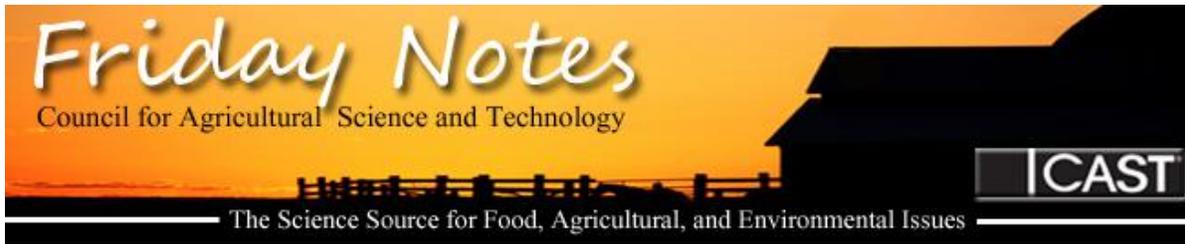


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*Friday Notes* is designed to enhance communication among various agricultural sectors, educators, students, and the public who are interested in a variety of plant, animal, food, and environmental issues. *Friday Notes* advocates the pursuit of credible, unbiased, science-based information. Material contained in linked articles is from the original authors and does not necessarily reflect the views of CAST.

*November 3, 2017*

## Consumer Confusion

*Label misinterpretation is a key factor*

New surveys by university researchers at Michigan State, Florida, and Purdue include [findings about knowledge gaps and consumer preferences](#)



when it comes to biotech foods. For example, more than one-third of Americans do not know that foods with no genetically modified ingredients contain genes, and many shoppers are willing to pay substantial increases for non-GMO foods.

An acclaimed academic paper also [focuses on the issue of label misinterpretation](#). The study--*Labeling Food Processes: The Good, the Bad and the Ugly*--finds that labels such as "organic, fair-trade, and cage free" impact consumer behavior. One of the authors of this paper is professor Kent Messer, the task force chair of CAST's [research paper about process labeling](#).

## News and Views

**USDA Positions:** Greg Ibach took an oath of office for his new post as an [undersecretary at the U.S. Department of Agriculture](#). Sam [Clovis has withdrawn](#) as President Trump's nominee for USDA chief scientist. Senator Ted Cruz says he will continue to [block a senate confirmation vote](#) on Iowa Ag Secretary Bill Northey's job in the USDA.

**Viewpoint about NAFTA:** This ag group says withdrawal from NAFTA is [not a great idea for agriculture](#) or the U.S. economy.

### In This Issue..... [Click to Read](#)

[CAST Annual Meeting and New President Nancy Reichert--P. 2](#)

[Animal Agriculture News](#)

[Food Science and Safety News](#)

[Plant and Environment News](#)

[International News](#)

[General Interest News](#)



CAST welcomes recommendations for future publications and projects. [Submit an idea here](#).

### 2018 BCCA Nominations

Nominations are open for the 2018 Borlaug CAST Communication Award, [an honor that recognizes professionals working in the agricultural, environmental, or food sectors](#) who are promoting agricultural science in the public policy arena.

### CAST's Annual Meeting

Scroll down to page two for information, and join us in thanking this year's sponsors.



## Upcoming

### Webinars

[Science Breakthroughs 2030](#) will hold public webinars this month to identify the next big directions for food and agriculture sciences.

### Pig Farmer Award

The National Pork Board is searching for the next [Pig Farmers of Tomorrow](#)--applications open until November 21.

### Ag Award

A. G. Kawamura will receive a prestigious award for his [contributions to the industry and his record of supporting young people](#) in agriculture. Kawamura, a former secretary of California's Department of Food and Agriculture, has been an active member of CAST.

### CAST Social Media

Click here for [links to CAST sites](#): Twitter, Facebook, LinkedIn, Pinterest, videos, and blogs.



## Hurricane



**Assessment:** Texas A&M economists look at the [immense damage Hurricane Harvey did to agriculture](#)--more than \$200 million in crop and livestock losses.

**Food Evolution Update:** At a recent Iowa State University screening of the [biotech food documentary](#), Alison Van Eenennaam answered questions and emphasized many key points: "The message of the movie is that we should use FACTS to further the debate."

**World Food Prize Update:** This writer says that 2017 laureate Dr. Adesina has taken on a daunting task as he [rededicates himself to the good fight](#) against hunger. Adesina said, "There will not be any rest for me until Africa feeds itself."

## News from the Far Side of the Barn

### Horse Sense

**(video):** A Canadian equestrian tested out a motel's pet-friendly policy by having her dappled, [gray mare stay in the room with her](#).



**A ground-floor room, please. She doesn't like elevators.**

**Barnyard BFFs (video):** A blind calf was having a tough time until the farmer teamed it up with [its new best friend--a pet goat](#).

### Narrow Bridge, Long Truck, No Way:

These two clips show times when truck driving challenges call for [judgment and contortion skills](#).

**Evo Devo and Acapella Science:** So, what would happen if the hit song ["Despacito" had been written by a biologist?](#)

# Nancy Reichert Becomes CAST President

*Board members contributed to a successful annual meeting in North Carolina*

The 2017 Annual Board Meeting in Raleigh, North Carolina, began in full on Wednesday, October 25, following a Tuesday Biotech Round Table--a spirited gathering focused on biotech challenges and opportunities in the world of science and agriculture.

The three-day CAST meeting focused on the implementation of the Strategic Plan. As CAST EVP Kent Schescke said, "We are determined that this plan will not gather dust on a shelf. It guides the everyday work of the organization."

Along with presentations, discussions, and tours, a special highlight was the "passing of the leadership gavel," as Nancy Reichert was installed as the new president of CAST.



From left to right: Richard Cavaletto (Past President), Nancy Reichert (President), Mark Armfelt (retiring Past President), and Gabe Middleton (President-Elect)



## Friday Notes News Categories

Photos courtesy of the Agricultural Research Service (top masthead); TopLatest News (globe at right). P. 1 grocery store pic from feedbackglobal.com, flood pic from jusa.jpg, and horse pic from countryliving.com. P. 2 group photo from K. Peterson. Animal Sec. pig pic from takingstock.asus.org. Food Sec. vending pic from toxel.jpg. Plant Sec. algae pic from abcnews.go.com. Inter. Sec. cow pic from vetclinics.in. Gen. Sec. meme from pinterest.com. Unless otherwise noted, photos courtesy of the USDA Agricultural Research Service.





## Animal Agriculture and Environmental News

**Calf Care via Social Media (video):** This Ohio [veterinarian is offering advice through social media](#) on how to keep dairy calves happy and healthy.

**School-to-Farm:** This dairy has played host to numerous school groups, as they [educate children about farming and dairy](#) production.

**Same Old Grind? Maybe Not:** Kansas State researchers provide insights about grinding feed for livestock operations and how it [affects nutrient digestibility](#).

**Stronger Chickens:** A new test developed by scientists in College Station, Texas, could make it [easier to breed pathogen-resistant chickens](#).

**What Is Beef Sustainability?** Participants at the recent Global Roundtable for Sustainable Beef considered [environmental, economic, and ethical principles](#).

**Traceable Turkeys:** Consumers in select markets [can text or enter a code to access](#) the farm's location, see photos, and even read a message from the farmer about their chosen turkey.

**The Chicken's Name Was Colin (video):** "Was the chicken local, with a diet of sheep's milk and hazelnuts--local hazelnuts?" This *Portlandia* clip satirizes those who [may be a bit too farm-to-forky](#).



This site looks at news from [the world of pigs](#)--with articles about companies, nutrition, feeding tactics, and other topics.



## Food Science and Safety News

**Healthy Vending Machine?** Health food from a vending machine [sounds like an oxymoron](#), but that's exactly what a San Francisco-based start-up claims to offer.

**Leftovers Syndrome Adds to Food Waste:** American consumers throw away tons of food each year, and one of the biggest factors appears to be the "[leftovers syndrome](#)." Many forget about them or grow bored of food that could be consumed.

**Let It Bleed:** It looks like a burger, and it even bleeds like a burger--but it's [made entirely from plants](#).

**What Does the Term "Organic" Mean?** The ACSH [tries to define "organic"](#). Chemistry can sometimes be profoundly confusing.

**Soy and Heart Health:** FDA regulators want to remove a [health claim about the heart benefits of soy](#) from cartons of soy milk, tofu, and other foods--saying the latest scientific evidence no longer shows a clear connection.



This blog offers advice for those times when you have to [match wits with a vending machine](#). Related article link at top left.

**We Beg to Differ (opinion--related to above):** The American Soybean Association [disagrees with the FDA move](#), claiming that evidence does show that eating soy protein can help reduce the risk of heart disease.

**Red Means Stop:** This University of Florida study gauges whether [color helps draw consumers' attention to information on food labels](#) and impacts their preference for food attributes.



## *Plant Agriculture and Environmental News*

**Green Algae Research:** Studies about green algae reveal insights into how these organisms siphon carbon dioxide from the air for use in photosynthesis. Researchers hope to [gain insights into growth rates](#) for various crops.

**An Earthly Question:** [Are earthworms tough enough to live on Mars?](#) One ecologist is trying to find out.

**Nitrogen and Prairies:** According to Iowa State researchers, excess nitrogen gives an advantage to early season plants in midwestern prairies, leading to [further changes in prairie ecosystems](#).

**Hydroponics and Organic:** The National Organic Standards Board [rejected a proposal to prohibit hydroponics in organic production](#)--some growers want organic certification restricted to crops grown in soil.

**Biotech Genesis (video):** The scientific evidence [regarding the safety of genetically engineered food crops](#) is starting to be conveyed more clearly to the wider public. This clip shows the basics of GMO creation.

**Getting the Point Across (related to above):** This university professor highlights [nine key points to consider](#) when addressing biotech issues.

**A Look at Organic Farming (audio):** This articles explains why it takes three years to be [certified as an organic farm](#)--and what the payoffs might be.



Research on this green "growing machine" might yield insights--article link at upper left.



## *International News*

**Europe Reducing Antibiotic Use in Animals:** A recent report shows that the sale of antibiotics for animal use in Europe [between 2011 and 2015 decreased by 13%](#).

**Helping Countries Cope:** This UN group is implementing a series of global [agricultural programs to support countries](#) as they cope with climate change.

**A French Butterpocalypse:** French supermarkets are running out of butter. This is a problem for a country with the world's [highest rate of per-capita butter consumption](#).

**Less "Cool"--More Career:** [Africa is a farm lover's dream](#), but the future is more about agribusiness than agriculture.



An Irish cow born on St. Pat's day lived to a record-breaking 49 years of age--[she gave birth to 39 calves](#) and was used to raise thousands of dollars for cancer relief.

**A Solar Paradox:** The Chinese government is heavily promoting solar power as a cleaner source of energy, but [air pollution hinders the effectiveness of solar plants](#).

**Waste, Biogas, and Energy:** A waste treatment facility will open next year in England, touting newly developed technology that helps it [generate renewable electricity from biogas](#).



## General Interest News

**Green Beans Don't Grow on Trees (video):** This group of [city folk are finding out where their food comes from](#) during their visit to this farm for a day.

**Cancer-treating Chicken Eggs:** A [team of researchers edited the genome of hens](#) to make them lay eggs containing a protein called interferon--it helps treat hepatitis and skin disorders.

**Warning Signs for the Farm Economy (opinion):** The debt-to-income ratio is a concern for this ag economist--he says [debt levels may still be at a tipping point](#).

**Aquaculture Ag--The World Is Their Oyster?** These oyster farmers are [part of the global aquaculture industry](#) that includes the production of fin fish, shellfish, seaweed, and more.

**Taking It Indoors:** This Cornell University research project looks at the [viability of indoor urban agriculture](#).

**Tricked or Treated?** Animal Ag Alliance looks at some scary [food myths that are tricks](#), but "knowing the truth is the treat."

**Guerrilla Tacos:** With [taco ingredients such as wild boar](#), thick-cut bacon with fried egg, and pickled onion, this food vendor has moved to the big time.



## 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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Contact Colleen Hamilton at 515-292-2125, ext. 224 or [chamilton@cast-science.org](#), or [CLICK HERE](#) for CAST membership information.

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- \* 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 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
- \* American Veterinary Medical Association
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- \* BASF Corporation
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- \* DuPont
- \* Elanco Animal Health
- \* Entomological Society of America
- \* 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
- \* 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

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