



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.

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Announcements



This biology teacher is also an [award-winning underwater photographer](#) capturing [marine life in a magical environment](#).

Iowa State University [Distinguished Professor Donald Beitz](#) was recognized yet again for his work as a scientist, teacher, and researcher. Dr. Beitz has been a longtime CAST member and contributor.

The World Food Prize Foundation announced that Dr. Elliott Dossou-Yovo, Agriculture and Climate Change Specialist at Africa Rice Center, was named the [2021 recipient of the Norman E. Borlaug Award for Field Research and Application](#).

Session proposals for the [American Association of Veterinary Medical Colleges \(AAVMC\)](#) conference are due September 13, and the AAVMC extended the [2022 Veterinary Medical College Application](#) deadline to September 29.

Registration is open for the [International Dairy Foods Association Forum](#) in January.

September 10, 2021

Spreadin' the Word about Science and Agriculture

Most agree that scientists need to do a better job of communicating with the public. This article looks at the jargon and technical [terms that might cloud discussions](#) about climate, and this piece tries to clarify connotation [issues that a word like "sustainable" might evoke](#).

As the saying goes, "Science is not finished until it's communicated."

With its presentations, [publications](#), and [social media outlets](#), CAST is focused on clear, credible communication. A key component in CAST's efforts comes through the influential work of the [12 Borlaug CAST Communication Award winners](#) (see page two below). For example, check out the work of Dr. Sarah Evanega (Cornell University and [2021 BCCA](#) winner). Evanega is the director of the [Cornell Alliance for Science](#). And the [2020 BCCA](#) recipient, Dr. Alexa Lamm (University of Georgia), gave this insightful presentation at a CAST event titled [Effectively Communicating Science in Times of Crisis](#).



News and Views

USDA Updates: The department 1) announced a [grant program to help farmworkers and meatpacking workers](#) with pandemic-related health and safety costs, 2) asked consumers to send in comments about how the high-tech products involving [cell-cultured meat should be labeled](#), and 3) plans to help cover the [cost of transporting feed for livestock](#) that rely on grazing in drought-affected areas.

Ag Tribute for 9/11 Anniversary: An Ohio farmer used creativity and hard work to create a work of art in his field as a tribute to the 9/11 anniversary called "[Planting Seeds of Unity](#)."

Weather and Ag: While [grain shipments are resuming](#) in devastated regions of Louisiana, agriculture in many parts of the country was affected by Hurricane Ida—including the Northeast where this [dairy farm was demolished](#).

Check [here for information](#) about the [Ag Innovation Showcase](#), September 13-14, hosted by the Larta Institute and the North Carolina Biotechnology Center.

CAST College Corner

A [Kansas State University](#) doctoral student has been named a 2021 Norman Borlaug Scholar, the first ever from the university.

[North Carolina A&T State University](#) received funds for the Aggie Commitment Trailblazer Scholars program, a STEM Pathways program for students transferring from in-state community colleges.

[Iowa State University](#) will host Fall Forestry Field Days across the state in September and October.

CAST Social Media

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

Summer Heat: The summer of 2021 was the [hottest in 126 years of records](#) for the contiguous United States, according to a report released by NOAA.

Pandemic Updates: Check here for 1) the Johns Hopkins COVID-19 [interactive dashboard site](#), 2) the regularly updated pandemic [hospitalization tracker](#), and 3) an opinion piece from the ACSH [about the vaccines](#).

Far Side of the Barn

Goats on the Roof (video): For part of the year, goats graze on top of Al Johnson's Swedish Restaurant in Door County, Wisconsin. If you can't visit in person, check out the [goat live cam here](#) or the [YouTube video here](#). If you do visit, be sure to try their pancakes!



In Case You Long for the Sound of Crying Babies (video): A [lyrebird named Echo mimics sounds](#) such as a crying baby, a fire alarm, and even the zoo's evacuation announcement.

Garage Bear (video): This bear near Lake Tahoe [seems to know your garage door code](#).

CAST Updates

Award-winning Science Communication

The [Borlaug CAST Communication Award](#) has become a key in the organization's mission to convey credible science information. Check out [information regarding the 12 winners](#), and watch for more about these influential leaders in upcoming issues of *Friday Notes*.

The Borlaug CAST Communication Award is presented annually 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 promoting agriculture through research, teaching, extension, or mass communication; who have made significant contributions to their discipline or field; and who demonstrate a passionate interest in communicating the importance of agriculture to policymakers, the news media, and the public.



Beef on the Move: U.S. [beef exports set another value record](#) in July.

The Pandemic and the Pork Industry: Research led by Dr. Temple Grandin looks at the problems—and possible changes—that the [pandemic brought for the pork industry](#).

Poultry Safety: Industry safety professionals recently gathered in Florida to discuss the [safety challenges facing those involved in poultry production](#) and processing.

They Favor Flavor: This research looked at the [effects of flavored feed](#) on the reproductive performance and fecal microbiota of sows during late gestation and lactation.

Brazil and BSE: Brazil has identified two cases of BSE, and this has affected the [country's beef export market](#).

Shape Shifters? New research indicates that animals are [changing their body shapes](#) to cope with climate change.



When it comes to [chicken feed](#), [natural sources like seaweed](#) might help achieve the desired pellet quality, lower costs, and improve bird performance.

Food Science and Safety News

Food Security: This extensive government research report looks at [food security in the United States](#)

Sniff and Snack: University research indicates that the sense of smell may be the [key to a balanced diet](#).

Food Safety: The USDA reminds consumers about [food safety practices](#) as the school year begins.

Freeze: These scientists say shifting to a new food-freezing method could make for [safer and better quality frozen foods](#) while saving energy and reducing carbon emissions.

Doggone! When the count is finished, Americans are expected to have [eaten 7 billion hot dogs this past summer](#)—150 million hot dogs on the Fourth of July alone

Label Fight: Lawsuits over ["misleading food labels"](#) have surged as advocate groups make claims of deceptive marketing. Check out this [CAST Issue Paper](#) about the process labeling of food.



Scientists from Texas A&M, Mississippi State, and other universities will join industry specialists to [explore insect farming for food and feed](#). See related story in the International Section below.

Plant Agriculture and Environmental News

Look But Don't Leap: A specialist from The Ohio State University says farmers would be wise to look into—but not jump into—any [agreements with companies](#) to be paid for conservation measures that remove carbon from the air.

Weeds, Crops, and Herbicides: Five weed scientists give their [assessments on present herbicide](#) successes and failures across farm country.

Olive Oil Research: The new executive director of the UC Davis Olive Center has big plans for the prominent [olive oil research institution](#).

Diversification: This Penn State researcher looks at the [value of diversification](#) and lowering risks for farmers who grow wheat in a sustainable practice of crop mixtures.

Alfalfa Production: Researchers from the University of



The list of [oil and chemical spills in the wake of Hurricane Ida](#) continues to grow, reaching at least 350 according to the U.S. Coast Guard.

Nevada-Reno are helping producers grow the [alfalfa that is essential for feeding dairy cows](#) and other livestock.

International News

Fertilizer Ban: Sri Lanka is dealing with the varied effects of an import [ban authorities placed on most chemical fertilizers](#)

Reacting to Disasters: Bangladesh has faced many challenges, but some say the [country is adapting to climate change](#) and becoming better prepared for natural disasters.

Insects as Pet Food: A South African farm is working with the growing demand for [insects as a source of protein in pet food](#). **Note:** see the Food Section above for a related story.

Farmer Protests in India: More than half a million people attended a rally in India as [farmers demanded the repeal of three laws](#) they say will negatively affect them.

Fermented Food and Gut Microbiomes: One of Japan's "[secrets to good health](#)" could be fermented foods such as natto, miso, and even the well-known alcohol called saké.



Scientists in Australia are working to [save several frog species](#) on the brink of extinction.

General Interest News

Circular Agriculture: Citing findings by the ASABE, this article looks at [circular agriculture, a concept focused on](#) reducing external inputs, closing nutrient loops, regenerating soils, and minimizing environmental impacts.

Land Prices and Beginning Farmers: As [farmland values rise](#), new farmers are trying to [stay financially informed](#).

Solar Use: The administration released a report that shows how the United States could eventually [boost its use of solar power](#) to as much as 45% of electricity use.

Garden Butterflies: These specialists explain what it might take to create a [successful butterfly garden](#).

Mars Water: A Penn State-Smithsonian study says the blueberry stones of Mars could be hydrohematite—iron oxide minerals that hold [microscopic traces of ancient water](#).



A billionaire outlined his vision for a 5-million-person "[new city in America](#)" and appointed a world-famous architect to design it. Now he needs somewhere to build it.

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- * American Dairy Science Association
- * American Farm Bureau Federation
- * American Meat Science Association
- * American Meteorological Society, Committee on Agricultural and Forest Meteorology
- * American Seed Trade Association
- * 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
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- * CropLife America

- * Crop Science 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 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

CAST, through its network of experts, assembles, interprets, and communicates credible, balanced, science-based information to policymakers, the media, the private sector, and the public.

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