CAST Issue Paper 67
Impact of Recruitment and Retention of Food Animal Veterinarians on the U.S. Food Supply
Released April 6, 2020

Chair: Dr. Christine Navarre, Louisiana State University; 16-member task force

Release/Rollout
This rollout was originally scheduled as an in-person presentation in Washington, D.C. on March 27, 2020 with a Senate briefing, a House staffers Lunch-n-Learn noon seminar, and an off-the-hill presentation and discussion scheduled at American Farm Bureau Federation. Due to the impacts of the COVID-19 pandemic, government and AFBF offices were closed. CAST canceled these presentations and switched to a webinar format for the presentation.

The issue paper was released online on Monday, April 6, 2020. On Tuesday April 7, Dr. Christine Navarre, the task force chair, presented highlights of this paper through a free webinar hosted by CAST.

There were 220 webinar attendees.

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

Press Release (results two weeks after release)
• The press release was distributed on the CAST website, Constant Contact, and PRWeb
• Press release went to 5,713 e-contacts resulting in 1,538 opens.
• The press release through PRWeb resulted in 3,396 views and reached 922 targeted influencers (journalists).
• 110 media outlets posted the press release. A sampling of sites where the release was picked up: American Association of Swine Veterinarians, Chestnut Post, Feedstuffs, LSU College of Agriculture, News Break, Oklahoma Farm Report, many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC).

Follow-On Activities
• Video of Dr. Navarre’s presentation and slides posted on CAST website and YouTube. Click here to view. (190 views as of October 6, 2020).

• Have You Herd? AABP PodCasts, April 23, 2020
  Lead author and AABP Past President Dr. Christine Navarre and CAST Past President and AABP Membership Committee Chair Dr. Gabe Middleton discuss the issues related to retention of veterinarians in food animal practice,

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overcoming obstacles and challenges of rural practice, and providing support and mentorship to veterinarians in your practice to improve retention. Dr. Fred Gingrich, AABP EVP, moderates the discussion.  

- **Rural Veterinary Practice and Beef Sustainability Webinar Series**, August, 27, 2020  
Join our College of Veterinary Medicine and Extension faculty along with nationally recognized experts to learn more about rural veterinary practice issues and beef sustainability. Each webinar is approved for one hour of continuing education by the Oklahoma State Board of Veterinary Medical Examiners. Thursday, August 27, 2020 | 6:00 - 7:00 p.m.  
- Impact of Recruitment and Retention of Food Animal Veterinarians on the U.S. Food Supply  
- Dr. Christine Navarre, Professor and Extension Veterinarian  
http://beef.okstate.edu/calendar/?trumbaEmbed=view%3Devent%26eventid%3D147447711#?i=5

- **Debt Biggest Deterrent to Students Becoming Veterinarians**, June 19, 2020  
Interview with Dr. Christine Navarre discussing debt and the impact it has on students choosing to enter vet school.  

**Paper Distribution**  
- Paper Downloads—6 months after release: 1,130  
- Distributed approximately 350 copies of printed issue paper

**Indirect Paper Distribution**  
**EBSCO**

**Articles and Web Mentions**  
https://www.aavmc.org/additional-pages/vet-med-educator-may-2020

**BEEF Vet**, *Unravelling the food-animal veterinary shortage*, April 6, 2020  
https://www.beefmagazine.com/animal-health/unravelling-food-animal-veterinary-shortage

**Feedstuffs**, *Paper reviews food animal veterinarian recruitment, retention*, April 6, 2020  

**JAVMA News**, AVMA Board gets down to business, virtually, May 13, 2020  

**Purdue University**, AgEcon Department Publications 2020  
https://ag.purdue.edu/agecon/Pages/AgEcon-Publications-2020.aspx

**The Fence Post**, *Diversification becoming harder for veterinarians amidst a more technical food animal industry*, Teresa Clark, June 19, 2020  

*This report last updated 10/6/2020.*
Citations

Social Media

Twitter—
AASV News Headlines @aasvnews, March 30, 2020
https://twitter.com/aasvnews/status/1244653450576740356

@AAVMC, April 2, 2020
https://twitter.com/AAVMC/status/1245770183572099073

Michael O. Johnston, Ph.D. @ProfessorJohnst, April 6, 2020
https://twitter.com/ProfessorJohnst/status/1247339817647648768
2 retweets, 5 likes

@CASTagScience, April 7, 2020
https://twitter.com/CASTagScience/status/1247525075525365760
1 like

AASV News Headlines @aasvnews, April 8, 2020
https://twitter.com/aasvnews/status/1248002061007896577

@CASTagScience, October 1, 2020
https://twitter.com/CASTagScience/status/1311697780054818822

Facebook—
American Association of Bovine Practitioners, March 27, 2020
https://www.facebook.com/AABPmembers/posts/2846657682091123
15 likes, 1 share

Association of American Veterinary Medical Colleges – AAVMC, April 2, 2020
https://www.facebook.com/AAVMC/posts/2790273384426434
2 likes, 4 shares

American Association of Bovine Practitioners, April 3, 2020
https://www.facebook.com/AABPmembers/posts/2862286343861590
17 likes, 3 shares

CAST, April 3, 2020
https://www.facebook.com/CASTagScience/posts/2907276589367118
1 share

CAST Ames, April 7, 2020
https://www.facebook.com/cast.ames/posts/10220366336041664

CAST, April 7, 2020
https://www.facebook.com/CASTagScience/posts/2915496895211754

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2 likes

**Purdue University Life Sciences, April 8, 2020**
[https://www.facebook.com/PurdueLifeSciences/photos/a.510681032787708/850358672153274/?type=3&theater](https://www.facebook.com/PurdueLifeSciences/photos/a.510681032787708/850358672153274/?type=3&theater)

**CAST, April 13, 2020**
3 likes, 1 share

**CAST, October 1, 2020**

**LinkedIn—**
**CAST, March 25, 2020**
3 likes, 2 comments

**CAST, March 31, 2020**
3 likes

**CAST, April 6, 2020**
3 likes

**CAST, April 13, 2020**

**CAST, October 1, 2020**
1 like

**Blog—**

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