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 – 293 views as of November 3, 2020
- 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

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 11/2/2020.
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/events/producing-food-products-from-cultured-animal-tissues/)

**Paper Distribution**

Paper Distribution—6 months after release: 1,521

**Indirect Paper Distribution**

EBSCO

**Articles and Web Mentions**


**Citations**


**Social Media**

Twitter—
*@SIVBiology*, April 24, 2020 [https://twitter.com/SIVBiology/status/1253724788843053059](https://twitter.com/SIVBiology/status/1253724788843053059)

*@CellAg_Newsbot*, April 27, 2020 [https://twitter.com/CellAg_Newsbot/status/1254937130276511745](https://twitter.com/CellAg_Newsbot/status/1254937130276511745) 2 likes

*This report last updated 11/2/2020.*
@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
1 retweet, 2 likes

CAST, May 18, 2020
https://twitter.com/CASTagScience/status/1262466514931920901

Facebook——
CAST, April 14, 2020
2 likes, 1 share

CAST, April 17, 2020
https://www.facebook.com/events/228350901565236/?post_id=228350938231899&view=permalink
2 likes, 1 share

CAST, April 27, 2020
https://www.facebook.com/CASTagScience/posts/2960937554001021
2 likes, 1 share

CAST, May 1, 2020
4 likes, 1 share

LinkedIn——
CAST, April 14, 2020
2 likes

CAST, April 27, 2020
3 likes

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