CAST Issue Paper 65

Protecting Food Animal Gene Pools for Future Generations

a paper in the series on

The Need for Agricultural Innovation to Sustainably Feed the World by 2050

Released September 30, 2019

Chair: Julie A. Long, USDA ARS; 9-member task force

Release/Rollout

On September 30, Dr. Julie A. Long, the task force chair, conducted briefings for Senate staffers in the morning and for House staffers at a noon lunch seminar. The afternoon presentation was held at the USDA Whitten Building. There were 35 registrants for these three briefings.

In-kind Contributions: 270 volunteer hours; $19,980 monetary value

Press Release (results two weeks after release)

- Press release went to 5,703 e-contacts resulting in 1,333 opens.
- The press release through PRWeb resulted in 171 views and reached 977 targeted influencers (journalists).
- 136 media outlets posted the press release. A sampling of sites where the release was picked up: BioFlorida, Livestock Conservancy, Markets Insider, Oklahoma Farm Report, RFD-TV, Seed Daily, many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC).

Follow-On Activities

- Dr. Julie Long presented at Poultry Tech Summit, November 2019

Paper Distribution

- Paper Distribution accessed from CAST website and print—18 months after release: 879

Indirect Paper Distribution

ACSESS Digital Library

Agricultural Research Services, USDA
https://www.ars.usda.gov/research/publications/publication/?seqNo115=368192

This report last updated 3/30/2021.
Articles and Web Mentions

**Agri-pulse**, *CAST report warns of shrinking livestock gene pool*, Hannah Pagel, October 2, 2019

**American Veterinary Medical Association (AVMA)**, *Livestock diversity fading, risking food supply, group says*, November 14, 2019
https://www.avma.org/javma-news/2019-12-01/livestock-diversity-fading-risking-food-supply-group-says

**ATTRA Sustainable Agriculture**, *Dwindling Livestock Gene Pools Put Food Supply at Risk*, November 15, 2019

**Drovers**, *CAST Report Encourages Genetic Diversity*, John Maday, September 30, 2019

**Feedstuffs**, *Protecting food animal gene pool essential, CAST paper tackles need for agricultural innovation to sustainably feed the world*, Jacqui Fatka, September 30, 2019


Citations

**San Clemente Island Goats**, *Why These Goats*, November 10, 2019
https://www.scigoat.org/blog-1
Social Media

Twitter—

@CASTagScience, September 26, 2019
https://twitter.com/CASTagScience/status/1177387505685028864

@Ron_on_RON, September 30, 2019
https://twitter.com/Ron_on_RON/status/1178706083809914882

@USDA_ARC, October 1, 2019
https://twitter.com/USDA_ARC/status/1179039152722960391

@CASTagScience, September 30, 2020
https://twitter.com/CASTagScience/status/1311302291513802753

Facebook—

@CASTagScience, September 23, 2019
https://www.facebook.com/CASTagScience/photos/a.477568575671277/2497170413711073/?type=3

@CASTagScience, September 25, 2019
https://www.facebook.com/CASTagScience/photos/a.477568575671277/2500849513343163/?type=3&theater

@CASTagScience, September 30, 2019
https://www.facebook.com/CASTagScience/photos/a.477568575671277/2510205795740868/?type=3&theater

@Shelly.OldTimeFarm, October 1, 2019

@CASTagScience, September 30, 2020

LinkedIn—

CAST, September 16, 2019

CAST, September 23, 2019

CAST, September 25, 2019

CAST, September 30, 2019

CAST, October 2, 2019

This report last updated 3/30/2021.
Blog—

Friday Notes

This report last updated 3/30/2021.