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*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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#### Blood Moon Risin'



[super blood moon eclipse will occur](#)

Sunday night, January 20, in glorious fashion across North and South America.

#### Nominations Open for Prestigious Award

Nominations are open for the 2019 Borlaug CAST Communication Award--[forms and instructions are available here](#).

#### World Food Prize Opportunity



The World Food Prize Foundation's [George Washington Carver Internship](#) is an unparalleled professional opportunity for students interested in global issues of hunger, poverty, and development.

#### Calling Ag Ambassadors

The National Teach Ag Campaign is seeking the nation's most

*January 18, 2019*

## Generation Yum?

*Survey indicates that younger people are more into food and agriculture*

Many try to categorize groups of people by using generational labels. Mention baby boomers and an image of Woodstock might take shape; Generation Xers often get portrayed with an MTV clip in the background. When a survey about young people, agriculture, and food surfaces, folks struggle with terms such as Gen Y or millennial. But as an article in *Feedstuffs* explains, Eve Turow solved that by calling 18- to 34-year-olds "Generation Yum." The name seems to blend well with [information from the Feed4Thought survey](#), as it points out the close connections today's youngsters have with food.



The general findings indicate that younger people are trying to deepen their understanding of agriculture. They are looking into nutrition, animal welfare, and sustainability--and they accept that the "digital revolution has arrived in agriculture." The article suggests that every age, gender, income bracket, household size, and nationality agrees that farmers have a mission to produce safe, nutritious food for consumers. Luckily, we have [thousands in the agricultural community working on that](#).

## News and Views

**Planetary Health Diet Draws Mixed Responses:** Research published in *The Lancet* argues that [diet and food production need to change](#) to improve health and avoid damage to the planet. However, some disagreed with the comments--for example, the [pork industry's official response](#) was that the report is radical and irresponsible, and a European ag society says the findings show a "[lack of agricultural understanding](#)."

**Limited Opening:** The USDA will reopen [Farm Service Agency offices for limited services](#) (mainly tax and loan situations) as the government shutdown continues.



outstanding agricultural education majors [to represent the profession at the 2019 National FFA Convention](#) this fall in Indianapolis.

### Send In Ideas

CAST [welcomes suggestions](#) for future publications and projects. Click here for a look at how to get [involved with CAST social media](#).

### Research Internships

Cornell University is joining with a university in Hungary to offer CALS undergraduate students opportunities to [participate in summer research internships](#).

### FFAR Nominations

The Foundation for Food and Agricultural Research seeks nominations (due Feb. 28) for its [2019 New Innovator in Food and Agriculture Research Award](#).



**Catch  
CAST  
Online!**

[Follow us on social media](#) to stay up to date on the latest ag trends and recent CAST news!

**Searching for Ag Data:** The grain markets are [scrambling for information](#) as the government shutdown continues. This [university economist explains](#) some of the effects.

**CES Follow-up:** Some [cool--and silly--items](#) from last week's Consumer Electronics Show.

**Hunger on Campus:** As the costs of college have climbed, [some students are going hungry](#).

## News from the Far Side of the Barn

**Carrying a Heavy Load (video):** This four-year-old deer [carries around an impressive display](#)--519 inches of sculpted antlers.

**Their Version of the Wave (video):** This shimmering effect is produced by [thousands of honeybees moving in sync](#), and it's used to scare wasps away from the nest.

**Fur Balls on the Couch (video):** We're not sure the canine is totally into this snuggle, but at least they're [not fighting like cats and dogs](#).



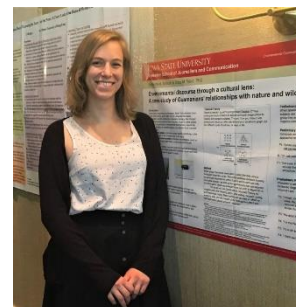
**Juliet, Wherefore Art Thou?**  
In an amphibian version of *The Bachelor*, scientists found a mate for Romeo, a rare Bolivian frog. Now the pair can help [save the dying species](#).

## Hello, Goodbye

### *Kimberly Nelson Joins CAST Staff as Kylie Peterson Moves to the Beef Council*

While the staff members at CAST say farewell to one talented communicator, they welcome another. This week we recognize the wonderful input the organization has had from Kylie Peterson--and we reluctantly say goodbye. At the same time, staff members are excited about the talents that Kimberly Nelson brings in as she takes over the social media/communications position.

Kimberly Nelson gathered her passions for science, agriculture, and communication from many sources, and now she will be using her experience and skills as the "Communications and Social Media Specialist" at CAST. From writing to editing, from USDA regulations work to Iowa State University graduate studies, from research trips in Guam to bicycling pursuits on Iowa's Ragbrai bike trip, Kimberly has a varied background and plenty of abilities. As she said, "I am excited to work with people who are passionate about science. Communicating complex research findings to a diverse group of people can be a difficult process, but I am happy to be part of it." [Click here to find out more](#) about CAST's newest staff member.





Kylie Peterson is not only a talented media specialist, [she is a cowgirl at heart](#)--and her love of the beef industry is taking her away from CAST and on to a job as the Director of Marketing and Communications at the Iowa Beef Industry Council. Kylie grew up on a cattle farm in Iowa, she excelled in the ag/communications field at Iowa State, and she has been the Communications and Social Media Specialist at CAST for the past year and a half. Along with her various tasks here, Kylie wrote several blogs, and her love of agriculture and communication shine through them--two examples: [County Fair Season](#) and [Mason Jar Memories](#). As she said "I am truly appreciative for the time I have spent at CAST. I am filled with bittersweet emotions as I take on this new adventure. I can't thank the staff and volunteers enough for welcoming me with open arms and for creating an environment where I could learn, grow, and flourish. This experience--along with the people I have met--will be something I cherish

forever."

## Friday Notes News Categories

Photos courtesy of the Agricultural Research Service (top masthead); TopLatest News (globe at right). P. 1 student reading photo from jessicabeth.net, blood moon pic from in5d.com, and frog pic from npr.org. Animal Sec. rhino pic from labmanager.com and pig pic from pbs.twimg.com. Food Sec. burger pic from msn.jpg. Plant Sec. plant pic from dengarden.com and tree pic from marinmagazine.com. Inter. Sec. restaurant pic from npr.org and farmer photo from telegraph.co.uk. Gen. Sec. cowgirl collage from ucdavis.edu and water pic from growlermag.com. Unless otherwise noted, photos courtesy of the USDA Agricultural Research Service.



### *Animal Agriculture and Environmental News*

**Focused on Research (video):** The Iowa Beef Industry Council will [fund live animal research](#), and they have received proposals from 13 states and 8 universities so far.

**Sad Update:** As a follow-up to a story we printed last week about the challenges of professional bull riding, we note that a [rider died after suffering injuries](#) during an event at the National Western Stock Show.

**Insects as Chicken Feed:** According to this report, [black soldier fly larvae meal](#) is beneficial in broiler chicken diets--for feed and as a tool against disease.

**Meaty Issues (video):** Various farm states are taking [action to help protect their livestock and meat industries](#) against the rise of what they call "fake meat" products.

**Building a "Pig Fortress":** Although some of his ideas are expensive, this hog expert gives suggestions about [protecting pigs from disease](#).

**Court Ruling Offers Opportunities? (opinion):** Charlie Arnot (CEO of The Center for Food Integrity) says the defeat of "ag-gag laws" lets farmers be transparent about their [effective, safe production methods](#).



**San Diego Frozen Zoo:** The cryobank is a source of [genetic knowledge about hundreds of creatures](#), and it may one day be used to bring endangered species back from the brink.





**Fighting Pig Disease:** Several key swine industry groups will align efforts to reduce the risks from foreign animal diseases by creating the [National Swine Disease Council](#).

**Australian Shepherd Turns Rescue Dog:** This "dog of the year" rescued his owner [during a near-death encounter](#) between man and cow.

## Food Science and Safety News

**Not So Fast (opinion):** Fasting might have some benefits, but there are [many questions about the long-term health consequences](#) regarding this type of dieting.

**The Smell of Hunger:** Some foods emit a scent that entices an eater to go for a calorie binge, but this research finds that [ambient food scent can directly satisfy hunger](#).

**Milk Semantics:** This survey says consumers want the FDA to prohibit [nondairy beverage companies from using the term "milk"](#) on labels. The FDA is soliciting comments about the issue.

**Who Hasn't Moved My Cheese?** While Americans consumed nearly 37 pounds of cheese per capita in 2017, it was not enough to reduce the country's [1.4 billion-pound cheese surplus](#).

**Camp Brisket:** Texas A&M's annual Camp Brisket [included barbecue enthusiasts](#) from the USA and Canada.



**Apps for Waste:** Apps are [helping with food waste problems](#)--especially with directing food to assistance programs.

**Science-based Research (related to above):** Check out CAST Issue Paper 62, [Food Loss and Waste](#).



This article--including several videos--explains why [food contests are actually more like eating disorders](#). And this blog--*Eating Contest Indigestion*--looks back at the [indignity of such pursuits](#).

## Plant Agriculture and Environmental News



**Glyphosate "Not a Risk":** Canadian health authorities stated that [after a thorough scientific review](#), no research indicates that glyphosate is a cancer risk to humans at the levels humans are currently exposed.

These experiments in Israel show that some [plants can hear, communicate, and](#) even set up a "wood-wide net."

**Helping Thirsty Peanuts:** North Carolina State University specialists are studying peanut varieties to find a "[water conservation trait](#)" that would help the plants maintain high yields during a drought.

**Buying Biotech:** China approved five [genetically modified crops for import](#)--the first in about 18 months--in a move that could boost its overseas grain purchases.

**Nitrogen Research (opinion):** This scientist says [nitrogen management needs to be improved](#) to address the triple challenge of global food security, environmental pollution, and climate change.



**Saving Oak Trees:** Millions of trees are dying due to [Sudden Oak Death in California](#), and a Cal Poly student is working on the problem.

**The Freeze and Thaw Effects on Soil:** This blog considers the [effects freezing and thawing have](#) on rocks and soil.

## International News

### First Sprouts on the Moon's Far Side (video):

Cotton seeds carried by China's Chang'e 4 lunar lander have [germinated on the far side of the moon](#). Lunar update: reports indicate that [the first cotton plant died](#).

**Zen Preparation (video):** This [famous sushi chef explains](#) that 90% of the work is done before customers arrive.

**A Fast Food McBattle:** An Irish fast food chain--Supermac's--[won its battle to force burger giant](#) McDonald's to relinquish its "big mac" trademark in Europe.

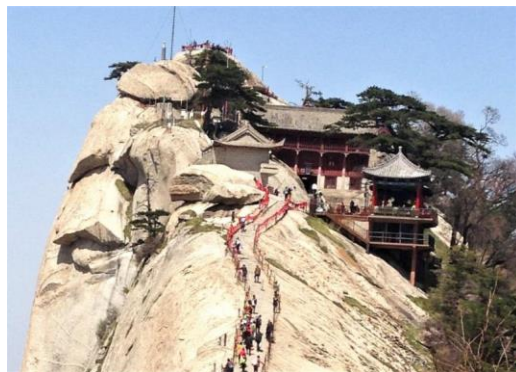
**Boars at the Border:** France will cull all wild boars in a zone along the Belgian border to try and [avoid an outbreak of a deadly swine disease](#).

**Trending in India:** The following [10 mega trends for India](#) in 2030 might help businesses and policy leaders envision the India of the future.



**Transforming Ag:** New planting and harvesting techniques have transformed the fortunes of rice farmers in Nigeria's agricultural belt, [turning family-run plots into thriving businesses](#).

**Ducks in the Soybean Field:** Parts of Argentina are experiencing [floods in places where a drought caused havoc](#) last year.



This site takes a look at the [world's most exclusive restaurants](#)--and no, you probably can't get a table.

## General Interest News

**Follow the Sun:** A trend of planting wildflowers on solar sites could maintain [habitat for disappearing bees and butterflies](#).

**Genome Magic:** Syngenta and NRGene will team up to use the GenoMAGIC data analytics platform to [enable high-performance molecular breeding](#).

**"Healthy" Eating (opinion):** This blogger considers whether or not "healthy" snacks [are actually good for you](#). Are vegetable-themed snacks like cauliflower puffs and fiery hot Peatos actually "health food"?

**Snake Oil Sales Pitch? (opinion):** This writer [says some modern-day talk show hosts](#) are the equivalent of the traveling medicine show.



**Water Worries:** This overview looks at the problems coming from [falling water tables in many parts of the world](#)--digging deeper wells might not work in the long run.

**Spatial Groundwater Management:** Cornell researchers show a [way to coordinate water use](#), taking into account all the farms drawing water from a particular aquifer.



**Change on the Range:** A UC-Davis student writes about young, [female ranchers trying to adapt](#) to climate change on the range.

## CAST Information

Check out CAST's page at the [YouTube site](#) to view highly regarded ag-science videos about probiotics, food safety, and water issues--or the latest video dealing with proposed mandatory labeling of GMO food items.

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- \* American Farm Bureau Federation
- \* American Meat Science Association
- \* American Meteorological Society, Committee on Agricultural and Forest Meteorology
- \* American Seed Trade Association
- \* American Society for Nutrition Nutritional Sciences Council
- \* American Society of Agricultural and Biological Engineers
- \* American Society of Agronomy
- \* American Society of Animal Science



- \* American Society of Plant Biologists
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- \* Innovation Center for U.S. Dairy
- \* Land O'Lakes
- \* Monsanto
- \* National Corn Growers Association/Iowa Corn Promotion Board

- \* National Milk Producers Federation
- \* National Pork Board
- \* North Carolina Biotechnology Center
- \* North Central Weed Science Society
- \* Northeastern Weed Science Society
- \* Poultry Science Association
- \* Rural Sociological Society
- \* Society for In Vitro Biology
- \* Soil Science Society of America
- \* Syngenta Crop Protection
- \* The Fertilizer Institute
- \* Tyson Foods
- \* United Soybean Board
- \* Weed Science Society of America
- \* Western Society of Weed Science

*CAST assembles, interprets, and communicates credible, science-based information regionally, nationally, and internationally to legislators, regulators, policymakers, the media, the private sector, and the public.*

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