

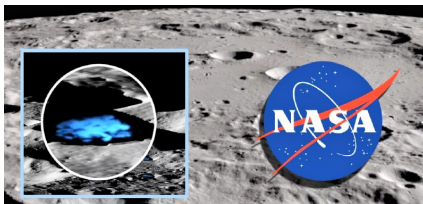


Friday Notes is designed to enhance communication among various agricultural sectors, educators, students, and the public who are interested in a variety of plant, animal, food, and environmental issues. Friday Notes advocates the pursuit of credible, unbiased, science-based information. Material contained in linked articles is from the original authors and does not necessarily reflect the views of CAST.

In This Issue....

- [Animal Agriculture News](#)
- [Food Science & Safety News](#)
- [Plant & Environmental News](#)
- [International News](#)
- [General Interest News](#)

Announcements



A story and informative one-minute video from NASA confirms, for the first time, [water on the sunlit surface of the Moon](#). And sure enough, 2020 will bring us a rare [Halloween Full "Blue Moon"](#) on Saturday, October 31.

The [Farmer Veteran Coalition](#)—a major military-to-agriculture movement—will hold its 2020 National Stakeholders Virtual Conference Nov. 18-19.

The [Midwest Poultry Federation](#) has rescheduled its 2021 convention from March to May—check here for details.

CAST College Corner

[University of Kentucky](#) specialists have organized a series of 2020 Fall Crop Protection webinars beginning November 10.

[Cornell University](#) faculty, staff, and students donated more than 37 tons of produce for food insecure families.

The [University of Missouri's](#) David

October 30, 2020

Bountiful Harvest from Rocky Ground

"This challenging year has led to some excellent output."

CAST's outgoing president, Juan Tricarico (Vice Pres., Sustainability, Dairy Management Inc.), opened the organization's annual meeting with an optimistic line that points to the fact that even though 2020 has thrown plenty at us all, CAST has increased its output of [quality science-based publications](#), hosted highly attended webinars, developed its social media presence, adapted to a [new website format](#), produced translated versions of papers, and initiated a series of [publication study guides](#) for students. As CAST EVP Kent Schescke said, "We are maintaining our mission to communicate credible, unbiased science-based information thanks to expert input from board members, committee participants, and numerous volunteers."



This year's virtual gathering included nuts-and-bolts meetings plus high-level presentations and panel discussions. See page two for more about an informational USDA science forum and a BCCA panel discussion about science communication.

News and Views

Hidden Hunger: This [article explains "hidden hunger"](#) due to poor nutrition, and it supports the influential, new [CAST publication, Food Biofortification—Reaping the Benefits of Science to Overcome Hidden Hunger](#).

Food Aid: The USDA distributed more than half of the second [Coronavirus Food Assistance Program's funds](#) to farmers; for some, [rural hunger has been exacerbated](#) by the pandemic.

Census Numbers: This [U.S. Census Bureau news release](#) includes statistics and various types of information.

Mighty Winds: The powerful derecho that hit the Midwest in August is officially the [most costly thunderstorm event in recorded United States history](#) according to NOAA. And this video report from RFD-TV looks at the [effects Hurricane Zeta is](#)

Patterson was honored for his extensive work with beef cattle operations, and a [fellow Mizzou specialist](#), Nichole Anderson, is getting a USDA grant to focus on bringing more tech into the classroom.

Ruby Perry of the [Tuskegee University](#) College of Veterinary Medicine received the "Champion of Diversity" recognition at a recent symposium

Check throughout [Friday Notes](#) to see more featured articles from member universities.

CAST Social Media

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CAST [welcomes ideas](#) for future publications and projects.

[having](#) on Louisiana and other parts of the South.

Taking the Pulse of the Consumer: Jayson Lusk (Purdue) describes his latest findings on [consumer perceptions about meat](#) during a tumultuous year for the animal protein markets.

News from the Far Side of the Barn

Customer with a Cheeky Carry-out Bag (video): A [chipmunk attends the backyard mini-restaurant](#) a woman regularly provides—including sushi, pizza, and Chinese food.



Screaming through 2020 (video): Haunted houses have adapted to the horrors of 2020—including [drive-thru scary car washes](#).

Crush Proof: The [diabolical ironclad beetle](#) (yes, its real name) is so tough that if you run one over with a car, it just walks away.

CAST Updates

The CAST Annual Meeting Featured Noteworthy Events

Aside from work groups, business meetings, and other official actions, the annual meeting included a "USDA Science Panel" and a "BCCA Winners Science Communications Panel."

The USDA science session was moderated by incoming CAST President David Baltensperger, and it featured insights and information from Scott Hutchins, Chavonda Jacobs-Young, Parag Chitnis, and Spiro Stefanou. See photo below left for their official titles and duties, and [click here to access the video of the session](#). The panelists provided specifics about the REE mission area and its agencies, the progress on the USDA's [Ag Innovation Agenda](#), and answers to questions from viewers.

The BCCA winners session, moderated by Julie Borlaug, included insightful comments from four of the [Borlaug CAST Communication Award winners](#)—Alison Van Eenennaam, Kevin Folta, Jayson Lusk, and this year's recipient, Alexa Lamm. With a key focus on the need for building trust, the participants gave examples and advice about communicating ag and science to wide and varied audiences: "Take it to the farmers; take it to the scientists; take it to the people." Their insights are geared toward getting us all out of our "echo chambers." They urge scientists and food production stakeholders to communicate with the public and policymakers to make progress on issues such as hunger and food production, the environment, and the use of innovation and technology. [This video of the session](#) is filled with good ideas, thoughtful discussions, and answers to viewers' questions. See the photo below right for participants and titles.

CAST 2020 Annual Meeting USDA Science Panel



Scott Hutchins
Deputy Under Secretary
Research, Education, and Economics



Parag Chitnis
Acting Director
National Institute of Food
and Agriculture



Chavonda Jacobs-Young
Administrator
Agricultural Research Service



Spiro Stefanou
Administrator
Economic Research Service



MODERATOR:
David Baltensperger
CAST President-elect
Chair, National Agricultural Research, Extension,
Education, and Economics Advisory Board

BCCA Winners Science Communications Panel



Alison Van Eenennaam, 2014
Animal Genomics and Biotechnology
Cooperative Extension Specialist,
Department of Animal Science,
University of California, Davis



Kevin Folta, 2016
Professor of Horticultural Sciences,
University of Florida's Institute of
Food and Agricultural Sciences



Jayson Lusk, 2017
Distinguished Professor,
Agricultural Economics,
Purdue University



Alexa Lamm, 2020
Associate Professor,
Science Communication,
University of Georgia



MODERATOR: Julie Borlaug
Vice President of Communications and Public Relations,
INARI Agriculture, A Flagship Pioneering Co.
CAST Board of Trustees



New CAST Guest Blog— American Ag Can Emerge Stronger after COVID-19

Jeff Simmons—[2013 BCCA winner](#) and President and CEO of Elanco—discusses how the agriculture industry can emerge stronger during the post-pandemic era in the [new CAST guest blog](#).

Elanco has also announced its first sustainability commitments. It is issuing three "Healthy Purpose Pledges" that include pledges for protein, the planet, and pets. Read more about their commitment to drive [sustainable change by 2030](#).



Upcoming Publications

Ground and Aerial Robots for Agricultural Production: Opportunities and Challenges
The paper will be released on November 16, with a webinar on November 17.

Animal Agriculture and Environmental News

Pig Production: A National Pork Board study says America's pig farmers continue to make [strides in overall sustainability](#), and a *Farm Journal* survey looks at [how COVID-19 might be changing pig production](#) methods.

Preventing Weaning Woes: This article discusses ways to [reduce stress](#) on calves during weaning time.

Robotic Milking: A college's dairy center uses a [robotic milking system](#) as well as a traditional system to give students a chance to learn different milking techniques.

Striving for the Perfect Egg: Quality requirements for the table egg vary, so this article looks at how to [identify and take care of egg abnormalities](#).

High on Beef: The months ahead look [positive for the beef industry](#), especially at the cow-calf level, according to a global outlook report from Rabo AgriFinance.

Turkey Time: With smaller Thanksgiving celebrations due to the pandemic, grocery stores are stocking their fresh and frozen sections with [proportionally appropriate poultry](#).



Scientists performed a "sting operation" on a nest of murder hornets using space suits, high-tech vacuums, and even dental floss. They hope to contain or wipe out the vicious [insect that is a threat to other bee species](#). The hornet hunters also used a [radio tag and trap developed by USDA scientists](#).

Food Science and Safety News

Food Safety and Science: A virtual meeting called a "[U.S. Regulatory Update on Food Safety](#)" featured FDA Deputy Commissioner Frank Yiannas and USDA Under Secretary for Food Safety Mindy Brashears.

Stopping Foodborne Illness: This story looks at USDA/NIFA work to [reduce the incidence of foodborne illness](#) while providing a safer food supply.

Pandemic Food Trends: This Kansas State report says [eating habits have changed during the pandemic](#)—with comments about home preparation, Millennial and Gen Z food habits, slow-cooker use, and the baking trend.

Puerto Rico's Food Heritage: Hardship and hurricanes have shaped Puerto Rico's food for centuries with cooking that [expresses ancestry, adaptability, and fortitude](#).



These researchers say kids with popular YouTube channels are [promoting unhealthy food and](#)

Blue Thumb Farm: Two scientists-turned-farmers bring salad greens to North Carolina's Research Triangle year-round with their [state-of-the-art hydroponic farm](#).

[drinks](#) in their videos.

Plant Agriculture and Environmental News

Dicamba Ruling: The [EPA announced](#) approval of three dicamba formulations for [over-the-top use for five years](#).

USDA Certified Organic Label: The USDA reports that [organic farming is thriving](#).

Wine and Wildfires: Devastating wildfires have pummeled the California areas of Napa and Sonoma, including [the \\$43 billion wine industry](#).

Cover Up: Iowa State University experts showed that perennial groundcovers help farmers [merge high yield agriculture with conservation](#) and profitability, and [related research ideas](#) come from the Noble Research Institute.

Hay Bales in the Water (video): Researchers are studying the [benefits of staking hay bales in waterways](#) to prevent the growth of blue-green algae.

Compost, Soil, and the Ecology (related to link below): Compost—an [organic blend of food and natural waste](#)—plays an integral part in helping plants grow.

Waste Not on Campus: Kansas State students are [mixing food waste from three campus dining halls](#) with other compostable materials to provide a boost to soil.



NC-State researchers teamed up with technology leaders to tackle the complex challenges facing agriculture. They will [use the cloud and internet for interdisciplinary projects](#) including the use of sensors to detect plant diseases.

The ASA, the CSSA, and the SSSA provide a look at how farmers can [use a variety of practices](#) to keep their soils healthy.

International News

Reef Discovery (video): An [enormous coral reef](#) was found at the northern tip of Australia's Great Barrier Reef.

Reef Credits: The Queensland government is trying to [protect the Great Barrier Reef](#) from coral bleaching by improving the quality of water flowing into the reef area.

Biofortified Crops: Worldwide, families are [growing more biofortified crops](#) to acquire essential micronutrients. Click here for free access to the insightful, new [CAST Issue Paper about food biofortification](#).

Fever Fighters: International agencies kicked off [initiatives to stop the spread of African swine fever](#), as more than 50 countries in Africa, Asia, and Europe are currently affected.

Dutch Pigs: A study from the Netherlands says [adjusting the nutrients in pig feed](#) to match the needs of the animal will result in a much lower burden on the environment.

Dutch Poultry: Farmers in the Netherlands are wary after a contagious form of [bird flu was found in two dead swans](#).



British scientists discovered a way to get bacteria to “eat” or biodegrade PET, a [common plastic used for bottled water](#).

Developed at a university in Italy, a new monitoring system [could save thousands of tons of wasted food](#) by pinpointing expiration dates.

General Interest News

Trick or Treat: Mark Parker's [top 10 reasons farmhouses](#)

[don't get much trick-or-treat action](#) include lonely settings, howling coyotes, and real corn treats—not candy corn!

ClusterCluck 5000: A Midwest farmer planted alternating sections of corn and pasture in an experiment he calls “stock cropping.” Hoping to [promote diversification and multiple species](#), a group has patented the setup.

Coastal Solutions: Cal Poly researchers launched an effort to develop practical [solutions to the unique environmental challenges](#) facing California’s Central Coast.

Hemp in Dry Country: Hemp is versatile and uses less water than many other crops. University of Nevada-Reno researchers are [studying varieties and best practices](#).

Egrets and Mercury: University of Florida researchers found that [mercury exposure affects great egret breeding](#)



USDA-ARS researchers say the weird insects called treehoppers have the [most bizarre costumes in the insect world](#)—one that helps them hide from predators.

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- * American Farm Bureau Federation
- * American Meat Science Association
- * American Meteorological Society, Committee on Agricultural and Forest Meteorology
- * American Seed Trade Association
- * American Society for Nutrition Nutritional Sciences Council
- * American Society of Agricultural and Biological Engineers
- * American Society of Agronomy
- * American Society of Animal Science
- * American Society of Plant Biologists
- * American Veterinary Medical Association
- * Aquatic Plant Management Society
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- * Cal Poly State University
- * Corteva Agriscience
- * CropLife America
- * Crop Science Society of America
- * Entomological Society of America
- * Innovation Center for U.S. Dairy
- * Bayer
- * National Cattlemen's Beef Association, a Contractor to the Beef Checkoff
- * National Corn Growers Association/Iowa Corn Promotion Board
- * National Milk Producers Federation
- * National Pork Board
- * North Carolina Biotechnology Center
- * North Central Weed Science Society
- * Northeastern Weed Science Society
- * Poultry Science Association
- * Rural Sociological Society
- * Society for In Vitro Biology
- * Soil Science Society of America
- * Syngenta Crop Protection
- * The Fertilizer Institute
- * Tuskegee University
- * United Soybean Board
- * University of Nevada-Reno
- * U.S. Poultry and Egg Association
- * Weed Science Society of America
- * Western Society of Weed Science

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