



CAST Issue Paper 68

Agriculture and the Microbiome

Released August 24, 2020

Co-Chairs: **Drs. Ignazio Carbone and Megan Andrews**,
North Carolina State University;
17-member task force

Release/Rollout

CAST Issue Paper 68, “Agriculture and the Microbiome,” was released on August 24, 2020. On August 25, Drs. Ignazio Carbone and Megan Andrews presented highlights of the paper in a webinar followed by Q&A with a panel of task force authors—Elizabeth Stulberg, Gregory Maloney, and Carolyn Young. There were 653 registrants for the webinar with 282 attendees.

[Webinar Video](#) – 410 views as of February 24, 2021

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

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 8,544 e-contacts resulting in 3,671 opens
- 578 views of the press release from the CAST website as of February 24, 2021.
- The press release through PRWeb resulted in 1,832 views and reached 886 targeted influencers (journalists/bloggers).

103 media outlets posted the press release. A sampling of sites where the press release was picked up: AgriTech Tomorrow, RFD-TV, News Break, NAAE Communities of Practice, Journal of Commercial Biotechnology, eGreenews, Biotechblog, One News Page (U.S. and Global Editions), Markets Insider, Ask.com, Scoop.it, Seed Daily, Owler, and many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC)

Follow-On Activities

American Society of Agronomy/Soil Science Society of America, 1 CEU was offered to certified crop advisors for watching the webinar

This report last updated 2/24/2021.

Email comments received following webinar:

Thank you for your work around the recent microbiome zoom meeting. I hope that it received broad participation, as it seems there is an extraordinary amount of work to do. As a fellow communicator, I am aware that our work is mostly in the background. The session was well orchestrated on your part.

DRM, Outreach Strategist US|Africa|Asia

Thank you very much for the paper Agriculture and the Microbiome, very important contribution for the comprehension of this area of knowledge for us.

SEC, Facultad de Ingeniería Agraria, Industrias Alimentarias y Ambiental

Paper Distribution

Paper Distribution (print and online) 6 months after release – 2,328

Indirect Paper Distribution

AgriTech Tomorrow (link to paper)

<https://www.agritechtomorrow.com/whitepapers.php>

EBSCO

Phytobiomes Alliance (link to paper)

<https://phytobiomesalliance.org/all-news/>

<https://phytobiomesalliance.org/people/kellye-eversole/>

Articles and Web Mentions

American Society of Agronomy

<https://www.agronomy.org/science-policy/sspr/2020-08-05/>

America's Farm Report

<http://americasfarmreport.com/farm-report/usda-tightens-eligibility-rules-for-farm-subsidies-august-24-2020/>

North Carolina State University CALS News

<https://cals.ncsu.edu/event/agriculture-and-the-microbiome-cast-webinar/>

North Carolina State University CALS News, *For the Next Agricultural Revolution, Look to the Microbiome*, Dee Shore, August 24, 2020

https://cals.ncsu.edu/news/for-the-next-agricultural-revolution-look-to-the-microbiome/?utm_medium=social&utm_source=twitter&utm_content=cals&utm_campaign=socialhub

The Ohio State University, Center of Microbiome Science

<https://u.osu.edu/coms/events/>

Citations

Critical Reviews in Food Science and Nutrition, *Practical considerations will ensure the continued success of pre-harvest biocontrol using non-aflatoxigenic *Aspergillus flavus* strains*, Geromy G. Moore, January 28, 2021

<https://www.tandfonline.com/doi/full/10.1080/10408398.2021.1873731>

This report last updated 2/24/2021.

Social Media

Twitter—

Jennie Schmidt MS RD @FarmGirlJen, August 4, 2020

<https://twitter.com/FarmGirlJen/status/1290690470755086336>

1 retweet, 2 likes

@CASTagScience, August 18, 2020

<https://twitter.com/CASTagScience/status/1295723114991583235>

1 quote tweet, 1 like

@CASTagScience, August 22, 2020

<https://twitter.com/CASTagScience/status/1297187426398609411>

1 retweet, 2 likes

@Ron_on_ROM, August 24, 2020

https://twitter.com/Ron_on_ROM/status/1297934705371697152

1 like

NABC/K-State @KSU_NABC, August 24, 2020

https://twitter.com/KSU_NABC/status/1297867704624390144

1 like

David Gogerty @docgoges, August 31, 2020

<https://twitter.com/docgoges/status/1300424598521962496>

2 likes

Phytobiomes @PhytoBiomes, August 4, 2020

<https://twitter.com/PhytoBiomes/status/1290754171969445890>

1 retweet, 2 likes

AgriTechTmrw @AgriTechTmrw, August 24, 2020

<https://twitter.com/AgriTechTmrw/status/1297946233596764161>

1 like

@CASTagScience, August 24, 2020

<https://twitter.com/CASTagScience/status/1297889067225550850>

6 retweets, 4 likes

@CASTagScience, August 25, 2020

<https://twitter.com/CASTagScience/status/1298251494341447681>

1 retweet, 1 quote tweet, 1 like

Phytobiomes @PhytoBiomes, August 26, 2020

<https://twitter.com/PhytoBiomes/status/1298693299457257472>

3 retweets, 4 likes

@CASTagScience, August 26, 2020

<https://twitter.com/CASTagScience/status/1298625032260853761>

3 retweets, 2 quote tweets, 2 likes

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Novozymes N. America @NovozymesNA, August 28, 2020
<https://twitter.com/NovozymesNA/status/1299370541846089728>
1 like

@CASTagScience, August 29, 2020
<https://twitter.com/CASTagScience/status/1299715964414689283>
1 like

Lucas Palmeira @LuPa1386, August 31, 2020
<https://twitter.com/LuPa1386/status/1300461650860883970>

@CASTagScience, August 31, 2020
<https://twitter.com/CASTagScience/status/1300434123635462145>
2 likes

Debbie Yaver @DYaver, September 11, 2020
<https://twitter.com/DYaver/status/1304524375685836800>

@CASTagScience, December 15, 2020
<https://twitter.com/CASTagScience/status/1338858884321034245>
2 retweets, 3 likes

Facebook—

Council for Agricultural Science and Technology (CAST), June 18, 2020
<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3091225140972261>
3 likes, 1 share

Council for Agricultural Science and Technology (CAST), July 7, 2020
<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3142690249159083>
2 likes, 1 share

Council for Agricultural Science and Technology (CAST), August 6, 2020
<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3226535217441252>
2 likes, 1 share

Council for Agricultural Science and Technology (CAST), August 13, 2020
<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3246630672098373>

Council for Agricultural Science and Technology (CAST), August 18, 2020
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<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3278927662202007>

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<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3282031941891579>

1 comment, 1 share

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<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3285172454910861>

Council for Agricultural Science and Technology (CAST), August 29, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3294684700626303>

Council for Agricultural Science and Technology (CAST), August 31, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3300626793365427>

Council for Agricultural Science and Technology (CAST), December 15, 2020

<https://www.facebook.com/CASTagScience/posts/3624170384344398>

2 likes, 1 share

LinkedIn—

CAST (Council for Agricultural Science and Technology), August 3, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6696049532670615552>

CAST (Council for Agricultural Science and Technology), August 6, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6697136684477255680>

1 like

CAST (Council for Agricultural Science and Technology), August 12, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6699311021804285952>

1 like

CAST (Council for Agricultural Science and Technology), August 13, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6699676438351634432>

CAST (Council for Agricultural Science and Technology), August 18, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6701488277578387457>

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3 likes

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<https://www.linkedin.com/feed/update/urn:li:activity:6704017344722685952>

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<https://www.linkedin.com/feed/update/urn:li:activity:6704390813624893440>

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CAST (Council for Agricultural Science and Technology), August 29, 2020

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2 likes

CAST (Council for Agricultural Science and Technology), December 15, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6744624556901711872>

1 like

Blog—

“Agriculture and the Microbiome” Blog, August 27, 2020

<https://www.cast-science.org/agriculture-and-the-microbiome-blog/>

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