



CAST Commentaries – QTA2022-2
**Goals, Strengths, and Limitations
 Governing the Use of Life Cycle
 Assessment (LCA) in Food and
 Agriculture**

Released January 25, 2022

Chair: Marty Matlock, University of Arkansas
 6-member task force

Release/Rollout

The CAST Commentary, “Goals, Strengths, and Limitations Governing the Use of Life Cycle Assessment (LCA) in Food and Agriculture,” was released on January 24, 2022. On January 25, Task force chair, Dr. Marty Matlock presented highlights of the paper followed by a Q&A session with a panel of two of the authors—Kurt Rosentrater and Yuan Yao. The Q&A session was moderated by the CAST Liaison for the task force, Juan Tricarico. There were 724 registrants for the webinar with 338 unique viewers attending on Zoom, and 295 of the attendees staying on to participate in the Q&A session.

- [Webinar Video](#)—894 views as of January 24, 2022
- [Link to commentary, Ag quickCAST, 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 8,867 e-contacts resulting in 2,527 opens
- 108 views of the press release from the CAST website as of February 17, 2022.
- The press release through PRWeb resulted in 583 views and reached 965 targeted influencers (journalists/bloggers).
- 130 media outlets posted the press release. A sampling of sites where the press release was picked up: Market Watch, Benzinga, StreetInsider.com, RDF-TV, WRDE Coast TV (Delaware), Suncoast News Network (Florida), News Channel Nebraska, 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) one year after release January 24, 2022: 1,273

Indirect Paper Distribution

Jotup, January 24, 2022, <https://jotup.co/taxonomy/term/1673999>

Science Policy, January 20223, <https://www.fass.org/Science-Policy/2022-January>

Academia, 2022,

https://www.academia.edu/97357227/Goals_Strengths_and_Limitations_Governing_the_Use_of_Life_Cycle_Assessment_in_Food_and_Agriculture

Articles and Web Mentions

Citations

Social Media

Facebook

CAST, January 10, 2022

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/4789240954503996/>

2 likes, 1 share

CAST, January 18, 2022

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/4822007884560636/>

2 likes, 1 share

Your Dairy Checkoff, January 18, 2022

<https://www.facebook.com/yourdairycheckoff/posts/pfbid02UqzaLxpTPha8SXqbRuYmvt1AZRReihrUUQMtnC8SUSGMqN7nXB9iZUqgUKXqLrawl>

1 like, 1 share

CAST, January 24, 2022

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/4848569901904434/>

1 like

CAST, January 25, 2022

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/4853092264785531/>

1 share

CAST, January 27, 2022

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/4862688253825932/>

2 likes

Your Dairy Checkoff, January 31, 2022

<https://www.facebook.com/yourdairycheckoff/posts/pfbid0h1pUt2a2sgU5nW3RFuGA2o9qPexyozBoX4Y3gc7q7ZsSWpbF7z7VSKgZrKKVWMqQI>

1 like, 1 share

Twitter

@CASTagScience, January 10, 2022

<https://twitter.com/CASTagScience/status/1480570791049809922>

2 retweets, 4 likes

@CASTagScience, January 18, 2022

<https://twitter.com/CASTagScience/status/1483510773003526148>

1 retweet, 2 likes

@CASTagScience, January 24, 2022

<https://twitter.com/CASTagScience/status/1485638534157455361>

@padma_commuri, January 24, 2022

https://twitter.com/padma_commuri/status/1485608534070996992

4 likes

@CASTagScience, January 25, 2022

<https://twitter.com/CASTagScience/status/1486002187381653511>

1 retweet,

@CASTagScience, January 27, 2022

<https://twitter.com/CASTagScience/status/1486757162760212484>

1 retweet, 2 likes

LinkedIn

CAST, January 10, 2022

<https://www.linkedin.com/feed/update/urn:li:activity:6886335911311749122>

1 like

CAST, January 24, 2022

<https://www.linkedin.com/feed/update/urn:li:activity:6891404221053554688>

1 like, 1 comment

CAST, January 25, 2022

<https://www.linkedin.com/feed/update/urn:li:activity:6891767869865373696>

2 likes

CAST, January 27, 2022

<https://www.linkedin.com/feed/update/urn:li:activity:6892522848754483200>

2 likes

Kurt A. Rosentrater, Ph.D., SEA, December 27, 2022

https://www.linkedin.com/feed/update/urn:li:activity:6999470641162698752?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6999470641162698752%29

18 likes, 1 comment, 3 reposts