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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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#### A Sincere Thank You



Jay Vroom--with CAST President Nancy Reichert at left and CAST EVP Kent Schescke at right--receives an award for his long-term support of the organization.

#### Ag Program

A new Cal Poly program provides an [intensive introduction to small-scale sustainable farming](#), hands-on hydroponic greenhouse management, and agribusiness preparedness.

#### National FFA Convention

Top technology and agriculture companies announced a partnership with the National FFA Organization in time for the 91st [National FFA Convention October 24-27](#).

#### Helping Young Farmers

Started as a grant project funded by USDA-NIFA, [The Beginning Farmer and Rancher Development](#)

*October 19, 2018*

## Marty Matlock Receives BCCA

*Panel discussion focuses on global sustainability and communication*



For the ninth year in a row, the winner of the Borlaug CAST Communication Award was honored at a World Food Prize side event, and this year's [recipient--Marty Matlock](#)--gave an insightful keynote address about *The Promise of Prosperity from the Land in the 21st Century*.

Matlock began by explaining how he was inspired by Dr. Norman Borlaug, and he paid tribute to his legacy by emphasizing the need for interdisciplinary efforts as we work to feed the world. Matlock explained that "prosperity is well-being; social connections are the

key."

Following his presentation, Matlock joined a panel of experts to discuss sustainability, land stewardship, and consumer communication. The gathering ended with a Q & A session, giving each speaker an opportunity to provide specifics about what works best for a vibrant and sustainable food system. Dr. Matlock summed it up well by saying, "It's urgent that all sectors need to work together--we need to build trust." **See page two below** for more about this presentation and the many events of World Food Prize week.

## News and Views

**Hurricane Havoc:** People in several states are dealing with the loss of life and property due to Hurricane Michael. As [this video report shows](#), Georgia's agricultural industry was devastated in several areas. The [University of Florida is gathering information](#) about the extensive damage in that state.



[Program](#) includes Tuskegee University as a key participant.



CAST [welcomes suggestions](#) for future publications and projects.

### A Focus on Fertilizer

[Global Fertilizer Day](#) occurred this month, and The Fertilizer Institute explained its connections with efforts to feed a growing population.

### Veterinary Opportunities

Purdue University will receive a large federal [grant to address rural veterinary shortages](#) and expand opportunities for talented students to join the profession.



### Catch CAST Online!

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

**USDA Budget Cuts:** The USDA is under orders from President Trump to reduce spending by 5%. The agency says it will deliver, but [questions arise regarding what gets cut](#).

**WOTUS Update:** The EPA says it is on track to issue a final rule replacing the 2015 "[waters of the United States](#)" rule by September 2019--but some think that will be hard to accomplish by then.

## News from the Far Side of the Barn

**The Power of the Storm (video):** This series of clips--shot in Mexico Beach, Florida--shows [the power of the storm surge](#).



**It's a Dog's Life (video):** This border [collie has an Instagram following](#)--and a mansion with an indoor pool. It is part of the rags-to-riches story for a young man and his dog.

**Rejected by its mother in a Sri Lankan zoo, this [lion cub joined a mother dog's litter](#).**

**Don't Mind Me--Just Dropping By (video):** These bank employees were startled when a [giant python crashed a staff meeting](#).

## Agriculture in the Spotlight at Week's Events

*CAST presentation and World Food Prize gatherings promote food production*

The CAST morning event during World Food Prize week was a lively mix of food, friendship, and the sharing of ideas. CAST's Executive Vice President Kent Schescke was the person coordinating it all as he welcomed farmers, journalists, scientists, and various special guests to the October 17 [Borlaug CAST Communication Award ceremony](#). He invited Mark Cochran of the University of Arkansas to introduce Marty Matlock, and Schescke then presented him with the bronze award. During a 30-minute slide presentation ([video here](#)), Dr. Matlock demonstrated why he won the 2018 BCCA by showing his ability to synthesize interconnected topics and present them to a diverse audience.

Also during the morning event, Schescke thanked attendees and sponsors, and he introduced Jay Vroom--representing the CropLife Foundation--who stressed the importance of communication. As Vroom said, "Tell it to the public."

Julie Borlaug Larson (INARI Agriculture) added to that by saying, "CAST has stayed true to my grandfather's vision. We can't leave communication out of agriculture." She gave a special shout out to farmers, including those attending from the [Global Farmer Roundtable](#). "They are the reason we are all here."

Following Matlock's speech, the American Society of Agricultural and Biological Engineers (ASABE) and American Society of Agronomy (ASA) organized a presentation and panel discussion--*Global Sustainability for a Vibrant Earth*.

Chris Novack (President and CEO of CropLife America) moderated the program. Panelists included Erin Fitzgerald (U.S. Farmers & Ranchers Alliance), Jan-Hendrick Mohr (CLAAS Group), Jason Weller (Land O'Lakes SUSTAIN), and Marty Matlock. They focused on topics about sustainability, land stewardship, and consumer communication. The gathering ended with a Q & A session, giving each speaker an opportunity to provide specifics about what works best for a vibrant and sustainable food system. Dr. Matlock summed it up well by saying, "It's urgent that all sectors work together--we need to build trust."



**Top row left to right: Kent Schescke, Julie Borlaug Larson with Jeanie Borlaug Laube, and Kenneth Quinn. Panel members: Jan-Henrick Mohr, Jason Weller, Marty Matlock, Chris Novak, and Erin Fitzgerald. Mid right: Mark Cochran and Marty Matlock. Below them: John Bonner (past EVP of CAST and driving force of BCCA presence at the WFP) and his wife Sandee. Below them: audience at the event including members of the Global Farmer's Roundtable.**

## The Special Nature of World Food Prize Week--and CAST's Connections

As CAST President Nancy Reichert said, "Member organizations and universities from CAST were well represented at the World Food Prize, and Ambassador Kenneth Quinn stated that the BCCA event will continue to have a strong presence there." Reichert and CAST's President-Elect, Gabe Middleton, also praised the Global Farmer Roundtable and its participants from 11 countries, ranging from Argentina to Zimbabwe. Middleton was impressed with the respect the farmers showed for one another and the common goals they have--including a desire to look for new production methods and technologies.

Many CAST members, organizations, and education groups were involved with the week's activities. As Dirk Drost of Syngenta pointed out, "The opportunity to network, listen, learn, and share the mission of CAST with many different people from across the food system was invaluable." He specifically mentioned attending receptions by Corteva, CRISPERcon, CropLife, the Governor, and Purdue University.

World Food Prize events included the honoring of the laureates, [David Nabarro and Lawrence Haddad](#); the Borlaug Dialogue, [Rise to the Challenge](#); and the World Food Prize [State Youth Institutes](#).



# Friday Notes News Categories

Photos courtesy of the Agricultural Research Service (top masthead); TopLatest News (globe at right). P. 1 Vroom and Matlock photos from Dwight Tomes, hurricane pic from businesslive.co.za, and dog pic from cnn.com. P. 2 collage includes photos from Dwight Tomes, Nancy Reichert, and Dan Gogerty. Animal Sec. pig pic from miamiherald.com. Food Sec. graphic from gmoanswers.com. Plant Sec. green pic from nationalgeographic.com. Inter. Sec. reef pic from acsh.org. Gen. Sec. child photo from flywheel.netdna-sst.com. Unless otherwise noted, photos courtesy of the USDA Agricultural Research Service.



## *Animal Agriculture and Environmental News*

**Poultry Insights:** This article explores the connection between hemorrhagic hepatopathy and inactivated vaccines [used in poultry practices](#).

**Import Concerns:** The United States [suspended entry of fresh and frozen pork products](#) imported from Poland due to concerns about African swine fever.

**Livestock Safety:** The U.S. Department of Homeland Security picked Texas A&M University to lead a consortium to [screen cross-border threats and defend livestock supply chains](#) with a \$3.8 million grant.

**Porker Predictions:** Check out these [seven predictions about the pork industry](#)--from growth prospects to nuisance laws.



**Eating it to save it:** These Illinois farmers are putting a rare pig--the mulefoot--back [on the dinner table to save it from extinction](#).

**Goin' It Alone:** This year's American Association of Bovine Practitioners conference included a session by Em Mowrer explaining how [she built a solo veterinarian practice in rural Ohio](#).

**High-tech Battle:** Modern-day thieves use cell phones, online mapping, and [Internet sites to steal livestock](#)--but ranchers and authorities counter with surveillance video, DNA testing, and online databases.

**Where the Wild Horses Roam:** A [herd of Nokota horses](#), tracing their ancestry to ponies ridden by Sitting Bull--are being dispersed in North Dakota after a rancher's untimely death.



## *Food Science and Safety News*

**Going for the Macho Market (video):** Welch's grape juice sales were down, but they saw a new marketing opportunity--men in their 40s. [These ads are the result.](#) The reactions so far are mixed.

**Scam on the Menu (opinion video):** According to this critical review, [some restaurants know how to falsely promote](#) such dishes as Kobe beef, pasta, and cheesecake--and drinks such as wine.

**Milky Confusion:** An International Food Information Council survey says that 75% of U.S. adults are not [confused by dairy alternative labels](#)--what about the other 25%?

**Pork Satisfaction:** According to Kansas State research, consumers are [generally happy with larger cuts](#) of pork and the resulting tenderness profiles.

**Using Data to Support Farmers:** An international program at Cornell University is designed to [support smallholder farmers and end hunger.](#)



### Government Agencies Join in War on

**Waste:** The USDA, EPA, and FDA announced the signing of a joint agency formal agreement under the [Winning on Reducing Food Waste initiative.](#)

**Dealing with Food Waste:** The press release for CAST Issue Paper 62, *Food Loss and Waste*, garnered more than 4,780 "opens," and many media outlets passed on the information. [Click here for free access to the publication.](#)



This graphic explains [what the term GMO means.](#)



## Plant Agriculture and Environmental News

**Pathogen Busters:** UC-Davis researchers will use the genomics of lettuce to [combat a damaging pathogen](#) that causes big losses.

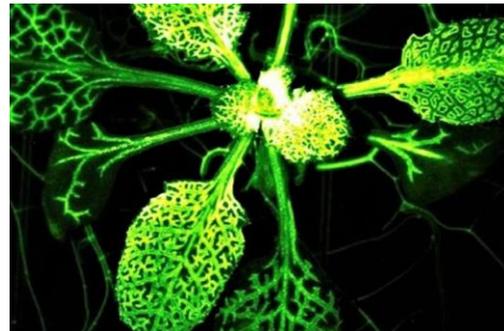
**Space Potatoes:** With scarce nutrients and weak gravity, [growing potatoes on the Moon](#) or planets seems impossible. But the plant hormone strigolactone could change that.

**Economic and Environmental:** This report shows that [sustainable farming practices improve soil health](#)--and they can increase the bottom line if farmers get help making the move to such techniques.

**Biotech Cotton:** U.S. regulators cleared the way for farmers to [grow a cotton plant genetically modified](#) to make the cottonseed edible for people--a protein-packed potential new food source.

**Rippin' Good Technique:** This research says that [saturated riparian buffers continue to be a promising practice](#) for NO<sub>3</sub> removal in tile-drained landscapes.

**Heard It through the Grapevine:** The California table grape industry has shipped more than 23 million boxes worldwide, [setting a new five-week record.](#)



"Dumb as a house plant"--an idiom that is not necessarily correct. When plants are wounded, [they send out warning signals](#) that spread to other leaves, and they activate defense mechanisms.



## International News

**Trade Deals:** The Trump administration officially notified Congress that it will [seek three separate trade deals](#) with the European Union, Japan, and the United Kingdom.

**International Programs:** Land O'Lakes is joining with government agencies to support new [agricultural building and food safety programs](#) in Georgia, Egypt, Bangladesh, Lebanon, Rwanda, and Malawi.

**Fire Down Below--NASA Satellite Imagery:** Every October, farmers in northern India [add to pollution by setting fire to their rice fields](#). Farmers say cities are more at fault.

**African Swine Fever:** Some reports indicate that African swine fever is [getting out of control in China](#)--authorities say that the first large commercial farm has been hit.

**Going Biotech:** In little over four years' time, nearly a fifth of Bangladeshi eggplant farmers are [cultivating a pest-resistant, GM variety](#).

**Coexisting:** A study in Kenya shows that humans and their livestock can, in the right circumstances, [share territory with giraffes, elephants, and other wild mammals](#)--to the benefit of all.



For several reasons--including a lucrative tourist business--Australians are connected with the Great Barrier Reef. But climate change [effects on the reef have brought mixed reactions](#) from the public.



## General Interest News

**Livin' in a Barn (video):** The barn residency program lets UC-Davis [undergrads live up to two years at an animal facility](#) in exchange for 10 hours of work per week.

**Fertilizer in Fall:** Retail fertilizer prices continue to move a bit higher, as farmers are [planning for their fall applications](#).

**Prepping for the Work World:** University of Nebraska-Lincoln experts offer [employment classes to help students](#) prepare for the work world, both educationally and professionally.

**Gene Therapy and Jobs:** Gene therapy is a growing part of the medical research and development industry--and [many jobs are opening up](#) for a range of graduates.

**"Most Massive Organism on Earth":** The [grove of 47,000 aspen trees](#) in Utah is being diminished by mule deer, foraging cattle, and human mismanagement.



October is **Farm-to-School Month**: Thousands of schools, education sites, and organizations across the world are embracing food education through school gardens, educational farms, and school meals.

## 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 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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- \* Croplife America
- \* Crop Science Society of America
- \* 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



*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.*

## Members of CAST's Education Program

- \* Cal Poly-San Luis Obispo
- \* Cornell University
- \* Iowa State University
- \* Kansas State University
- \* Mississippi State University
- \* North Carolina State University
- \* Texas A&M University College of Ag & Life Sciences
- \* The Ohio State University
- \* Tuskegee University
- \* University of Arkansas System Division of Agriculture
- \* University of California-Davis
- \* University of Florida Institute of Food and Agricultural Sciences
- \* University of Kentucky
- \* University of Missouri-Columbia
- \* University of Nebraska Agricultural Research Division
- \* University of Nevada-Reno College of Agriculture, Biotechnology and Natural Resources



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