

Mission: CAST convenes and coordinates networks of experts to assemble, interpret, and communicate credible, unbiased, science-based information to policymakers, the media, the private sector, and the public.

Stakeholder NEEDS about FOOD and AGRICULTURE can be synthesized into the following list (Stakeholders need...):

1. Access to information that is relevant, factual, credible, unbiased, apolitical, consolidated, interdisciplinary, timely, and simple.
2. Information on topics of essential importance to decision- and policymaking (or reform).
3. Information on adoption and acceptance of technology and production practices.
4. Information to support marketing and consumer choice.
5. Information to build trust and social license to operate.
6. Access to a wide variety of subject-matter experts.

Placing attention in these 3 FOCUS AREAS will lead to desired results:

- 1. CONTENT:**
 - Focus on credible, unbiased, and interdisciplinary publications that reflect scientific consensus.
 - Proactively identify and select critical priority topics.
 - Use various publication formats to target different stakeholder audiences.
- 2. PARTNERSHIPS:**
 - Raise awareness, establish connections, and pursue partnerships at the federal, regional, and local policymaker levels.
 - Increase collaboration level from partners to sponsors to members.
- 3. IMPACT:**
 - Increase the reach and utility of CAST information.
 - Empower others to influence science-based decisions and policies.

These ACTIVITIES will allow CAST STAFF and its BOARDS to select, prioritize, coordinate, and capitalize (and sometimes exit from) opportunities to create CONTENT, extend our REACH, and understand and expand our IMPACT:

Activate Implementation Teams to:

- Identify and prioritize specific stakeholder needs.
- Identify and prioritize key opportunities within the three focus areas.
- Develop annual action plans to support the new key focus areas as well as continue building the strategic pillars.
- Monitor progress, evaluate results, and share recommendations with CAST boards and staff.

Outcomes can be synthesized into 4 main DESIRED RESULTS:

1. Recognized source of scientific consensus on food and agriculture
2. Inform decision-making and empower to influence
3. Identify and attract new partners, sponsors and members
4. Build trust (advocate for) in food and agriculture

Vision: A world where decision making related to agriculture, food, and natural resources is based on credible information developed through reason, science, and consensus building.

Our Mission	CAST convenes and coordinates networks of experts to assemble, interpret, and communicate credible, unbiased, science-based information to policymakers, the media, the private sector, and the public.
Our Vision	A world where decision making related to agriculture, food, and natural resources is based on credible information developed through reason, science, and consensus building.
Who We Are	CAST is a nonprofit 501 (c)(3) organization with a membership composed of scientific and professional societies, universities, companies, nonprofits, libraries, and individuals. CAST's Board of Representatives is composed of representatives of the scientific societies, commercial companies, nonprofit or trade organizations, and universities.
Who We Serve	CAST serves policymakers, the media, the private sector, and the general public through its delivery of credible, unbiased, science-based information related to agricultural science and technology.
Our Program and Services	<p>CAST fulfills its mission through publications, projects, and sponsored activities designed to communicate the latest scientific research on food and agricultural issues to the nonscientist.</p> <p>The primary work of CAST is the publication of papers highly regarded as a source of science-based information written and reviewed by scientists and subject experts from many disciplines.</p> <p>CAST distributes this information widely through the following:</p> <ul style="list-style-type: none"> • Free online resources—website, blog, videos, and social media • <i>Friday Notes</i>—CAST's weekly e-newsletter for members featuring lead articles on timely ag topics and live links to current ag news items • Live webinars • Briefings to legislative and government personnel in Washington, D.C.
Our Goals	<ol style="list-style-type: none"> 1. Produce quality and relevant information in a timely manner for our stakeholders. 2. Strengthen our communication with stakeholders through social media and other means. 3. Maximize the value of our products to our stakeholders. 4. Build a strong financial base for the long-term stability of CAST.



Background and Context

CAST developed and implemented a strategic plan that has been used to guide the organization from 2016-2020. In 2019, recognizing that most of the goals of the plan had been achieved or were in progress, the CAST Board of Directors voted to embark upon an adaptive planning process that built upon the successes of the 2016-2020 plan. The development of this adaptive plan began with discussions and feedback at the 2019 CAST Annual Meeting. In addition, a survey of CAST stakeholders was conducted in the spring of 2020. Based upon the feedback from the 2019 meeting and the results of the survey, the Board appointed an Adaptive Planning Committee to synthesize this information into an adaptive planning roadmap that will provide additional flexibility for CAST Boards and staff to continue to advance the mission and vision of the organization.

CAST's Organizational Competencies:

- CAST is an independent, unbiased, and credible science-based source of agricultural information.
- Membership in CAST represents multiple academic disciplines and organizations within the agriculture, food and natural resources sector.
- Members and contributing authors are passionate about the importance of communicating science-based information.
- CAST is still solidly rooted in the same founding principles envisioned by its founders nearly 50 years ago.
- The mission and vision of CAST are closely connected with the legacy of Dr. Norman Borlaug.

Focus Areas: areas where CAST will focus its efforts to achieve strategic goals

Content/Information

Desired Result: Produce unbiased comprehensive papers. Be a source of accessible information that reflects scientific consensus.

1. Ensure CAST content is unbiased and based upon current credible science.
2. Build upon and improve the timeliness and relevance of our content.
3. Create alternative forms of content that are focused toward various stakeholder audiences.

Partnerships

Desired Result: Extend the reach and impact of our content through increased collaboration with other organizations and groups. Raise awareness, establish connections, and pursue partnerships at the international, federal, regional, and local policymaker levels.

1. Define/clarify the CAST value proposition so that it better resonates with members, potential members, partners and key stakeholders.
2. Increase the reach & appeal needed to broaden our membership base of CAST.
3. Identify, prioritize, and develop effective partner relationships with key stakeholder groups that help us advance the CAST mission and vision.

Impact

Desired Result: Provide unbiased information that is critically reviewed and comes from a scientific perspective to help inform decision makers and empower others to influence science-based policies.

1. Increase the reach of our publications/content.
2. Increase the utility (use) of our content with key stakeholder groups.
3. Build upon and protect our brand as an unbiased credible source of science-based information concerning agriculture, food, and natural resources.