

CAST Commentary QTA2020-1

## ***Producing Food Products from Cultured Animal Tissues***

Released April 27, 2020



Chair: Dustin Boler, University of Illinois; 10-member task force

### **Release/Rollout**

The CAST Commentary, “Producing Food Products from Cultured Animal Tissues,” was released on April 27, 2020. On Tuesday April 28, Dr. Anna Dilger, the task force liaison, presented highlights of this paper through a free webinar hosted by CAST. There were **250 webinar attendees**.

[Webinar Video](#) – 347 views as of April 27, 2021

[Link to commentary, Ag quickCAST, student study guide, and webinar video](#)

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

### **Press Release (results two weeks after release)**

- Distributed through [Constant Contact](#), [PRWeb](#), and the [CAST website](#).
- Press release went to 9,025 e-contacts resulting in 4,513 opens and 202 views from the CAST website.
- The press release through PRWeb resulted in 2,876 views and reached 933 targeted influencers (journalists/bloggers).
- 123 media outlets posted the press release. A sampling of sites where the press release was picked up: ADVN Financial News, many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC).

### **Follow-On Activities**

**Alternative Protein Conference**, September 2-3, 2020, Brian Sylvester speaker

<https://agfundernews.com/event/alt-protein-conference-2020>

**American Registry of Professional Animal Scientists (ARPAS)**, 1 CEU was offered to members for watching the webinar

<https://www.arpas.org/Membership/CEUs/Report-CEUs>

*This report last updated 4/27/2021.*

**Philadelphia Society for Promoting Agriculture**, November 5, 2020, Dr. Anna Dilger invited to present a lecture with Q&A on cultivated meat.

<https://pspaonline.com/events/producing-food-products-from-cultured-animal-tissues/>

<https://pspaonline.com/pspa-welcomed-dr-anna-dilger-phd-to-the-november-meeting/>

**French and Pickering Creeks Conservation Trust**, January 10, 2021, Dr. Anna Dilger invited to present a lecture.

<https://www.facebook.com/watch/?v=140388554529549>

## Paper Distribution

Paper Distribution—1 year after release: 1,796

## Indirect Paper Distribution

EBSCO

## Articles and Web Mentions

**AgriNews**, *Task force looks at cell cultured meat: Regulation, labeling among issues for development*, Martha Blum, May 6, 2020

<https://www.agrinews-pubs.com/2020/05/06/task-force-looks-at-cell-cultured-meat/anicit/>

**Foley & Lardner LLP**, *Brian Sylvester Co-Authors Alternative Proteins White Paper With Leading American Meat Scientists*, April 27, 2020

<https://www.foley.com/en/insights/news/2020/04/sylvester-coauthors-alternative-proteins-paper>

**National Grain and Feed Association**, *CAST outlines next steps for cell-cultivated meat*, Sarah Gonzalez, May 1, 2020

<https://www.ngfa.org/newsletter/cast-outlines-next-steps-for-cell-cultivated-meat/>

**North Carolina State University Poultry Extension**, *Webinar: Producing Food Products From Cultured Animal Tissues*

<https://poultry.ces.ncsu.edu/2020/04/webinar-producing-food-products-from-cultured-animal-tissues/>

**Protein Report**, *Producing Food Products from Cultured Animal Tissues*, May 7, 2020

<https://www.proteinreport.org/research/producing-food-products-cultured-animal-tissues>

## Citations

**Journal of Animal Science**, Volume 98, Issue 8, August 2020, Cameron Faustman, Deb Hamernik, Michael Looper, Steven A Zinn, *Cell-based meat: the need to assess holistically*

<https://academic.oup.com/jas/article/98/8/skaa177/5880018>

## Social Media

**Twitter—**

**@SIVBiology**, April 24, 2020

<https://twitter.com/SIVBiology/status/1253724788843053059>

*This report last updated 4/27/2021.*

**@CellAg\_Newsbot**, April 27, 2020

[https://twitter.com/CellAg\\_Newsbot/status/1254937130276511745](https://twitter.com/CellAg_Newsbot/status/1254937130276511745)

2 likes

**@TheChestnutPost**, April 27, 2020

<https://twitter.com/TheChestnutPost/status/1254770960114180096>

**CAST**, April 28, 2020

<https://twitter.com/CASTagScience/status/1255135959173095424>

1 like

**@asiabiobusiness**, April 28, 2020

<https://twitter.com/asiabiobusiness/status/1255015073753427968>

**CAST**, May 1, 2020

<https://twitter.com/CASTagScience/status/1256223136703537155>

1 retweet, 3 likes

**@Protein\_Report**, May 7, 2020

[https://twitter.com/Protein\\_Report/status/1258330134442115072](https://twitter.com/Protein_Report/status/1258330134442115072)

1 retweet, 2 likes

**CAST**, May 18, 2020

<https://twitter.com/CASTagScience/status/1262466514931920901>

**CAST**, December 29, 2020

<https://twitter.com/CASTagScience/status/1343935316143583233>

1 retweet

**CAST**, January 23, 2021

<https://twitter.com/CASTagScience/status/1353009965263417346>

1 like

**Facebook—**

**CAST**, April 14, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/2931589226935854>

2 likes, 1 share

**CAST**, April 17, 2020

[https://www.facebook.com/events/228350901565236/?post\\_id=228350938231899&view=permalink](https://www.facebook.com/events/228350901565236/?post_id=228350938231899&view=permalink)

**CAST**, April 27, 2020

<https://www.facebook.com/CASTagScience/posts/2960937554001021>

2 likes, 1 share

**CAST**, May 1, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/2970588833035893>

4 likes, 1 share

**CAST**, December 29, 2020

*This report last updated 4/27/2021.*

<https://www.facebook.com/CASTagScience/posts/3658613180900118>

**CAST**, January 23, 2021

<https://www.facebook.com/CASTagScience/posts/3723820444379391>

#### **LinkedIn—**

**CAST**, April 14, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6655908744825749504>

2 likes

**CAST**, April 27, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6660535500329283584>

3 likes

**CAST**, December 29, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6749700671852879873>

**CAST**, January 23, 2021

<https://www.linkedin.com/feed/update/urn:li:activity:6758775438480302081>