Building on Our Legacy for a Brighter Future
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Gary Thompson—Associate Dean for Research and Graduate Education for the College of Agricultural Science, and Director of the Pennsylvania Agricultural Experiment Station, Penn State University

List as of December 31, 2019

Cover image credit: Leigh Prather/Shutterstock.com
Today, information represents our greatest asset and misinformation represents our greatest challenge—figuratively speaking, they are two sides of the same coin. Anyone with an internet connection has access to vast amounts of (mis)information on food and agriculture which means that being relevant to all who consume information about food and agriculture is what matters most. While the agriculture and food sectors continue to advance and improve their offerings, fewer people seem to understand or believe that scientific innovation supports safe and modern food systems. Therefore, CAST’s mission—to assemble, interpret, and communicate credible, balanced, science-based information to nonscientific decision-makers on food and agricultural issues—remains critical.

In this context, I believe CAST must continue focusing on its mission through its strengths and values. CAST must continue to focus on timely delivery of pertinent science-based publications and the Borlaug CAST Communication Award (BCCA)—the single most important annual event for CAST providing excellent communication opportunities every April and October.

Our valuable staff and extensive network of volunteer experts operationalize our mission to bring us closer, day by day, to achieving our vision. The development of a refined strategic plan for the next five years is underway. An adaptive planning approach was selected to build on the successes achieved by the implementation of the current strategic plan while allowing CAST boards and staff to be more flexible in its execution. Strategic plan refinement will continue in 2020 with feedback from CAST membership, and I expect it to be formally adopted by October 2020 at the CAST Annual Meeting in Columbus, Ohio.

The vision we share at CAST is one of “a world where decision making related to agriculture and natural resources is based on credible information developed through reason, science, and consensus building.” I believe CAST is on the right path to be more widely recognized as expertise you can trust. CAST is building on its past successes for an even brighter future.

Juan Tricarico
CAST President

Dear CAST President:

Thank you for your continued support and engagement with CAST this past year. It is not hyperbole or exaggeration when I say, “Your support literally makes our work possible.” As a membership-based organization comprised of scientific societies, nonprofit organizations, universities, companies, and individuals, our continuation and our output of balanced, credible science-based information about food, agriculture, and the environment depends upon your contributions.

Beyond the critical financial investments provided by our members, we appreciate the time, energy, and expertise of all of our volunteer board members, task force chairs, and authors, as well as that of the experts who review our publications for scientific accuracy and integrity. The process of identifying, synthesizing, and creating a CAST publication depends upon the volunteer efforts of scientists, economists, engineers, and many other subject matter specialists. From the CAST Board of Representative work groups where the “ideation” of potential new publications begin—to the reviews by the CAST Board of Trustees and enabling action of the CAST Board of Directors—considerable thought, energy, and discernment goes into ensuring the relevancy, appropriateness, and timeliness of future CAST publications. I continue to be amazed, humbled, and inspired by the enthusiasm, passion, and commitment that all our volunteers bring to the work of CAST. One of the highlights of my role as CAST Executive Vice President is to assist in the release and rollout of our publications in Washington, D.C., and other appropriate locations, and it’s a privilege to be a part of the culmination of this longstanding, rigorous process.

With your continued support and engagement, we will strive to pursue our mission and increase the use of social media platforms, webinars, and other technology tools to extend the reach and impact of our communication efforts. A special thank you to our dedicated, talented CAST staff. All of you are making CAST’s work possible.

Kent Schescke
CAST Executive Vice President

CAST is a nonprofit 501(c)(3) organization composed of scientific societies and many individual, student, company, nonprofit, and associate society members. Established in 1972, CAST’s primary work is the publication of task force reports, commentary papers, special publications, and issue papers written by scientists and subject matter experts from many disciplines including agriculture, environment, and food and health.

These publications and their distribution are fundamental activities that accomplish our mission to assemble, interpret, and communicate credible, balanced, science-based information to policymakers, the media, the private sector, and the public.

The wide distribution of CAST publications to nonscientists enhances the education and understanding of the general public. Our vision is a world where decision-making related to agriculture and natural resources is based on credible information developed through reason, science, and consensus building.
**BOARD MEETINGS**

**Spring Board of Directors Meeting**—Washington, D.C., April 17-18

Attendees of the spring board meeting focused on CAST business including finances, staff changes, upcoming publication releases, and committee reports. CAST officers also spent time meeting with various stakeholders in the D.C. area. The Borlaug CAST Communication Award recipient was announced at the USDA Whitten Patio on April 16.

**Fall Board Meeting**—University of Arkansas, Fayetteville, October 29-31

Attendees toured the University of Arkansas’ plant and animal research labs and the Tyson Discovery Center. They also participated in two panel discussions, an adaptive strategic planning workshop, work group breakout sessions, recognition of the CAST Science Communication Scholarship recipients, and board and trustees meetings.

Notable speakers include:
- Wesley Ward, Arkansas Secretary of Agriculture
- Remko Van Hoek, University of Arkansas; Karen DiCicco, University of Arkansas Cooperative Extension Service; and Marla Johnson, Blockchain Ready Studio for the panel discussion, Block Chain and Other Technologies Related to Traceability, Food Safety, and Identity Preservation
- Marty Matlock, 2018 Borlaug CAST Communication Award recipient, University of Arkansas
- Rudy Nayga, University of Arkansas; Beth Rumley, National Ag Law Center; and Justin Whitmore, Tyson Foods for the panel discussion, The Future of Proteins

**PUBLICATIONS IN 2019**


- Chaired by Dr. John Tracy, Texas A&M AgriLife Research—Texas Water Resources Institute and Department of Civil Engineering, Texas A&M University

**Enabling Open-source Data Networks in Public Agricultural Research**, CAST Commentary QTA2019-1, March 11

- Chaired by Dr. Sylvie Brouder, Purdue University

**Reducing the Impacts of Agricultural Nutrients on Water Quality across a Changing Landscape**, Issue Paper 64, April 15

- Chaired by Dr. Heidi Peterson, Phosphorus Program, International Plant Nutrition Institute


- Chaired by Dr. Julie A. Long, Animal Bio-sciences & Biotechnology Laboratory, USDA-ARS

**Interpreting Pesticide Residues in Food**, Issue Paper 66, October 21

- Chaired by Dr. Carl Winter, Department of Food Science and Technology, University of California-Davis
On Wednesday, October 16, CAST celebrated the 10th anniversary of its annual Borlaug CAST Communication Award by honoring this year’s recipient, Dr. Frank Mitloehner of the University of California-Davis.

Mitloehner, an expert on air emissions and animal agriculture, uses various modes of communication to amplify factual information about food production and enlighten the public and policymakers alike about the realities of modern-day agriculture.

CAST Executive Vice President Kent Schescke welcomed the 150 participants to the World Food Prize morning event; Julie Borlaug of INARI Agriculture spoke on behalf of this year’s sponsor CropLife Foundation; then Schescke honored the president of the World Food Prize, Kenneth Quinn, with a special “Norman Borlaug Plaque.”

After being presented the BCCA bronze statue, Mitloehner took the floor to show how facts, logic, and clear messages can help explain information in ways that the public understands. Participants saw “communication in action,” as he pointed out how misleading media reports cause confusion. “The world is losing 40% of food to waste and loss. Scientists, journalists, and policymakers need to know these facts.”

Following the presentation, Mitloehner joined four previous BCCA winners—Catherine Bertini (2011), Dr. Carl Winter (2012), Dr. Channapatna Prakash (2015), and Dr. Marty Matlock (2018)—in a panel discussion about science communication, moderated by Julie Borlaug. After many insightful responses from the group, Dr. Mitloehner finished the panel discussion with a positive observation. “Young people are interested in where their food comes from.” He explained that we need to tap into that enthusiasm.

All 10 BCCA recipients are noted on the back cover of the annual report.

From videos to infographics, 27 University of Arkansas graduate students produced original digital content that showed off their communication skills for the CAST Science Communication Scholarship.

Students submitted digital, sharable content about their graduate research areas and a short reflection essay. Three judges, who are professional agricultural science communicators, scored each submission and provided feedback for students to strengthen their skills in communicating with non-scientific audiences.

The top ten students with the highest scores received this year’s scholarship. Those students, pictured at right, are Kathryn Haydon, Annegret Jannasch, Thadeus Beekman, Zeph Odek, Derrick Harrison, Juanita Gil Bedoya, Pauline Morin, Angela Tacinelli, Rebecca Bruce, and Andrea Sierra Mejia. Each student attended the CAST Annual Board Meeting in Fayetteville, Arkansas, where they participated in the meeting’s events and received this year’s award.

The 2019 CAST Science Communication Scholarship recipients with President Gabe Middleton, 2018 BCCA recipient Dr. Marty Matlock, and EVP Kent Schescke.
2019 CAST Membership

KEY
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■ Millennium Club
☑ President’s Club
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(includes retired, young professional, and students)
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◼ Millennium Club
(mat President’s Club
◼ Friends of CAST
Individual Member
(includes retired, young professional, and students)
◆ Loyalty Member
**INDIVIDUAL MEMBERSHIP OPTIONS**

- **Lifetime Member**: $2,500/contribution or pledge
- **Millennium Club**: $1,000/calendar year
- **President’s Club**: $500/calendar year
- **Friends of CAST**: $250/calendar year
- **Individual Member**: $100/calendar year
- **Retired Member**: $60/calendar year
- **Young Professional**: $35/calendar year
- **Student Member**: $0/calendar year

**BENEFITS OF MEMBERSHIP**

- With your generous support, CAST will continue to strengthen its position at the international forefront of science communication.
- Receive digital exclusives like *Friday Notes* and advance notice on CAST publications and activities.
- Receive CAST’s publications.
- Recognition of your support.
- CAST is a qualified 501(c)(3) tax-exempt organization. Therefore, your membership may qualify as charitable contributions under IRS guidelines.

Join online today @ cast-science.org.

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**CAST’S DIGITAL PRESENCE**

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- **Pinterest**: pinterest.com/castagscience

CAST’s New Website and Blog

CAST is heading into a new decade in style. We refreshed our website’s look and made our publications easier to access and download. We also merged our blog into the website, making it easier for our audiences to see all CAST content in one place. Visit our website at cast-science.org.

CAST’s website received more than 93.6k followers from all over the world in 2019.

**People Really “Like” Us!**

In 2019, we had nearly 10k followers across all our social media accounts:

+ **Facebook reached 1,693 followers**
+ **Twitter climbed to 7,782 followers**
+ **LinkedIn totaled 345 followers**

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Council for Agricultural Science and Technology  cast-science.org

**ANNUAL REPORT 2019**
**2019 SUSTAINING MEMBERS**

**MEMBER SOCIETIES**
- Agricultural and Applied Economics Association
- American Association of Avian Pathologists
- American Association of Bovine Practitioners
- American Bar Association, Section of Environment, Energy, and Resources
- American Dairy Science Association
- American Meat Science Association
- American Meteorological Society, Committee on Agricultural and Forest Meteorology
- American Society for Nutrition
- American Society of Agricultural and Biological Engineers
- American Society of Agronomy
- American Society of Animal Science
- American Society of Plant Biologists
- American Veterinary Medical Association
- Aquatic Plant Management Society
- Crop Science Society of America
- Entomological Society of America
- North Central Weed Science Society
- Northeastern Weed Science Association
- Poultry Science Association
- Rural Sociological Society
- Society for In Vitro Biology
- Soil Science Society of America
- Weed Science Society of America
- Western Society of Weed Science

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- Association of American Veterinary Medical Colleges
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- Kansas State University
- Land O'Lakes, for support of National Association of Agricultural Educators
- Mississippi State University
- North Carolina A&T State University
- North Carolina State University
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- Lisbon Veterinary Clinic
- The McGregor Company
- Morning Star Company
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- University of Illinois Library
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- University of Minnesota Libraries
- University of Tennessee Libraries
- University of Wisconsin at Madison–Steenbock Memorial Library
- Wageningen University and Research Library

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- National Coalition for Food and Agricultural Research

**NONPROFIT ORGANIZATIONS**
- Agribusiness Association of Iowa
- American Farm Bureau Federation
- American Registry of Professional Animal Scientists
- American Seed Trade Association
- American Sheep Industry Association
- American Society of Sugar Beet Technologists
- Animal Agriculture Alliance
- Animal Health Institute
- Association of American Plant Food Control Officials
- Biotechnology Innovation Organization
- California Citrus Quality Council
- California Farm Bureau Federation
- Council for Biotechnology Information
- CropLife America
- Farm Foundation
- Foundation for Food and Agriculture Research
- Illinois Crop Improvement Association
- Indiana Crop Improvement Association, Inc.
- Indiana Soybean Alliance
- Innovation Center for U.S. Dairy
- Iowa Beef Industry Council
- Iowa Corn Promotion Board
- Iowa Pork Producers Association
- Iowa Poultry Association
- Iowa Soybean Association
- Mid America CropLife Association
- National Alfalfa & Forage Alliance
- National Association of Animal Breeders
- National Association of Wheat Growers
- National Cattlemen's Beef Association
- National Chicken Council
- National Corn Growers Association
- National Cotton Council of America
- National Milk Producers Federation
- National Pork Board
- National Renderers Association

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- CropLife Foundation
- The Fertilizer Institute
- Grand Messengers of Science
- Innovation Center for U.S. Dairy
- Iowa Farm Bureau Federation
- Land O'Lakes
- The Mosaic Company
- National Milk Producer Federation
- National Pork Board
- The Nature Conservancy
- Nutrien
- The Ohio State University
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- United Soybean Board
- University of Arkansas System Division of Agriculture
- University of Arkansas, Center for Agricultural and Rural Sustainability
- USDA-Administration
- USDA-Agricultural Research Service
- USDA–Animal and Plant Health Inspection Service
- Zoetis
Since 2010, CAST has published 36 papers addressing issues impacting U.S. agriculture and the food production system. Below, we provide our top 10 publications based on impact data from the past decade. All publications are available to download at cast-science.org/publications.

1. The Potential Impacts of Mandatory Labeling for Genetically Engineered Food in the United States, April 2014
2. Plant Breeding and Genetics, March 2017
3. The Direct Relationship between Animal Health and Food Safety Outcomes, May 2012
5. Assessing the Health of Streams in Agricultural Landscapes: The Impacts of Land Management Change on Water Quality, March 2012
6. Animal Feed vs. Human Food: Challenges and Opportunities in Sustaining Animal Agriculture Toward 2050, September 2013
9. The Contributions of Pesticides to Pest Management in Meeting the Global Need for Food Production by 2050, November 2014
10. Impact of the Precautionary Principle on Feeding Current and Future Generations, June 2013

2019 CAST Staff (From left): Kent Schescke, Kimberly Nelson, Megan Wickham, Gale Osborne, Melissa Sly, Colleen Hamilton, Dan Gogerty, Caryn Dawson (inset).

Carol Gostele retired in May from her position as Managing Scientific Editor. We thank Carol for being a part of CAST’s mission for 9 years.
CAST, through its network of experts, assembles, interprets, and communicates credible, balanced, science-based information to policymakers, the media, the private sector, and the public.

VISION

A world where decision making related to agriculture and natural resources is based on credible information developed through reason, science, and consensus building.

CAST celebrates a decade of outstanding science communication focused on agricultural issues.

Dr. Frank Mitloehner 2019
Dr. Marty Matlock 2018
Dr. Jayson Lusk 2017
Dr. Kevin Folta 2016
Dr. Channapatna Prakash 2015
Dr. Alison Van Eenennaam 2014
Jeff Simmons 2013
Dr. Carl Winter 2012
Catherine Bertini 2011
Dr. Akinwumi Adesina 2019

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