



News and information about this award and Frank Mitloehner can be found [here](#). The CropLife Foundation is the sponsor of the 2019 award.

Announcement of 2019 Winner:

Nominations opened in November 2018 and closed early February. There were 21 nominations submitted for consideration by the 2019 selection committee.

April 16, 2019 – Dr. Frank Mitloehner was announced as the 2019 award winner at an announcement event held at The USDA Whitten Building in Washington, D.C. USDA REE Deputy Under Secretary Scott Hutchins and CAST Executive Vice President Kent Schescke welcomed the gathering before the 2018 BCCA winner, Dr. Marty Matlock, delivered his address—[The Promise of Prosperity from the Land in the 21st Century](#). CAST President, Gabe Middleton of Orrville Veterinary Clinic, then announced the 2019 award winner. Kellie Bray of CropLife America, along with Kent Schescke, delivered the concluding remarks. There were 44 RSVPs to attend the event.

Press Release (results two weeks after release)

- Press release went to 8,139 e-contacts (1,542 media) resulting in 3,814 opens/interactions
- The [press release through PRWeb](#) resulted in 2,587 views and reached 985 targeted influencers (journalists).
- A sampling of sites where the release was picked up: American Society of Agronomy, Dairy Business, Farm and Livestock Online Magazine, UC Davis-College of Agricultural and Environmental Sciences, many online daily news and regional broadcast stations such as ABC, FOX, etc.

Presentation of Award at World Food Prize: [Press Release](#)

The award presentation took place on October 16, 2019 in Des Moines, IA at a breakfast side event to the World Food Prize. Dr. Frank Mitloehner gave a keynote presentation on [Feeding the World Without Wasting It](#).

During a subsequent panel discussion, Mitloehner was joined by four previous BCCA winners. Julie Borlaug of INARI Agriculture moderated the spirited discussion about communication. Catherine Bertini (2011 BCCA winner and 2003 World Food Laureate) spoke about “best practices to earn the public’s trust.” Carl Winter (2012 BCCA recipient) pointed out that we need to “educate scientists” so they can communicate efficiently. Channapatna Prakash (2015 BCCA winner) said communicators need to be succinct and use lively language—and he used the misinformation about genetically modified crops as an example. Marty Matlock (2018 BCCA recipient) emphasized problems that come through the media, such as false equivalency and amplified conflict.

Julie Borlaug hosted questions for the panelists, and 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.

Keynote Presentation (Webinar) During 2020 Announcement Event:

On May 12, 2020, Dr. Mitloehner gave a keynote presentation on—*The 2050 Challenge: Can We Eat Our Way Out of Climate Change?* during the 2020 BCCA announcement program held as an online webinar. There were 374 registrants for the webinar.

Follow-On Activities

Articles and Web Mentions

April 12, 2019 – 2019 Borlaug CAST Communication Award Winner Announcement

<https://www.agri-pulse.com/events/266-2019-borlaug-cast-communication-award-winner-announcement>

April 16, 2019 – Frank Mitloehner Honored With Science Communication Award

<https://caes.ucdavis.edu/news/frank-mitloehner-honored-science-communication-award>

April 17, 2019—Farm Hands on the Potomac: Hanes named beef checkoff CEO

<https://www.agri-pulse.com/articles/12105-farm-hands-on-the-potomac-april-17>

April 18, 2019—The Scientist who Debunked Livestock's Long Shadow

<https://www.drovers.com/article/scientist-who-debunked-livestocks-long-shadow>

April 19, 2019—Mitloehner to Receive CAST Award

<https://www.dairyherd.com/article/mitloehner-receive-cast-award>

April 19, 2019—Mitloehner To Receive CAST Award

<https://www.drovers.com/article/mitloehner-receive-cast-award>

April 19, 2019—Mitloehner named CAST Communication Award recipient

<https://www.feedstuffs.com/news/mitloehner-named-cast-communication-award-recipient>

April 19, 2019—Frank Mitloehner announced as 2019 Borlaug CAST Communication Award winner

https://www.farmforum.net/farm_forum/frank-mitloehner-announced-as-borlaug-cast-communication-award-winner/article_6626e431-0d34-5cf2-a08f-1aeb6394ffe4.html

April 23, 2019—AgriTalk: How Agriculture is Managing High-Level Issues

<https://www.agweb.com/mobile/article/agritalk-how-agriculture-is-managing-high-level-issues/>

April 24, 2019—CAST Names Award Winner and Rolls Out Latest Issue Paper (e-newsletter)

CropLife America, On Our Radar newsletter

<https://mailchi.mp/croplifeamerica/on-our-radar-september-18-1372009?e=32f15db1e3>

April 30, 2019—LAURELS: Mitloehner Earns Communications Award

<https://www.ucdavis.edu/news/laurels-mitloehner-earns-communications-award/>

May 2019—AgriMarketing

<http://www.agrimarketingdigital.com/?iid=164240#folio=16>

November 8, 2019—Iowa Farm Bureau

<https://www.iowafarmbureau.com/Article/The-2050-challenge>

June 27, 2019—Leather UK, Dr Frank Mitloehner explains the true science behind the livestock debate

<https://leatheruk.org/dr-frank-mitloehner-explains-the-true-science-behind-the-livestock-debate/>

This report last updated 5/26/2020.

January 20, 2020—Irish Farmers Journal

<https://www.farmersjournal.ie/can-the-greenhouse-gas-guru-bring-some-common-sense-to-the-climate-debate-521544>

Social Media

Twitter—

April 16, 2019

@DBaltensperger

<https://twitter.com/DBaltensperger/status/1118240727178338304>

@FeedFolks

<https://twitter.com/FeedFolks/status/1118242176343916544>

@chostletler1967

<https://twitter.com/chostletler1967/status/1118239649892315136>

@FeedFolks

<https://twitter.com/FeedFolks/status/1118238219001372673>

@chostletler1967

<https://twitter.com/chostletler1967/status/1118234410556559362>

@chostletler1967

<https://twitter.com/chostletler1967/status/1118232848090185728>

@FeedFolks

<https://twitter.com/FeedFolks/status/1118232655349207040>

@JameeLyn5212

<https://twitter.com/JameeLyn5212/status/1118247839816200192>

@AgBioWorld

<https://twitter.com/AgBioWorld/status/1118248177088520199>

@GHGGuru

<https://twitter.com/GHGGuru/status/1118252678214238208>

@GHGGuru

<https://twitter.com/GHGGuru/status/1118253467880046592>

@VanceCrowe

<https://twitter.com/VanceCrowe/status/1118254661037957121>

@drdairy50

<https://twitter.com/drdairy50/status/1118256470724890624>

@AgBioWorld

<https://twitter.com/AgBioWorld/status/1118263246920794112>

@VanceCrowe

<https://twitter.com/VanceCrowe/status/1118254661037957121>

This report last updated 5/26/2020.

@millcoach
<https://twitter.com/millcoach/status/1118355210160594944>

@ky_pete
https://twitter.com/ky_pete/status/1118372065588011008

@InglesDietitian
<https://twitter.com/InglesDietitian/status/1118259781679104001>

@GHGGuru
<https://twitter.com/GHGGuru/status/1118355489656659974>

@ClaytonRobins
<https://twitter.com/ClaytonRobins/status/1118339763751325697>

@ADMCoalition
<https://twitter.com/ADMCoalition/status/1118501417579417600>

May 6, 2019
@UCDavisDateline
<https://twitter.com/UCDavisDateline/status/1125454931736125441>

@AgHealthUCD
<https://twitter.com/AgHealthUCD/status/1125458228253347840>

April 17, 2019
@Harvest2050_AS
https://twitter.com/Harvest2050_AS/status/1118508273165119488

@Rendidores
<https://twitter.com/Rendidores/status/1118552229512982528>

@JanzenLaw
<https://twitter.com/JanzenLaw/status/1118654179134857217>

@ucdavisCAES
<https://twitter.com/ucdavisCAES/status/1118632195504128000>

April 19, 2019
@JanzenLaw
<https://twitter.com/JanzenLaw/status/1119283144400801792>

April 24, 2019
@UCANRpam
<https://twitter.com/UCANRpam/status/1121146377508020224>

April 26, 2019
@WorldFoodPrize
<https://twitter.com/WorldFoodPrize/status/1121811424815218688>

May 6, 2019
@UCDavisDateline

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<https://twitter.com/UCDavisDateline/status/1125454931736125441>

@AgHEalthUCD

<https://twitter.com/AgHealthUCD/status/1125458228253347840>

May 20, 2019

@Drovers,CTN,

<https://twitter.com/DroversCTN/status/1130548528491716610>

Facebook—

April 16, 2019

@agbioworld

<https://www.facebook.com/agbioworld/posts/2381819028504203>

@ucanr

<https://www.facebook.com/ucanr/posts/10156092001366899>

Jeanette L Lombardo

<https://www.facebook.com/jeanette.lombardo.5/posts/2688945414454094>

@AgIsSTEM

<https://www.facebook.com/AgIsSTEM/posts/863940800612140>

@UCDavis.CAES

<https://www.facebook.com/UCDavis.CAES/posts/10157360107664974>