



CAST Commentaries – QTA2021-2

Gains Foregone by Going GMO Free: Potential Impacts on Consumers, the Environment, and Agricultural Producers

Released November 15, 2021

Chair: Brandon McFadden, University of Delaware:
12-member task force

Release/Rollout

The CAST Commentary, “Gains Foregone by Going GMO Free: Potential Impacts on Consumers, the Environment, and Agricultural Producers,” was released on November 15, 2021. On November 16, Task force chair, Dr. Brandon McFadden presented highlights of the paper followed by a Q&A session with a panel of six authors—Alison Van Eenennaam, Ellen Goddard, Jayson Lusk, Jill McCluskey, Stuart J. Smyth, and Farzad Taheripour. There were 444 registrants for the webinar and 168 unique viewers attending on Zoom.

- [Webinar Video](#)—203 views as of December 1, 2021
- [Link to commentary, Ag quickCAST, student study guide, webinar video, and Q&A.](#)

In-kind Contributions: 270 volunteer hours; \$7,706 monetary value

Press Release (results two weeks after release)

- Distributed through [Constant Contact](#), [PRWeb](#), and the [CAST website](#).
- Press release went to 10,081 e-contacts resulting in 4,310 opens
- 103 views of the press release from the CAST website as of December 1, 2021.
- The press release through PRWeb resulted in 2,202 views and reached 965 targeted influencers (journalists/bloggers).
- 202 media outlets posted the press release. A sampling of sites where the press release was picked up: AgriMarketing, AgriTech Tomorrow, GrowingGeorgia – Georgia AgriBusiness Council, GPS Daily, Feedstuffs, ADVN Financial News, Seed Daily, Ten15AM, News Break, RoboDaily, RFD-TV, News Break, NAAE Communities of Practice, One News Page (U.S. and Global Editions), Ask.com, Seed Daily, and many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC).

Follow-On Activities

Paper Distribution

Paper Distribution (print and online access from CAST website) 2 weeks after release –1,934

This report last updated November 18, 2021.

Indirect Paper Distribution

Agrovances.com, https://agroavances.com/img/publicacion_documentos/QTA2021-2-GMO-Free-1.pdf

Pin by Gregory Miller on Food Issues, University of Delaware, December 3, 2021,

<https://www.pinterest.com/pin/food-issues-in-2021--171066485837051303/>

Semantic Scholar, <https://www.semanticscholar.org/paper/What-Would-Happen-If-We-Don%E2%80%99t-Have-GMO-Traits-Taheripour-Tyner/00112c44353a8694db75388376101d8af8a101e3>

Brandon McFadden, <https://www.brandonmcfadden.org/extension>

Dr. Stuart Smyth, <https://research-groups.usask.ca/stuartsmyth/about-dr.-smyth/publications.php>

Articles and Web Mentions

Feedstuffs *Risks of going GMO free: Report highlights the sustainable benefits that could be lost if GMO technology is taken off the table*, Rachel Schutte, Nov 23, 2021

https://www.feedstuffs.com/grains-ingredients/risks-going-gmo-free?NL=FP-006&Issue=FP-006_20211124_FP-006_870&sfvc4enews=42&cl=article_1_b&utm_rid=CPG02000006178237&utm_campaign=63332&utm_medium=email&elq2=502da535ddd645718fe876d44ee2b057

GRDC Ground Cover, Larissa Mullot, March 23, 2022, *Marking 25 years of GM crop cultivation in Australia*, <https://groundcover.grdc.com.au/innovation/industry-insights/marking-25-years-of-gm-crop-cultivation-in-australia>

Purdue University, Ag Econ Publications, https://ag.purdue.edu/departments/agecon/faculty_staff/agecon-publications.html

Citations

Social Media

Twitter—

@UDcanr, November 3, 2021

<https://twitter.com/UDcanr/status/1455936569437741061>

1 like

@CASTagScience, November 4, 2021

<https://twitter.com/CASTagScience/status/1456301491879305221>

@CASTagScience, November 10, 2021

<https://twitter.com/CASTagScience/status/1458487791407534082>

7 retweets, 10 likes

@GregDahl8, November 10, 2021

<https://twitter.com/GregDahl8/status/1458471040963825669>

1 retweet, 1 like

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@CASTagScience, November 15, 2021

<https://twitter.com/CASTagScience/status/1460271393426362377>

@TroyOttAg, November 15, 2021

<https://twitter.com/TroyOttAg/status/1460273943894499333>

1 like

@_teen_problem, November 15, 2021

https://twitter.com/_teen_problem/status/1460231035871023106

@ES_Organics, November 16, 2021

https://twitter.com/ES_Organics/status/1460624470343700493

@AGreeAgPolicy, November 18, 2021

<https://twitter.com/AGreeAgPolicy/status/1461359793940144128>

1 like

Facebook—

CAST, November 4, 2021

<https://www.facebook.com/CASTagScience/posts/4559536767474417>

1 like

CAST, November 10, 2021

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/4578369975591096/>

1 share, 3 likes

CAST, November 15, 2021

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/4594270757334351>

CAST, November 16, 2021

<https://www.facebook.com/CASTagScience/posts/4597231883704905>

1 like

ArgenBio, November 17, 2021

<https://www.facebook.com/ArgenBio/posts/3367704780020752>

2 shares, 1 like

CAST, November 18, 2021

<https://www.facebook.com/CASTagScience/posts/4604282039666556>

2 likes

FS, November 22, 2021

<https://www.facebook.com/fsservices/posts/4751569411566444>

1 share, 8 likes

Dr Dairy - Dr. Gregory Miller, December 3, 2021

<https://www.facebook.com/drgregorydmiller/posts/3092574784350349>

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LinkedIn—

CAST, November 4, 2021

<https://www.linkedin.com/feed/update/urn:li:activity:6862067163314888704>

2 likes

CAST, November 10, 2021

<https://www.linkedin.com/feed/update/urn:li:activity:6864227656422969344>

3 likes

CAST, November 15, 2021

<https://www.linkedin.com/feed/update/urn:li:activity:6866037082058461184>

1 like

CAST, November 16, 2021

<https://www.linkedin.com/feed/update/urn:li:activity:6866389456346210305>

CAST, November 18, 2021

<https://www.linkedin.com/feed/update/urn:li:activity:6867126750632005632>

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