



*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



Nominations are now open for the 2023 Borlaug CAST Communication Award. Information and the nomination packet are [on the CAST website](#). Completed nomination packets are due February 26, 2023.

Dr. Channapatna Prakash, [2015 BCCA](#), recently received the [2022 Food Fluencer of the Year](#) from the U.S. Soybean Export Council.

### CAST College Corner

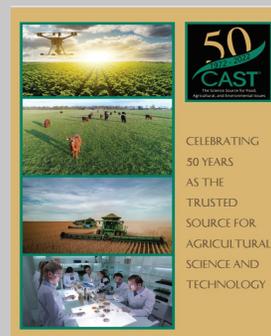
The [University of Illinois and The Ohio State University](#) agricultural economists have issued the report *Grain Farm Income Projections for 2022 and 2023*.

A [UC Davis](#) study found that microbial communities shift while coral enters dormancy, providing it an important seasonal reset.

## December 2, 2022

### CAST's Next Fifty Years

This is the final article in our series intended to honor CAST's 50<sup>th</sup> anniversary through reflecting on its past and present leadership, changes, and accomplishments.



Now we are excited to look forward, but also recognize that there are ways to improve on how we actively carry out our mission. To help start that healthy, productive discussion, we invited three of our Borlaug CAST Communication Award recipients to share their thoughts, ideas, and perspectives around the issue of CAST's future direction. Below are brief excerpts from their essays. You can read them in their entirety through our publication, [Celebrating 50 Years as the Trusted Source for Agricultural Science and Technology](#), and we encourage you to do so!

*Please see the CAST Updates section to hear from past three BCCA recipients.*

### News and Views

**USDA Updates:** 1) USDA Secretary Tom Vilsack and Chief Scientist Dr. Chavonda Jacobs-Young are holding a virtual event to announce the USDA's new initiative to enhance community access to [nutrition information on December 5](#), 2) The USDA mailed survey codes to agriculture producers with an invitation to respond online to the [2022 Census of Agriculture](#), 3) The USDA [announced two initiatives](#) to increase access to USDA programs and services among Hispanic communities, and 4) The USDA announced their [top priorities for the coming year](#).

### Far Side of the Barn

## CAST Social Media

Visit our website



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

**Ugly Sweater Season:** In celebration of the holiday shopping season and National Ugly Christmas Sweater Day on December 16, Dole Food Company is offering a new-for-2022 Dole [Pineapple Ugly Holiday Sweater](#).



## CAST Updates



*Continued from lead story...*

### **Alison Van Eenennaam, [2014 BCCA](#): Staying Focused on CAST's Mission While Growing Its Impact**

CAST provides a wealth of science-based agricultural science content—what is lacking is the communication of this information to a wider audience. Equally, there are groups that are

skilled at developing captivating social media content, who share CAST's mission of communicating credible, unbiased, science-based information. There would seem to be a mutually beneficial opportunity for CAST and their associated network of experts to provide the peer-reviewed background information upon which social media content providers could develop compelling content.

### **Kevin Folta, [2016 BCCA](#): What Can We Learn About Communication from Two Infodemics?**

A substantial number of Americans receive their news from social media, namely Facebook and Twitter. They not only read the stories, they peruse the comments, many searching for opinions that reinforce their own. However, there is a substantial population that is concerned about health, food, and farming—and they don't know who to trust. They are trying to figure out who is presenting the credible information. This is your audience as a science and agricultural communicator.

### **Alexa Lamm, [2020 BCCA](#): Expanding CAST Communications to Reach and Engage a Broader Audience**

By engaging with social media influencers that already have strong followings and believe in CAST's message, vision, and mission, CAST does not have to go it alone. Instead, CAST has an opportunity to engage and educate a few key individuals that already know how to tweet, #hashtag and trend and can use their existing following to their advantage.

**On behalf of the CAST boards, staff, and volunteers, thank you all for taking this journey of celebration and reflection with us throughout 2022!**

## Zoonoses/One Health Webinar Q&A Responses Available

The document is available that has the panelist's responses to the Q&A session from the *Zoonotic Diseases in Animal Agriculture and Beyond: A One Health Perspective* webinar held on November 17. It can be [found under the video](#) on the publication's landing page.



# Animal Agriculture and Environmental News

**Amoxicillin:** Veterinarians are on alert as [supply interruptions unfold for liquid amoxicillin](#), a first-line antibiotic commonly prescribed to treat bacterial infections in humans and animals.

**African Swine Fever:** Kansas State University has [received a grant to develop](#) safe and rapidly deployable vaccines for ASF virus, to mitigate the spread and decrease fatalities in case of an outbreak.

**HPAI:** A record [50.54 million birds in domestic flocks](#) have died of highly pathogenic avian influenza (HPAI), or were culled to prevent spread of the viral disease since February, according to USDA data.



Mexico's president says the country may allow imports of U.S. [yellow corn for livestock use](#). Farmers say that the possible ban would have a [substantial impact on them](#).

## Food Science and Safety News

**Ultra-Processed:** Recent research from Network Science Institute [indicates that 73 percent](#) of the United States food supply is ultra-processed.

**Mini Watermelons:** Mini watermelons are watermelons that are easier to carry, more likely to fit in your refrigerator, [less wasteful, and available year-round](#).

**Golden Rice:** For the first time, farmers in the Philippines have cultivated Golden Rice on a larger scale and [harvested almost 70 tons](#) of it this year.



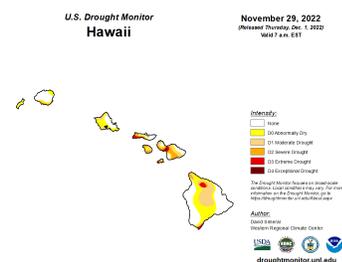
The FDA [approved lab-grown chicken](#) for the first time, but the USDA must approve it before they start production.

## Plant Agriculture and Environmental News

**Corn Exports:** Although domestic demand for U.S. corn continues to be strong, [export demand has been disappointing](#).

**Herbicides:** A University of Missouri weed scientist believes that [herbicides will be in short supply](#) next year.

**Chestnut Trees:** The tree that once produced chestnuts—the American chestnut—no longer does so, except in a few rare cases. The USDA is planning to allow the release of [GE trees into wild forests](#).



An ongoing drought is dehydrating Hawaii's landscape, with noticeable [effects on agriculture and ecosystems](#).

## International News

**Record Highs and Lows:** South America's unpredictable weather [drastically affects crops for better and worse](#).

**New Platform:** The U.N. and other international groups have launched an [antimicrobial resistance platform](#).

**Japan and Beef:** Japan has approved its revised safeguard on US beef, which could prevent higher tariffs and [increase demand](#).



**Argentina wheat exports have been hit hard due to drought and [yields are expected to be 50% less](#) than years past.**

## General Interest News

**Emissions Reduction:** The governments of [42 nations have pledged \\$8 billion](#) to help farmers reduce emissions and adapt to climate change, doubling their original financial investment from last year.

**Birds and Wind Farms:** Wind farms kill millions of birds each year and scientists believe they have found a simple solution—[paint one blade black](#).

**Gen Z and GMOs:** Communicating with Gen Z consumers [could improve perception and sales](#) of food with genetically modified organisms (GMOs).



**Florida's barrier reef has lost 95% of its coral over the last half-century. Researchers, activists, and government agencies are [working to restore the reefs](#) and ensure their long-term survival.**

## Photo Credits

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## Societies, Companies, and Nonprofit Organizations Serving on the CAST Board of Representatives

- \* Agricultural & Applied Economics Association
- \* American Association of Avian Pathologists
- \* American Association of Bovine Practitioners
- \* American Bar Association, Section of Environment, Energy, & Resources-Agricultural Management
- \* 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

- \* Mississippi State University
- \* 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
- \* National Turkey Federation
- \* North Central Weed Science Society
- \* Northeastern Weed Science Society
- \* Nutrien
- \* Penn State University
- \* Poultry Science Association
- \* Rural Sociological Society

- \* American Society of Animal Science
- \* American Society of Plant Biologists
- \* American Veterinary Medical Association
- \* Association of Equipment Manufacturers
- \* Aquatic Plant Management Society
- \* BASF Corporation
- \* Bayer Crop Science
- \* Corteva Agriscience
- \* CropLife America
- \* Crop Science Society of America
- \* Innovation Center for U.S. Dairy
- \* Iowa State University
- \* Minor Use Foundation, Inc.

- \* Society for In Vitro Biology
- \* Society for Range Management
- \* Soil Science Society of America
- \* Syngenta Crop Protection
- \* The Fertilizer Institute
- \* The Mosaic Company
- \* 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
- \* Zoetis

*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.*

## Members of CAST's Education Program

- \* Cornell University
- \* Iowa State University
- \* Kansas State University
- \* Mississippi State University
- \* North Carolina Agricultural and Technical State University
- \* North Carolina State University
- \* Penn State University
- \* Purdue University Libraries and School of Information Studies
- \* Texas A&M University College of Ag & Life Sciences
- \* The Ohio State University
- \* Tuskegee University

- \* University of Arkansas System Division of Agriculture
- \* University of California-Davis
- \* University of Florida Institute of Food and Agricultural Sciences
- \* University of Georgia
- \* University of Illinois College of Agricultural, Consumer and Environmental Sciences
- \* University of Kentucky
- \* University of Missouri-Columbia
- \* University of Nebraska Agricultural Research Division
- \* University of Nevada-Reno College of Agriculture, Biotechnology and Natural Resources

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The Science Source for Food,  
 Agricultural, and Environmental Issues

*\*\* With assistance from Colleen Hamilton (Membership Specialist) and Nick Plaughter (Communications Project Coordinator)*

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