



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](#)—224 views as of December 13, 2022
- [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, Oklahoma Farm Report, 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**

*This report last updated December 13, 2022.*

## Paper Distribution

Paper Distribution (print and online access from CAST website) 2 weeks after release – 2,257

## Indirect Paper Distribution

Agrovances.com, [https://agroavances.com/img/publicacion\\_documentos/QTA2021-2-GMO-Free-1.pdf](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>

Dr. Jill McCluskey, <https://independent.academia.edu/JillMcCluskey>

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

Northeastern Weed Science Society, NEWSletter, Spring 2022, <https://www.newss.org/wp-content/uploads/NEWSletter-Spring-2022.pdf>

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

SeedQuest, [https://www.seedquest.com/forum.php?from=&type=company&id\\_article=657&item\\_val=c](https://www.seedquest.com/forum.php?from=&type=company&id_article=657&item_val=c)

U.S. Sustainability, <https://thesustainabilityalliance.us/cast-study-clarifies-benefits-of-gmos/>

## 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](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 Mullet, March 23, 2022, *Marking 25 years of GM crop cultivation in Australia*, <https://groundcover.grdc.com.au/innovation/industry-insights/markinq-25-years-of-gm-crop-cultivation-in-australia>

**Purdue University, Ag Econ Publications**, [https://ag.purdue.edu/department/agecon/faculty\\_staff/agecon-publications.html](https://ag.purdue.edu/department/agecon/faculty_staff/agecon-publications.html)

## Citations

## Social Media

Twitter—

@UDcanr, November 3, 2021

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

1 like

*This report last updated December 13, 2022.*

**@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

**@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](https://twitter.com/_teen_problem/status/1460231035871023106)

**@ES\_Organics**, November 16, 2021

[https://twitter.com/ES\\_Organics/status/1460624470343700493](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>

**Poultry Science Association**, November 15, 2021

<https://x.facebook.com/poultryscienceassociation/photos/a.1066999116651342/6767815043236359/?type=3&source=48>

7 likes

**CAST**, November 16, 2021

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

1 like

*This report last updated December 13, 2022.*

**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>

**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

**Nathan Pumplin**, November 15, 2021

[https://www.linkedin.com/posts/nathan-pumplin-95329314\\_the-latest-cast-commentary-gains-foregone-activity-6866071808345542656-Pt5d?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/nathan-pumplin-95329314_the-latest-cast-commentary-gains-foregone-activity-6866071808345542656-Pt5d?utm_source=share&utm_medium=member_desktop)

5 likes

**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>

**OTHER --**

**@drdairy50**, December 3, 2021

<https://pin.it/30QVIU4>

*This report last updated December 13, 2022.*