 retweets and 1 like
Nominations Open for 2018 Borlaug CAST Communication Award...

@CASTagScience, November 5, 2017—1 retweet and 1 like
Nominations Open for 2018 Borlaug CAST Communication Award...

@PiCogeneration, November 4, 2017—1 like
Nominations are open for the 2018 Borlaug CAST Communication Award...

@countyFare, November 2, 2017—1 like

This report last updated 5/28/2019.
Nominations open for Borlaug CAST Communication Award…

@CASTagScience, November 1, 2017—2 retweets and 3 likes
Nominations Open for 2018…

@CASTagScience, June 25, 2018 – 2 likes
Dr. Marty Matlock, 2018 BCCA winner, took part in a journalism series exploring technological advances and business trends…

@CASTagScience, June 2, 2018 – 2 likes
CAST’s 2018 BCCA winner is an internationally recognized expert in agricultural…

@CASTagScience, May 25, 2018
Congratulations to CAST’s 2018 Borlaug CAST Communication Award winner!

@CASTagScience, May 5, 2018
Click here to watch the video of the 2018 BCCA Announcement Program…

@CASTagScience, Jan 27, 2018 – 1 like
The nomination deadline for @CASTagScience’s #BCCA18 is due February 5!

@VroomJayJohn, Oct 18, 2018—4 likes
https://twitter.com/VroomJayJohn/status/1052914943102726144

@CASTagScience, October 17, 2018—14 retweets and 32 likes
https://twitter.com/CASTagScience/status/1052514561260048384

@JeffSimmons2050, October 18, 2019—1 like
https://twitter.com/JeffSimmons2050/status/1052953956786298880

@Dairy_Food_, October 18, 2019—2 retweets and 7 likes
https://twitter.com/Dairy_Food_/status/1052726949934555136

@MikeNaigIA, October 17, 2018—3 retweets and 10 likes
https://twitter.com/MikeNaigIA/status/1052563994463137796

@AgBioWorld, October 17, 2018—5 retweets and 15 likes
https://twitter.com/AgBioWorld/status/1052555420391239680

@fitzisit, October 17, 2018—2 retweets and 5 likes
https://twitter.com/fitzisit/status/1052621102776799232

@IowaAgWater, October 17, 2018—2 retweets and 4 likes
https://twitter.com/IowaAgWater/status/1052542683988860928

@CAST, October 17, 2018—1 like
https://twitter.com/CASTagScience/status/1052523367692152832

@CAST, October 17, 2018—5 retweets and 11 likes
https://twitter.com/CASTagScience/status/1052548533625245696

@OSUWasteManage, October, 18, 2018—2 retweets and 2 likes
https://twitter.com/OSUWasteManage/status/1052935106950819840

This report last updated 5/28/2019.
@JulieBorlaug, October 17, 2018—8 retweets and 21 likes
https://twitter.com/JulieBorlaug/status/1052549791681527808

@JameeLyn5212, October 17, 2018—2 retweets and 4 likes
https://twitter.com/JameeLyn5212/status/1052586872709365761

@SustainableUSAg, October 17, 2018—1 like
https://twitter.com/SustainableUSAg/status/1052649769728917504

@FoodConcerns, October 17, 2018—1 like
https://twitter.com/FoodConcerns/status/1052547080508583938

@FoodConcerns, October 17, 2018—1 retweet and 2 likes
https://twitter.com/FoodConcerns/status/1052541768368119809

@CASTagScience, October 16, 2018
https://twitter.com/CASTagScience/status/1052348467895459841

@USFRA, October 17, 2018—1 retweet and 3 likes
https://twitter.com/USFRA/status/1052563071821107200

@CASTagScience, October 16, 2018—1 like
https://twitter.com/CASTagScience/status/1052190736064614401

@DBaltensperger, October 16, 2018—8 likes
https://twitter.com/DBaltensperger/status/1052365721123086338

@VroomJayJohn, October 18, 2018—3 likes
https://twitter.com/VroomJayJohn/status/1052914195602317312

@WorldFoodPrize, October 17, 2018—4 retweets and 10 likes
https://twitter.com/WorldFoodPrize/status/1052551024634937344

LinkedIn—
Marty Matlock, April 26, 2018—76 likes and 37 comments
Dr. Borlaug was my mentor and friend—I am honored to receive this CAST Borlaug Communications Award!

CAST, April 26, 2018—2 likes
2018 Borlaug CAST Communication Award Goes to Marty Matlock…

Michelle Parks, May 3, 2018—5 likes
Marty Matlock will receive the 2018 Borlaug CAST Communication Award from the U.S. Council for Agricultural Science and Technology…

CAST, May 10, 2018 (6 months ago)—1 like
Nominations are open for the 2018 Borlaug CAST Communication Award…

CAST, May 10, 2018 (5 days ago)
Click here to watch the video of the 2018 BCCA Announcement Program—The Politicization of Food…

The World Food Prize Foundation, May 10, 2018 (4 months ago)—2 likes

This report last updated 5/28/2019.
Nominations are open for the 2018 Borlaug CAST Communication Award! This honor recognizes…

**Douglas Hutchings**, May 10, 2018 (2 weeks ago)—*8 likes*
Congratulations Mary Matlock, very well deserved!

**CAST**, June 25, 2018
Dr. Marty Matlock, 2018 BCCA winner, took part in a journalism series exploring…

**Blog—**
The Borlaug Legacy Lives On—Congratulations Dr. Marty Matlock! – April 26, 2018

**Agriculture on Center Stage—Awards, Events, Communication**, October 12, 2018

*This report last updated 5/28/2019.*