



THE 2021 BORLAUG CAST COMMUNICATION AWARD

A WORLD SUPPORTED BY PLANTS AND ANIMALS



The Science Source for Food,
Agricultural, and Environmental Issues



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Agricultural, and Environmental Issues

November 2020

Dear Colleague:

The Council for Agricultural Science and Technology (CAST) invites you to nominate candidates for the 2021 Borlaug CAST Communication Award (BCCA). The award is dedicated to Dr. Norman E. Borlaug, “The Man Who Fed the World” and author of CAST publication #1; and to Dr. Charles A. Black, first CAST president, first executive vice president, and member of the founding committee of CAST.

The BCCA is presented annually by CAST for outstanding achievement by a scientist, engineer, technologist, or other professional working in the agricultural, environmental, or food sectors for contributing to the advancement of science in the public policy arena. Primary consideration will be given to candidates who are actively engaged in the science and technology of agriculture and food production while promoting agriculture through research, teaching, extension, or communication; who have made significant contributions to their discipline or field; and who demonstrate a passionate interest in communicating the importance of agriculture and food production to policymakers, the news media, and the public. Nominees must have demonstrated their ability to communicate by written material; public presentations; and/or use of television, radio, or other social media.

So that the BCCA will continue to recognize the truly outstanding men and women in the agricultural, environmental, or food science and technology world, we invite you now to nominate candidates for the 2021 award, or to serve as a facilitator between a nominator and CAST. Individuals from all nations are eligible to receive the award. You will find enclosed a nomination form for your use or to give to a colleague; the completed form must be received in the CAST office by Monday, February 1, 2021.

Completed nomination packets will be considered by a selection committee for the current year and retained for consideration for one additional year. The award will be conferred at a side event to the World Food Prize Symposium where the winner will demonstrate his/her excellence in communication through a presentation highlighting their major areas of expertise.

If you have questions concerning the nomination process, please contact CAST Executive Vice President Kent Schescke (kschescke@cast-science.org). CAST appreciates your participation in this prestigious award program.

Sincerely,

A handwritten signature in black ink that reads "David Baltensperger". The signature is written in a cursive, flowing style.

David Baltensperger
2021 CAST President

CRITERIA AND PROCEDURES

1. SELECTION CRITERIA

The Borlaug CAST Communication Award (BCCA) is presented annually by CAST for outstanding achievement by a scientist, engineer, technologist, or other professional working in the agricultural, environmental, or food sectors for contributing to the advancement of science in the public policy arena. Primary consideration will be given to mid-career candidates who are actively engaged in the science and technology of agriculture and food production while promoting agriculture through research, teaching, extension, or communication; made significant contributions to their discipline or field nationally and internationally; and demonstrate a passion in communicating the importance of agriculture and food production to policymakers, the news media, and the public. Nominees must have demonstrated their ability to communicate by written material; public presentations; and/or use of television, radio, and social media. Other points of consideration include the following:

- (a) The award may be given for a specific achievement or for a continuing body of work.
- (b) Consideration will be given to achievements in all disciplines related to agricultural, environmental, and food science.
- (c) Candidates must be living persons actively engaged in their profession.
- (d) Nominations are eligible and encouraged for candidates regardless of race, color, national origin, religion, sex, sexual orientation, socioeconomic status, veteran status, disability, and age.

2. NOMINATIONS

- (a) Nominations are welcome and encouraged from anyone; there are no restrictions on who may nominate for the award. Invitations for nominations are distributed widely in the agricultural, environmental, and food science community and also are available upon request at www.cast-science.org.
- (b) A separate nomination form must be used for each nominee.
- (c) CAST will retain completed nomination packets for consideration by the selection committee for two years (current year and one additional year).
- (d) **Completed nomination packets must include copies of the following:**

The completed nomination form; a curriculum vitae of the nominee; a written statement of the candidate's ability to disseminate research findings to the public that includes a list of pertinent publications, public speaking engagements, television and/or radio appearances, social media, or other media activities within the past five years; and a maximum of five (5) letters of support in PDF form in which the references assess the candidate's ability to communicate science to the public. The nominator may be included as one of the five references.
- (e) All required materials, including the letters of support, must be written in English and **emailed to the CAST office by Monday, February 1, 2021 (midnight CST)** to: gosborne@cast-science.org.

3. GUIDELINES FOR PRIMARY NOMINATORS

- (a) Fill out the nomination form completely and submit it before the deadline; please follow up with the CAST office (gosborne@cast-science.org) to confirm that the material was received.
- (b) The primary nominator(s) should submit **all components together via email**: Nomination Form, CV, summary of accomplishments, and letters of support (maximum 5).
- (c) The letter from the primary nominator(s) should be quite extensive.
 - (1) Cite the candidate's qualifications, accomplishments, and background.
 - (2) If you have personal, direct experience with the candidate, describe that.
 - (3) Give specific data on successes, if available (number of speeches, writings, etc.).
 - (4) Include links to samples of communication activities—videos, social media, etc.
- (d) Provide a current CV and summary of accomplishments, as stated in the award information.
- (e) Support letters
 - (1) Be sure the writers address the letters correctly and use the correct name of the award (To: Borlaug CAST Communication Award Selection Committee).
 - (2) Be sure the writers send their letters directly TO YOU for collection into one packet, not to the CAST office.
 - (3) Support letters should
 - be on letterhead;
 - contain personal reflections/comments about the candidate's activities;
 - talk about how the candidate communicates his/her message; and
 - preferably be one page in length (no longer than two pages).
- (f) Letter writers should be chosen from a variety of background organizations so they represent different points of view in support of the candidate.
- (g) Meet the deadline for submission: Monday, February 1, 2021 (midnight CST).



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(Formerly the Charles A. Black Award)

The Council for Agricultural Science and Technology (CAST) is an international consortium of scientific and professional societies, companies, and nonprofit organizations. Through its network of experts, CAST assembles, interprets, and communicates credible, unbiased, science-based information to policymakers, the media, the private sector, and the public.

The Borlaug CAST Communication Award was established by CAST to recognize outstanding achievement in the communication of science to the public.

Previous recipients are listed below:

2020: Alexa Lamm University of Georgia	2006: Stanley R. Johnson Iowa State University	1993: Fergus M. Clydesdale University of Massachusetts– Amherst
2019: Frank Mitloehner University of California-Davis	2005: Norman E. Borlaug International Maize and Wheat Improvement Center, Mexico	1992: John Pesek Iowa State University
2018: Marty Matlock University of Arkansas	2004: Marjorie A. Hoy University of Florida	1991: Homer M. LeBaron Ciba-Geigy
2017: Jayson Lusk Purdue University	2003: Kong Luen Heong International Rice Research Institute, Philippines	1990: Donald E. Davis Auburn University
2016: Kevin Folta University of Florida	2002: Calvin O. Qualset University of California–Davis	1989: Stanley E. Curtis University of Illinois, Urbana-Champaign
2015: Channapatna Prakash Tuskegee University	2001: Judith S. Stern University of California–Davis	1987: William E. Larson University of Minnesota
2014: Alison Van Eenennaam University of California–Davis	2000: Dennis R. Keeney Iowa State University	1986: Charles A. Black Council for Agricultural Science and Technology
2013: Jeff Simmons Elanco	1999: Abner W. Womack University of Missouri	
2012: Carl K. Winter University of California–Davis	1998: Per Pinstrup-Andersen International Food Policy Research Institute	
2011: Catherine Ann Bertini Syracuse University	1997: Neil E. Harl Iowa State University	
2010: Akinwumi Ayodeji Adesina Alliance for a Green Revolution in Africa	1996: Luther G. Tweeten The Ohio State University	
2009: Richard Wayne Skaggs North Carolina State University	1995: Dale E. Bauman Cornell University	
2008: Pedro A. Sanchez Earth Institute, Columbia University	1994: F. J. Francis University of Massachusetts– Amherst	
2007: David H. Baker University of Illinois		

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NOMINATION FORM *(completed forms must be written in English)*

Completed nomination packets must include the following: this completed nomination form; a curriculum vitae of the nominee; a written statement of the candidate's ability to disseminate research findings to the public that includes a list of pertinent publications, public speaking engagements, television and/or radio appearances, social media, or other media activities; and a maximum of five (5) letters of support in PDF form in which the references assess the candidate's ability to communicate science to the public. The nominator may be included as one of the five references.

Candidate's Name:

Last

First

Middle

Candidate's Position and Affiliation (include complete mailing address, telephone number, and email):

Candidate's Home Address (include complete mailing address, telephone number, and email):

Nominator (include name, title, organization, mailing address, telephone number, and email):

Supporting Letters (list below no more than five references; the nominator may be included as one of the references):

(1) _____ (2) _____

(3) _____ (4) _____

(5) _____

Nominator's Signature

Date

The nomination form, curriculum vitae, summary of accomplishments, and supporting letters for the 2021 Borlaug CAST Communication Award **must be emailed to the CAST office by Monday, February 1, 2021 (midnight CST)**.

EMAIL TO: gosborne@cast-science.org

Telephone: 515-292-2125