

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 the CAST organization.

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An Equine Snow Angel

These [twelve animals show](#) how positive they feel about snow.



The Winter Blues

Not all animals enjoy winter. According to one report, dogs can suffer from Seasonal Affective

Disorder just as humans do. This blog looks at the winter blues--and a [farm dog remedy](#) for them.

Snapchat, BuzzFeed, and Neko Atsume

Sixty teenagers reveal [what they think is cool](#) in 2016.

Ag Opportunities Beyond the Farm

According to this Michigan group, the food and agriculture industry has

January 29, 2016

Label Limbo

In a recent article, the American Council on Science and Health takes [another look at process food labels](#). As they point out, the information might be worthwhile, but too often labels become self-promotional. The worst aspect is that consumers can end up confused.



The article advocates "clear, science-based, consumer-friendly labels," and it refers to a [recent CAST paper](#): *Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations*.

CAST, the ACSH, and many groups agree: "you are what you eat" has become "you are what you think you eat." Clear, credible labeling would make it "you are what you know you eat."

News and Views

****Banking on Wetland Mitigation:** The USDA announced it will offer \$9 million in resources to states, local governments, and third parties that establish or expand [wetland mitigation banks for farmers](#) to utilize.

****School Meal Program during Summer Break:** The administration will propose in the 2017 budget that families who qualify for subsidized school meals be given a special electronic benefits card that will allow them to buy an additional \$45 in groceries per child [each month when school is out](#).

****Respects Farmers and the Ag Work Ethic (video):** Celebrity Steve Harvey shares [memories of growing up on the farm](#) and lessons he learned about where his food comes from.

****Pro TPP:** A new report says that while all member countries of the Trans Pacific Partnership stand to benefit from the trade agreement, the [United States has the most to gain](#).

a vast [number of career opportunities](#) extending well beyond the farm.

Masters of Pork

The 2015 class of [Master Pork Producers](#) was formally introduced by the Iowa Pork Producers Association at the 44th annual Iowa Pork Congress Banquet.

Beef Nutrition, Health, and Economics

The University of Nebraska and Iowa State University team up to host the 2016 [beef feedlot roundtables](#) on February 9-11.

CAST Social Media

Check the popular CAST [Catch of the Day](#) [here](#) and the visually appealing [CAST Pinterest](#) [here](#).



****Con TPP:** Most agriculture groups support the TPP, but some groups strongly [oppose the agreement](#).

News from the Far Side of the Barn

Snow, Horses, and Wipeouts

(video): Skijoring is like [water skiing in the snow](#) behind a horse.



Does the horse ever get a turn on the skis?

Canine Sled Thief (short video):

Somehow, this little dog steals a sled from a boy and then [joyrides down the slope](#).

Air Bonsai (video): These [floating bonsai trees levitate](#) with the help of a magnetic base--or is Yoda using the Force?

Cattle, Editorials, and Toxic Kiwifruit

Two more university students have joined the talented intern staff at CAST, and both of them bring agricultural experience and farm memories to the jobs. Last week *Friday Notes* profiled Hannah Pagel ([click here](#) for her blog). This week we introduce you to Kelsey Faivre, a senior in the Iowa State University agriculture communications program. Kelsey has already communicated with the public in many ways--click here for her blog titled [Like Farmer, Like Daughter](#).

A Cattle Entrepreneur at Age Eleven

At the age of eleven, Kelsey Faivre wrote a business proposal. She needed to convince her skeptical parents that she could establish a viable cattle operation on their farm near DeKalb, Illinois, and it would all start with one "bucket calf"--a calf she would bottle feed and eventually turn into a successful business.

A farm financial adviser was impressed with the plan, her parents were willing to let her try, and the rest is history. The 60-pound sixth grader had a 700-pound steer by August, and during the next seven years, she showed cattle, sold "seed stock," and learned about the intricacies of livestock agriculture.



Kelsey and her favorite show steer--Captain

"I love the animals," Kelsey said. "Raising cattle is a great way to be involved in agriculture. It opened my eyes to the hard work and great people in the industry."

Speaking, Writing, and Ag

Kelsey has remained focused on agriculture. As an Iowa State University senior, she is majoring in agriculture communications and minoring in animal science. Her extensive writing and speaking experiences help her succeed at reaching her goals. Kelsey was a dynamic speech contest participant in high school, and she finished as the Illinois champion and 4th in the nation for the FFA extemporaneous speaking Career Development Event.

Kelsey has published several articles, editorials, and blog entries in publications such as the Iowa Ag Literacy Foundation blog, ISU's *CALS Connections*, and a county Farm Bureau magazine. "I love language," Kelsey said. "It's a great way to think."



Kelsey is not allergic to all of New Zealand's icons.

The Trip Almost Killed Me

Last year, Kelsey took the opportunity to join a study abroad trip to New Zealand--and of course she ended up writing about the country and its agriculture. One of her editorials was published in *Feedstuffs*. But as she points out, the venture had an ironic twist. "I discovered I have a strong aversion to kiwifruit." Kelsey is allergic to the country's namesake. "I loved the trip, but it almost killed me."

CAST staff members are pleased to have Kelsey bring her many talents to the organization. Not much bucket feeding in the office, but plenty of writing--and we never serve kiwifruit at staff meetings.

Friday Notes News Categories

Photos courtesy of the Agricultural Research Service (top masthead); TopLatest News (globe at right). P.1 horse pic from CorbisJ.DeCuveland/msh.cdn.com, dog pic from barkpost.com, and horse pic from denverpost.jpg. Food Sec. menu pic from washingtonpost.com. Plant Sec. sign pic from peel.jpg. Inter. Sec. locust pic from carbonated.tv.jpg. Gen. Sec. butterfly pic from wikimedia.org. Unless otherwise noted, photos courtesy of the USDA Agricultural Research Service.



Animal Agriculture and Environmental News

Beefing Up with Positive Stories (video): Nebraska cattlemen donate beef to school lunch programs, an NFL player talks about childhood on the farm, and [meat myths are roasted](#).

More Than Just a Gobble (video included): Technical [advances in turkey genetics, production, and processing](#) have helped create turkeys that produce a pound of meat faster and more efficiently.

Eat Like a Pig (video): This pork industry clip shows [what pigs need](#) to keep them healthy and growing.

Pigs at Play (related to above): This blog looks at [pigs that fly, drink beer, and enjoy toys](#).



I'm tired of saying "gobble."
You wanna try "yabadabadoo"
or something?

Probiotics, Antibiotics, and Ag: Many want to reduce the use of antibiotics in livestock--and healthy [bacteria could help fill the gap](#).

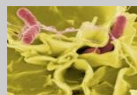
Cattle Markets--a Wild Ride (opinion): Agriculture markets can be unstable, but 2015 was [especially volatile for cattle markets](#). Cattle futures dropped 16% at the end of last year, a rate not seen in 34 years.

Got Raw? Two years of tweaking raw milk policies in Illinois has [opened the state to legal raw milk sales](#) for the first time in 30 years--but only on the farm where it is produced.

Quite a Year in Egg World: The annual International Poultry Expo sponsored by the U.S. Poultry & Egg Association came after a tumultuous year that left the industry's [egg producers with a lot to talk about](#).

Banking on Bees: The USDA's Agricultural Research Service is organizing a [national bee gene bank](#) as part of the agency's response to ongoing problems facing the country's beekeepers.

Antibiotic Use on the Farm: The Antibiotics Resource Center provides information and [resources about responsible antibiotic use](#) on the farm.



Food Science and Safety News

Probiotics for Millennials? (short video): According to this article, probiotic players must [engage the so-called millennial generation](#) if they are to avoid being jostled out of the health yogurt market.

I'll Have an Alligator Pear Salad, Please: Have a look to see what was [common on American menus in the old days](#) from this massive collection of historical menus at the New York Public Library.

Mixed Salad: Americans are eating more salad, but [some say that creates problems](#) for farmers, the environment, and even our health.

Salads and Food Health (related to above): [Listeria contamination is a troubling problem](#) for most everyone in the food industry--the fresh-cut, bagged salad industry is highly vulnerable.

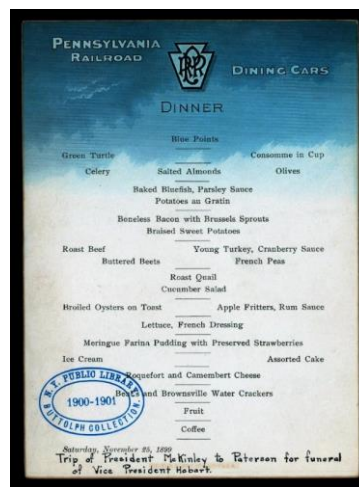
Not Everyone Would Agree (opinion): A food poisoning expert reveals [six items he refuses to eat](#).

Selling "Health" (opinion): Diet food sales are slowing, so the [diet industry is now selling "health."](#)

Stocking up for a Storm (opinion): Along with the bread and milk--here are some alternate [suggestions for sustenance during a storm](#).

Food Police Messages--the Sugary Irony of It All: This research says it is possible that seeing anti-sugar messages might actually make us more [likely to eat sugary snacks](#).

Stunt Food--Advertising Shock and Awe: Every brand wants to create the next Doritos Locos Taco--but it is not easy in this [media crazy age](#).



Do we get finger bowls too?



Plant Agriculture and Environmental News

Smart Irrigation (video): The Nebraska Agricultural Water Management Network was established to assist farmers in [increasing their irrigation efficiency](#).

Corn, Soybeans, Profits, and Losses (video): An Iowa State University study shows portions of Iowa farmland consistently lose money, and that [influences the number of acres](#) used for corn and soybeans.

Herbicide Court Battle Update: A circuit court of appeals [denied the EPA request](#) to vacate the label for Dow AgroScience's Enlist Duo herbicide.

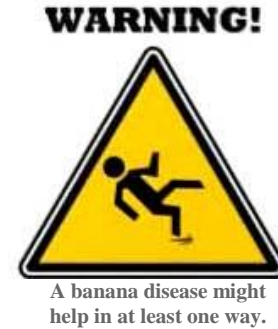
Citrus Relief: Experimenting with [ways to combat citrus greening](#) disease, researchers at the University of Florida happened upon a unique and promising combination--lasers and antibiotics.

A Banana Plague? Most bananas descended from one plant originally grown at an English stately home, but the world now faces [the imminent death of the Cavendish banana](#). According to this writer, it affects us all.

Avoiding Noxious Weed Seed: The planting of desirable grasses and other vegetation is a key [strategy in restoring watersheds](#) for salmon and other threatened species in Oregon.

Soil Doctors: University of Kentucky soil scientists are [getting promising results](#) from several treatments that appear to be breaking down the fragipan, a cement-like layer common in many soils in Kentucky.

Waste into Fuel: USDA scientists have advanced a process to produce a crude liquid called "bio-oil" [from agricultural waste](#).



International News

Cowboys, Helicopters, and Satellites (video): Ranchers across the Australian Outback are part of a trial project that uses data collected by NASA [satellites to help them manage their herds](#) of cattle.

GMOs, Farmers, and the Public (video opinion): The Canadian government funded a documentary [asking farmers to dispel myths](#) among city folk about the dangers of foods containing GMOs.

And It Comes with Kimchi! (video): This foreign [worker in Korea enjoys the take-out food](#) there--real dishes, real silverware, and it is environmentally friendly.

Britain's Hedgehog Highway (video): While Hedgehogs cruise England's neighborhoods, their spikes help them fend off predators, but they also pose [problems for the animals' health and amorous pursuits](#).



Locusts have been a problem in various parts of the world.

It Sounds Almost Biblical: Farmers and fumigators in Argentina are running out of time as they scramble to control the country's [worst plague of locusts](#) in more than half a century.

"Curry" Ice Cream: Researchers in India have been working to bring the health benefits of turmeric's main metabolite--curcumin--into one of the world's [most popular treats--ice cream](#).

Japan, Ag, and the TPP: Turning agriculture into industry and turning farms into businesses will be key elements of Japan's [new agricultural policy](#), according to a government minister.

A Look at Cotton Global Supply and Demand: The numbers from this [USDA cotton report](#) included some major downward revisions in foreign production--particularly for Pakistan, India, and China.

Rice on the Menu: China, the world's largest rice producer and importer, has [agreed to open its market](#) to U.S. exporters after years of negotiations between the two governments.



General Interest News

Gene Editing Controversy (video): Most call CRISPR a huge breakthrough, but leading scientists and research institutions are debating about [who owns and controls the process](#).

Swarms of Agricrobots: These little [electronic harvest helpers](#) check out fields to aid with sowing, fertilizing, and planting.

Monarch Road Trips: A UC-Davis study about overwintering monarch butterflies confirmed many previous migratory studies--but the findings also showed some [unexpected and surprising patterns](#) of movement.

Papayas, Aphids, and Gene Guns: A tiny insect culprit--the aphid--endangered the papaya crop in Hawaii, but [scientific advances set the stage](#) for the first commercialized biotech fruits in the United States.

Online Down on the Farm: This site includes AgWeb's [guide to farming apps](#) and provides reviews of how they work.



Monarch butterflies on the move.

Urban Green Space Projects: From Atlanta to Chicago, cities are developing standout examples of [green space successes](#).

Inside Out--Ag Between the Walls: Indoor agriculture has been called the "[next major enhancement](#)" to the U.S. food supply.

Phosphorus and Groundwater: New insights into [how phosphorus leaches into groundwater](#) could help reduce its potential impact on water and the environment, according to this scientist.

The Most Pampered Vegetables: For some, [food is art and the plate is just as exquisite as the mouthful](#). In this world, chefs are constantly looking for new creative materials for the next stunning presentation.

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.



If you have a good idea for a CAST publication, contact us by [clicking HERE](#) for the "[Proposal Format](#) and Background Information Form."

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