



*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

Join the National Academies' Committee on [Exploring Linkages Between Soil Health and Human Health](#) on July 26 for its next public meeting.

## CAST College Corner

[North Carolina A&T State University](#) will lead a major project to build and sustain students' participation in agriculture as part of a new USDA initiative.

## CAST Social Media

Visit our website



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

**July 21, 2023**

## Navigating Food Labeling

Navigating food labels at the grocery store can be challenging. However, in the last few years many researchers have begun working to provide clarity in this area for consumers.



In a recent [Purdue University research project](#), it was determined that, while food labeling can offer consumers choices, it also causes confusion and misunderstandings. This study specifically examined animal-protein labeling, and the lack of understanding between organic, grass-fed, natural, and humanely-raised products.

This is only one aspect of a fundamental problem shoppers face as they select products with marketing messages that can be misunderstood or misinterpreted. In an effort to address those concerns, the FDA is suggesting [front-of-packaging food labeling](#). This would help consumers keep nutrition in mind particularly when purchasing highly processed foods, which contain many ingredients unfamiliar to the average shopper.

To learn more about the process labeling of foods, please see CAST [publication](#), "[Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations](#)".

## News and Views

**USDA Updates:** The USDA (1) [launched a partnership](#) between USDA and bipartisan attorneys general and D.C. to enhance competition and protect consumers in food and agricultural markets; (2) reports on how [ag research projects](#) are funded; and (3) provides [tips for food safety](#) to parents and caregivers this school year.

## Far Side of the Barn

**A G.O.A.T. Tale:** [A goat and pony](#) at Orchard View Farm find themselves tangled together.



## CAST Updates

### Neuschafer Selected as CAST President-Elect



CAST is very pleased to announce that Brandon W. Neuschafer, J.D.—Co-leader of Bryan Cave Leighton Paisner’s International Food and Agriculture Team—was recently selected to be the CAST President-Elect for 2023-2024.

Neuschafer has been involved with CAST since 2017 as a representative of the long-time society member, the American Bar Association Section of Environment, Energy, and Resources (SEER), and through invaluable service as a Board of Directors member, a food work group chair, and a food work group liaison to the Board.

Two of his many goals as CAST president are to support and increase CAST’s various communication formats and expand membership to include a broader group of prospects.

“But perhaps most importantly,” Neuschafer says, “I think my key role will be to provide leadership and assist with continuity during a period of transition for CAST, which will also require support from the full slates of all three boards.”

Neuschafer will begin serving as president-elect after the 2023 CAST fall annual meeting, and will start his term as president following the 2024 meeting. More information on this CAST event will be available soon through a formal press release.

## Animal Agriculture and Environmental News

**Poultry Data:** Innovation supports a [blended approach](#) to navigate poultry gut health.

**Supporting Veterinary Professionals:** The Ohio State College of Veterinary Medicine is developing [well-being initiatives](#) to support vet students and serve as a model for other vet colleges.

**Influenza D:** A University of Kentucky researcher explains that, while influenza D primarily affects



[Machine learning and](#)

cattle, there is also evidence of [periodic spillover to other animals](#).

[precision technology help to diagnose calf pneumonia](#) early with the use of innovative sensors.

## Food Science and Safety News

**Poultry Challenges:** The poultry industry faces challenges due to [C. jejuni contamination](#). A Mississippi State University food safety expert is dedicated to developing a vaccine.

**Food Waste Reduction:** The USDA and the EPA set the first-ever [national food waste reduction goal](#) of a 50-percent reduction by 2030. See CAST issue paper, "[Food Loss and Waste](#)," published September 2018.

**Cheers to Gene-Edited Yeast.** [Genetically modified yeast](#) strains help craft brewers inject new flavors into their beers.



**Food Insecurity:** [Food insecurity hits 17% for the second time in 18 months](#), according to the June Consumer Food Insights Report.

## Plant Agriculture and Environmental News

**Cell-cultured Meat:** A Purdue ag economist explains how the [soybean industry](#) may benefit from cell-cultured meat.

**Corn Yield Potential:** Farmers can begin to estimate corn yield potential using the [yield component method](#).

**Vineyards:** Some of the world's most famous vineyards, tucked in the mountains of Italy, Spain, and France, are at [risk of being impacted by climate change](#).



**Land Uses:** Research highlights multiple uses of land, including the [use of native, wild plants in fallow areas](#) in the tropics.

## International News

**Russia:** Russia delivers [Black Sea shipping warnings](#) as Ukraine accuses Moscow of overnight strikes that damaged grain export infrastructure. Russia's decision to [cancel Ukraine grain export agreement](#) will impact millions. Five European countries will [extend their ban](#) on Ukraine's grain but allow it to head to other locations.



**Argentina:** Coming rains are expected to [help Argentina's farmlands continue to recover](#), according to the Buenos Aires Grains Exchange.

**India:** Uneven distribution of [monsoon rains](#) this year has created new concerns for farmers.

**Honeybees' Diet:** Texas A&M AgriLife scientists examine [sustainable beekeeping](#), agriculture and urban development. See CAST commentary, "[Why Does Bee Health Matter? The Science Surrounding Honey Bee Health Concerns and What We Can Do About It.](#)" published June 2017.



**AI and a Sustainable Food System:** Here are [examples of how companies are using AI](#) in the food system, paving the way toward a more plentiful and sustainable future.

**Yarden Benefits: Your "yarden"—the use of yard space to create and maintain a garden—can help fight food deserts and aid pollinators.**

**Gene Prediction Tool.** A University of Missouri researcher proves a [new genomic prediction tool](#) can help select best-in-class commercial cattle.

## Photo Credits

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Side of the Barn image from: [cnn.com/videos/entertainment](http://cnn.com/videos/entertainment). Monsoon Image: [Reuters Pictures](#)

## 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
- \* 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
- \* Global Teach Ag Network
- \* Innovation Center for U.S. Dairy
- \* Minor Use Foundation, Inc.
- \* 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
- \* Nutrients
- \* Penn State University
- \* Poultry Science Association
- \* Rural Sociological Society
- \* 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

\* Iowa State University

\* 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.*

## Members of CAST's Education Program

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

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- \* University of Kentucky
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- \* University of Nebraska Agricultural Research Division
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The Science Source for Food,  
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