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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 the CAST organization.

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[BCCA Award: Trust through Shared Understanding--P. 2](#)

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Real Fantasy



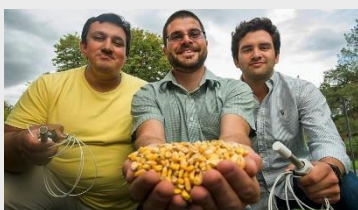
The world is rich with beautiful forests, and these eight look as if they [come from a fantasy world](#).

Consumers, Taste, and Preconceptions

Texas A&M researchers looked at consumer's stated desires and the [prejudices that affect food choices](#).

Webworms

Just in time for Halloween, fall webworms are cloaking Arkansas' [trees in a big, spooky mess](#).



Student Video Awards

October 14, 2016

Dr. Folta Receives BCCA

Event focused on ag/science communication

For the seventh year in a row, the winner of the Borlaug CAST Communication Award (BCCA) was honored at a [World Food Prize](#) side event, and this year's recipient--Dr. Kevin Folta--gave a memorable keynote address: *Unveiling Our Halo--Building Trust with a Concerned Consumer*. "We need to listen, explain, and gain trust."



After a breakfast sponsored by DuPont, the session began with short remarks by CAST Executive Vice President Kent Schescke and DuPont Pioneer's Vice President of Research and Development Neal Gutterson. Julie Borlaug Larson of the Norman E. Borlaug Institute for International Agriculture spoke about Folta's communication abilities. "My grandfather would choose Kevin for the award," she said.

Then Crispin Taylor--Executive Director of the American Society of Plant Biologists--introduced the award recipient. Dr. Folta's presentation centered on the challenges scientists and the agricultural community have when working with a concerned public. He thinks scientists must explain the evidence-based risks and benefits of agricultural biotechnology, and that can be tough to do in an age of misinformation. "Lead with your ethics--facts by themselves won't work," said Folta. "We need to listen, explain, and gain their trust by developing a shared understanding."

Note: Click here for the entire [press release covering the event](#), and scroll down to page two for more about the BCCA session at the World Food Prize.

News and Views

****GAP Report 2016--Sustainability in an Uncertain Season:** For the third year in a row, the rate of [global agricultural productivity growth has](#)

These UC-Davis students were awarded top prizes for the [World Food Day Video Challenge](#).

Hands-on Earth Week Experiences

National Earth Science Week (Oct. 9-15) encourages people everywhere to explore the natural world, and the University of Nevada-Reno offers [field trips to celebrate earth sciences](#)-

-hiking, climbing, presentations, displays, tours, and other activities.

Best in the West

Cal Poly was named the top [public, masters-level university in the West](#)-the 24th straight year the university has earned the distinction in the U.S.

News & World Report's annual *America's Best Colleges* guidebook.

CAST Social Media



Click here for [links to CAST sites](#): Twitter, Facebook, Pinterest, LinkedIn, videos, and blogs. In case you missed the recent student-written blog about a family's [legacy with the blue corduroy of the FFA](#), [click here](#).

[failed to meet its target](#), says a report by the Global Harvest Initiative.

****Norman Borlaug, Tech, and Small Farmers:** A past World Food Prize winner credits the prize's founder with the idea of [helping small farmers produce more with technology](#).

****T-TIP Talks:** U.S. and EU negotiators spent time during Transatlantic Trade and Investment Partnership talks [seeking agreement on sanitary and phytosanitary issues](#)--some U.S. beef, pork, and poultry exports to Europe are in the spotlight.

****Predatory Publishing?** The Federal Trade Commission has taken [legal action against the publisher](#) of a large number of what are being called "predatory" scientific journals. It said the company bombards scientists with emails soliciting articles, misrepresents the reputation of its publications, and doesn't disclose that authors have to pay substantial fees.

News from the Far Side of the Barn

Celebrity Milk Off

(video): Blake Shelton gets the chance to teach Jimmy Fallon [how to milk a cow](#). For more udder nonsense, see the blog *Regulations Never Came Up When I Milked Bossy*.



The Big Chill--fun in a kiddie pool.

Ice Ice, Baby (video): Nothing [makes a baby polar bear happier](#) than a kiddie pool full of ice.

Food Illusions: This baker makes [cakes that look like junk food](#), sushi, spaghetti, and more.

Dr. Folta: "Lead with Your Ethics"

Ag/science experts agree with Folta--Credible Communication is the Key

To open the side event at the World Food Prize, CAST Executive Vice President Kent Schescke noted that recipients of CAST's annual award are science/ag experts who demonstrate an ability to communicate through written material, public presentations, and various forms of media. He also confirmed what those gathered there knew: Kevin Folta fits the definition perfectly.

Dr. Folta's blog (*Illumination*) covers recent events at the interface between society and science, and his weekly podcast (*Talking Biotech*)

discusses genetic improvements in agriculture and medicine. He has designed a communication workshop that teaches scientists how to properly engage a skeptical public. According to Dr. Jack Payne of the University of Florida, "Kevin Folta has done as much as anyone in the past decade to [help the public understand the biotechnology behind its food](#)." And many agree with Julie Borlaug Larson's observation: "He has not shied away from controversial subjects and has often been the number one target of the anti-science movement on behalf of all of us who support biotechnology."



Julie Borlaug Larson
and Kevin Folta

Todd Peterson--a business development expert with SUSTAIN, a Land O' Lakes company--used his expertise as the Chair of CAST's Ag Innovation Series to emphasize the importance of technology as he introduced the lead author for the series keynote paper, *Technologies on the Shelf*. Amit Dhingra--Associate Professor of Genomics and Biotechnology at Washington State University--spoke about *The Need for Agricultural*



Neal Gutterson, Sally Rockey, Kevin Folta,
Amit Dhingra, and Todd Peterson

Innovation to Sustainably Feed the World by 2050: Technologies on the Shelf. Dhingra gave a preview of the forthcoming CAST paper that will examine known agricultural and food technologies that are underutilized or not used at all.

Along with Dr. Folta, Neal Gutterson (DuPont Pioneer's Vice President of Research and Development) and Sally Rockey (Executive Director, Foundation for Food and Agriculture Research) joined the panel discussion, a session moderated by Peterson that included expert insights and a Q&A with the audience. All seemed to agree that communication is the key, and those in the

ag/science community need to actively and thoughtfully join the conversation.

Friday Notes News Categories

Photos courtesy of the Agricultural Research Service (top masthead); TopLatest News (globe at right). P. 1 mountain pic from atlasobscura.com, student pic from uc-davis, and polar bear pic from today.com. P. 2 photos from dwighttomes. Animal Sec. pig pic from theatlantic.com. Food Sec. hot pepper pic from cosmicchile.jpg. Plant Sec. hemp poster from beelinehempwick.com. Inter. Sec. pig pic from twicsy.com. Gen. Sec. windmill pic from mainlesson.com and g.a.harper. Unless otherwise noted, photos courtesy of the USDA Agricultural Research Service.



Animal Agriculture and Environmental News

Floods and Ag in North Carolina (video): As North Carolina deals with hurricane damage and tragic loss of life, another flood-related problem has surfaced--[many hog and poultry farms are affected](#). At least 2 million chickens and turkeys have drowned, and waste is infiltrating some water systems.

Meat Exports: According to USDA figures, August was a [good month for broiler and turkey exports](#)--largely reflecting lower prices across key protein categories and some reopened markets.

The Name Game (opinion): According to this report, a European Union [seizure of common food names would cost](#) the U.S. dairy industry billions of dollars, slash domestic cheese consumption, and increase prices for consumers.

Heat to Defeat Bird Flu: Research funded after the devastating bird flu outbreaks across the United States in 2015 shows that the avian influenza virus can be [relatively quickly inactivated by heat](#).

Just for Kicks: This rancher has his own niche in the beef business--he raises and [trains bucking bulls for the rodeo](#) industry.

Higher Productivity and a Lighter Footprint? According to livestock expert Judith Capper, farmers have made great [strides in limiting livestock's methane footprint](#).

Beef Sustainability (related to above): Dr. Capper chaired the task force of this [CAST research paper](#)--*Animal Feed vs. Human Food: Challenges and Opportunities in Sustaining Animal Agriculture Toward 2050*.

Top Pig Farmer: The National Pork Board announced that Brad Greenway, a pig farmer from South Dakota, has been named the [2016 America's Pig Farmer of the Year](#).

Interview with a City Girl Gone Country: This Nebraska farmer talks about [working and living in an area much more rural](#) than the Florida city where she grew up.



Hurricanes, floods, and impacts on agriculture in North Carolina.



Food Science and Safety News

Fighting Fire with Fire (video): Can hot foods really cool you down? This [food myth just might be true](#).

Another Way to Be Cool? Adding cinnamon to your diet [can cool your body](#) by up to two degrees, according to recent research--and the spice may also contribute to a general improvement in overall health.

Five-second Rule Reversal? (opinion): The argument continues--this doctor writes that [he eats food off the floor](#), which is generally cleaner than other surfaces in the home.

Depends on Wealth and Other Factors: The UN Food and Agricultural Organization estimates that one third of global food is wasted, but [where and how food is wasted varies](#).

Extra Food--While Some Do Without? U.S. warehouses, distribution centers, and grocery stores are overflowing with certain food staples--the result of [increased production and decreased exports](#).



A way to cool down?

Food Start-ups: Growth demands on the typical tech start-up don't necessarily square with the [needs of food-based companies](#).

Botanical Ingredients: As part of their special edition on botanicals, *NutraIngredients* takes a look at [recent research of some popular botanical ingredients](#).

The 38 Best Breakfast Spots in College Towns (opinion): The [list includes the Wild Eggs in Denver](#), Juan in a Million in Austin, and Founding Farmers in Washington, D.C.



Plant Agriculture and Environmental News

The Borer War--Fighting a Tree Pest (video): In this film clip, University of Kentucky forestry entomologists go into the woods to demonstrate [ways to fight the emerald ash borer](#).

Seed Distribution for Food Security: Public-private [collaborations can deliver improved seeds](#) to smallholder farmers faster, said delegates attending a forum at the World Food Prize gathering.

Plant Diversity and Insects: University of California-Davis researchers explain why a [farm field growing a variety of plants](#) tends to attract fewer insect pests than a field growing just one type of crop.

Carbon Emission Common Sense (opinion): The Biogenic CO2 Coalition represents many agriculture constituents in [advocating for sensible policies](#) recognizing the carbon benefits of agricultural biomass.

No--This Is Not for Smoking or Medicinal Purposes: North Dakota's [first industrial hemp crop](#) shows promise.

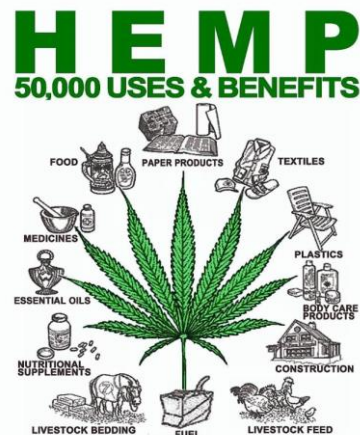
Cotton--Prices and Yields Looking Good: This Mississippi State University specialist says the [cotton harvest early yields](#) suggest the state will average more than 1,000 pounds of cotton per acre.

BioCentury Research Farm: Iowa State University engineers are part of a pilot plant program working to develop and demonstrate an [advanced biorenewables technology called solvent liquefaction](#).

Microbe Power: Scientists show how an ancient crop teams up with a beneficial microbe to [protect against a devastating fungal infection](#)--millions of subsistence farmers in developing countries might benefit.

Plants and Gene Editing (opinion): According to this article, [CRISPR-Cas9 is proving useful in the plant science community](#) as a powerful tool for the improvement of agricultural crops.

Resistant Weeds Aren't Getting Any Less So: This overview looks at historical perspectives, current trends, challenges, and [possible solutions to the growing problem](#).



International News

Haiti Suffers from Destructive Storm (video): Hurricane Matthew has left the [farmers and fishermen of Haiti struggling to survive](#).

They Call It Snotty Gobble: A native parasitic plant from Australia is showing promise as a [potential biological control agent against introduced weeds](#) that cost millions of dollars every year to control.

Seaweed, Pigs, and Antibiotics: Seaweed extracts could help improve piglet health and allow producers to [rear pigs without the need for antibiotics](#), according to these Irish scientists.

Canadian Confusion: A new report finds Canadians are [critical and confused about food](#) that has been genetically engineered--but many want mandatory labels to help inform their grocery choices.

Agro Food Park: Denmark is growing a "[Silicon Valley for agriculture](#)."

What Would Mary Poppins Say? British government officials have reportedly ordered restaurants, cafes, and fast-food chains to make their foods and drinks healthier by [cutting sugar content and reducing the size](#) of their pastries and cakes.



Keep yer seaweed. I'll be sticking with me own diet.

Twisted Trees--Nature's Sculpture: These [brave plants guard](#) the lower reaches of New Zealand's southernmost point.

Spreadin' It on Thick: Market research says that [butter is currently beating its competitors](#) in Australia--over margarines or dairy spreads.

South American Grain Markets: Brazil's [soybean production could jump](#) by 9%, and corn production could also rise in both Brazil and Argentina.



General Interest News

Drone-Through Fro-Yo (video): Some restaurants want to tap into "[drone-through deliveries](#)," including a frozen yogurt possibility.

Wetlands from the Air (related to above): A University of Nebraska program will develop a methodology to use [unmanned aircraft systems to monitor wetland habitats](#).

Want Real Farm-to-Table Knowledge? These seven farmers offer some "off the land" [information about modern agriculture](#) and food production.

Windfall: Wind energy, the fastest-growing source of electricity in the U.S., is [transforming low-income rural areas](#) in ways not seen since the federal government gave land to homesteaders 150 years ago.

Don Quixote Rides Again (related to above): For more links and reflections about the wind energy issue, see the blog [Tilting at Windmills in the Fields of Dreams](#).

Nobel Prize Winning Attitude: The 2016 Nobel Prize in Medicine recognized Dr. Ohsumi for discoveries about the mechanism of autophagy. He is equally [focused on helping young microbiologists](#).

Mechanical Stomach Converts Waste to Methane: This mobile aquaponic farm could be a game changer. According to this story, scraps can help [grow the food of the future](#).

NextGen Food Tech: The University of Cornell is starting a [food safety center to help food companies](#) process foods with minimal use of artificial preservatives.



The wind industry deals with many challenges.

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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