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

Paper Distribution
- Paper Downloads—6 months after release: 359
- Distributed approximately 429 copies of printed issue paper

Indirect Paper Distribution

Researchgate

EBSCO
This report last updated 6/1/2020.
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

ATTR A 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_ARS, October 1, 2019
This report last updated 6/1/2020.
Friday Notes

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