



Borlaug  **CAST**[®]
Communication Award

NOMINATION PACKET

20

24



Borlaug **CAST**
Communication Award

December 2023

Dear Colleague:

The Council for Agricultural Science and Technology (CAST) invites you to nominate candidates for the 2024 Borlaug CAST Communication Award (BCCA). The award is dedicated to Dr. Norman E. Borlaug, “The Man Who Fed the World,” and author of CAST publication #1; and to Dr. Charles A. Black, first CAST president, first executive vice president, and member of the CAST founding committee.

The BCCA is presented annually by CAST for outstanding achievement by a scientist, engineer, technologist, or other professional working in the agricultural, environmental, or food sectors for contributing to the advancement of science in the public policy arena. Primary consideration will be given to candidates who are actively engaged in the science and technology of agriculture and food production while promoting agriculture through research, teaching, extension, or communication; who have made significant contributions to their discipline or field; and who demonstrate a passionate interest in communicating the importance of agriculture and food production to policymakers, the news media, and the public. Nominees must have demonstrated their ability to communicate by written material; public presentations; and/or use of television, radio, or other social media. Individuals from all nations are eligible to receive the award.

So that the BCCA will continue to recognize the truly outstanding men and women in the agricultural, environmental, or food science and technology world, we invite you now to nominate candidates for the 2024 award. You will find enclosed a nomination form that must be completed and emailed to aowens@cast-science.org by midnight on Monday, February 12, 2024.

Completed nomination packets will be considered by a selection committee for the current year and retained for consideration for one additional year. The award will be conferred at a side event to the World Food Prize Symposium where the winner will demonstrate his/her excellence in communication through a presentation highlighting their major areas of expertise.

If you have questions concerning the nomination process, please contact CAST CEO Chris Boomsma (cboomsma@cast-science.org). CAST appreciates your participation in this prestigious award program.

Sincerely,

Alex Thomasson
2024 CAST President



Borlaug CAST Communication Award

SELECTION CRITERIA

The Borlaug CAST Communication Award is presented annually for outstanding achievement by a scientist, engineer, technologist, or other professional working in the agricultural, environmental, or food sectors for contributing to the advancement of science in the public policy arena.

Primary consideration will be given to mid-career candidates who:

- (a) are actively engaged in the science and technology of agriculture and food production, while promoting agriculture through research, teaching, extension, or communication;
- (b) have made significant contributions to their discipline or field nationally and internationally; and
- (c) demonstrate a passion in communicating the importance of agriculture and food production to policymakers, the news media, and the public.

Nominees must have demonstrated their ability to communicate by written material; public presentations; and/or use of television, radio, and social media. Other points of consideration include the following:

- (a) The award may be given for a specific achievement or for a continuing body of work.
- (b) Consideration will be given to achievements in all disciplines related to agricultural, environmental, and food science.
- (c) Candidates must be living persons actively engaged in their profession.
- (d) Nominations are eligible and encouraged for candidates regardless of race, color, national origin, religion, sex, sexual orientation, socioeconomic status, veteran status, disability, and age.

NOMINATIONS

- (a) Nominations are welcome and encouraged from anyone; there are no restrictions on who may nominate for the award. Invitations for nominations are distributed widely in the agricultural, environmental, and food science community and nomination forms are available at www.cast-science.org.
- (b) A separate nomination form must be used for each nominee.
- (c) CAST will retain completed nomination packets for consideration by the selection committee for two years (current year and one additional year).
- (d) **Completed nomination packets must include copies of the following:**

The completed nomination form; a curated curriculum vitae/resume of the nominee (maximum 5 pages); a written statement of the candidate's ability to disseminate research findings to the public that includes a list of pertinent publications, public speaking engagements, television and/or radio appearances, social media, or other media activities within the past five years; and a maximum of



Borlaug **CAST** Communication Award

five (5) letters of support in PDF form in which the references assess the candidate's ability to communicate science to the public. The nominator may be included as one of the five references.

(e) All required materials, including the letters of support, must be written in English and emailed to aowens@cast-science.org by midnight on Monday, February 12, 2024 (midnight CST).

GUIDELINES FOR PRIMARY NOMINATORS

(a) Fill out the nomination form completely and submit it before the deadline; please follow up with the CAST office (aowens@cast-science.org) to confirm that the material was received.

(b) The primary nominator(s) should submit all components together via email: Nomination Form, CV, summary of accomplishments, and letters of support (maximum 5).

(c) The letter from the primary nominator(s) should be quite extensive.

(1) Cite the candidate's qualifications, accomplishments, and background.

(2) If you have personal, direct experience with the candidate, describe that.

(3) Give specific data on successes, if available (number of presentations, writings, etc.).

(4) Include links to samples of communication activities—videos, social media, etc.

(d) Provide a current CV and summary of accomplishments, as stated in the award information.

(e) Support letters

(1) Be sure the writers address the letters correctly and use the correct name of the award (To: Borlaug CAST Communication Award Selection Committee).

(2) Be sure the writers send their letters directly TO YOU for collection into one packet, not to the CAST office.

(3) Support letters should

- be on letterhead;
- contain personal reflections/comments about the candidate's activities;
- talk about how the candidate communicates his/her message; and
- preferably be one page in length (no longer than two pages).

(f) Letter writers should be chosen from a variety of background organizations so they represent different points of view in support of the candidate.

(g) Meet the deadline for submission: email materials to aowens@cast-science.org Monday, February 12, 2024 (midnight CST).



NOMINATION FORM

Completed nomination packets must include the following: this completed nomination form; a curated curriculum vitae/resume of the nominee (maximum 5 pages); a written statement of the candidate’s ability to disseminate research findings to the public that includes a list of pertinent publications, public speaking engagements, television and/or radio appearances, social media, or other media activities; and a maximum of five (5) letters of support in PDF form in which the references assess the candidate’s ability to communicate science to the public. The nominator may be included as one of the five references.

Completed forms must be written in English.

Candidate’s Name:

Last

First

Middle

Candidate’s Position and Affiliation (include complete mailing address, phone number, and email):

Candidate’s Home Address (include complete mailing address, phone number, and email):

Nominator (include name, title, organization, mailing address, phone number, and email):

Supporting Letters (list below no more than five references; the nominator may be included as one of the references):

(1) _____ (2) _____
(3) _____ (4) _____
(5) _____

Nominator’s Signature

Date

The nomination form, curated curriculum vitae/resume, summary of accomplishments, and supporting letters for the 2024 Borlaug CAST Communication Award must be emailed to aowens@cast-science.org by midnight on Monday, February 12, 2024 (midnight CST).



Borlaug **CAST** Communication Award

ABOUT CAST

The Council for Agricultural Science and Technology (CAST) is an international consortium of scientific and professional societies, universities, companies, libraries, and individuals. CAST convenes and coordinates networks of experts to assemble, interpret, and communicate credible, unbiased, science-based information to policymakers, the media, the private sector, and the public. The Borlaug CAST Communication Award was established by CAST to recognize outstanding achievement in the communication of science to the public.

2010–2023 BCCA RECIPIENTS



Bentley
2023



Wiedmann
2022



Evanega
2021



Lamm
2020



Mitloehner
2019



Matlock
2018



Lusk
2017



Folta
2016



Prakash
2015



Van Eenennaam
2014



Simmons
2013



Winters
2012



Bertini
2011



Adesina
2010