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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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[BCCA Event Focuses on Ag Communication--P. 2](#)

[Animal Agriculture News](#)

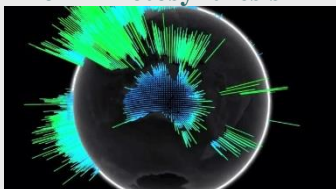
[Food Science and Safety News](#)

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Space-eye View of Photosynthesis



This new technique to [image plant photosynthesis](#) uses satellite-based remote sensing.

Dr. Adesina--2017 World Food Prize Laureate



"Cool Ag" for Africa

In a special blog written for CAST, Dr. Adesina says we should [make agriculture profitable and "cool"](#) for young people in Africa. Adesina is the [2010 BCCA laureate](#).

Ag and Big Data

The University of Nebraska's student-driven publication--[Strategic Discussions](#)--is now available. It

October 20, 2017

Jayson Lusk Receives BCCA

Noted ag economist has optimistic insights about "the future of food"

After the Borlaug CAST Communication Award sculpture was handed to Jayson Lusk, he began his speech with a humble observation. "I have no idea why I was chosen to join this prestigious group." He then gave a 30-minute presentation that demonstrated exactly why this self-proclaimed ag economist is a worthy recipient of an award that echoes the legacy of Norman Borlaug and includes a laureate list of influential ag/science communicators from around the world. In an address that included facts, surveys, and insights about tech innovation, Lusk stressed the importance of engaging consumers and considering their values when communicating with the public.



CAST and Syngenta hosted the October 18 World Food Prize side event that included a breakfast, the honoring of Jayson Lusk, and a panel discussion organized by the American Society of Agricultural and Biological Engineers. Kenneth Quinn, Julie Borlaug Larson, and other experts added insights during the session. [Click here for the press release](#), and scroll down to page two for more photos and information.

News and Views

GIPSA Announcement Elicits Mixed Reactions: The USDA announced a [rollback of two GIPSA rules](#)--Grain Inspection, Packers & Stockyards Administration. This U.S. senator is definitely [unhappy with the decision](#), while [others applaud it](#).



focuses on managing agriculture and natural resources.

Food Evolution Viewing

Narrated by Neil deGrasse Tyson, *Food Evolution* examines the debate and science around genetically modified organisms. The [film will be shown on Oct. 30 at the Iowa State campus](#)--followed by a discussion led by Dr. Alison Van Eenennaam.

Bioscience Symposium

The [Arkansas Biosciences Institute](#) will hold its fall research symposium on Oct. 25.



CAST Social Media

Click here for [links to CAST sites](#):

Twitter, Facebook, LinkedIn, Pinterest, videos, and blogs.

SNAP and the Farm Bill: At the World Food Prize Hunger Summit, former U.S. Secretaries of Agriculture discussed the [SNAP program, food restrictions, and nutritional education](#).

Former Ag Secretaries: Tom Vilsack, Mike Johanns, Ann Veneman, Ed Shafer, and Dan Glickman

New USDA Official Says "Keep the Faith": USDA Deputy Secretary Stephen Censky says they are [looking for new opportunities](#) on trade and ways to increase rural prosperity.

Ag and Biotech: Insights from Alison Van Eenennaam (UC-Davis) and Charlie Arnot (Center for Food Integrity) are included in this look at [gene editing and its possibilities](#). Dr. Van Eenennaam is the [2014 BCCA laureate](#).

News from the Far Side of the Barn

Panda-mania (video): These bears just want to [roll around and have fun](#).

Anesthetized, Wrapped, and Ready for Lunch (video): This [spider catches a toad](#) and bundles it up for lunch.

How to Bag a Snake: A Florida police officer isn't going to let a [nine-foot-long anaconda](#) bother her.



Kick back and get goofy.

Ag/Science Communication *Celebrating successes and facing challenges*



World Food Prize executive Kenneth Quinn noted that "agriculture brings people together."

For the eighth year in a row, the winner of the Borlaug CAST Communication Award (BCCA) was honored at a World Food Prize side event. This year's recipient--Jayson Lusk--gave an insightful keynote address about *The Future of Food*. After a breakfast sponsored by Syngenta, CAST Executive Vice President Kent Schescke and Syngenta's Dirk Drost spoke about Lusk's communication abilities and the many accomplishments that make him a perfect fit with this group of dynamic BCCA influencers. [Click here for the entire press release](#)--and here for an [article focused on Lusk's three key challenges](#) in communicating with the public.



CAST EVP Kent Schescke welcomed all to the event celebrating a "world supported by plants and animals."



BCCA laureate Jayson Lusk--in the middle with a panel of agriculture specialists gathered for the ASABE panel discussion titled *Designing the Road Out of Poverty: Ensuring Resource Access*. The group includes, left to right, Indrajeet Chaubey (Purdue), Margaret Catley-Carlson (World Food Prize), Geoff Graham (DuPont Pioneer), Lusk, David Baltensperger (Texas A&M), Timothy Williams (Inter. Water Management Inst.), and Stephen Searcy (Texas A&M and ASABE).

The Borlaug Legacy

The movement is carried on by his daughter, his granddaughter, and many others



Julie Borlaug Larson

The Borlaug CAST Communication Award is presented annually to science/ag experts who demonstrate an ability to communicate through written material, public presentations, and various forms of media. Visit the CAST website at www.cast-science.org for updated information about the award, including nomination forms for the 2018 Borlaug CAST Communication Award.



Jeanie Borlaug Laube and Channapatna Prakash.

The World Food Prize and CAST both have many connections with Norman Borlaug--Nobel Peace Prize winner and Father of the Green Revolution. He emphasized the importance of clear, credible communication about agriculture and science, and the annual BCCA event celebrates this cause. Those gathered at the 2017 session were delighted to have Jeanie Borlaug Laube (Borlaug's daughter) and Julie Borlaug Larson (his granddaughter) in attendance.

Jeanie Borlaug Laube (in photo above right with C.S. Prakash) leads the Borlaug Global Rust Initiative and is involved with many activities promoting agriculture. Prakash is an influential professor at Tuskegee University and winner of the [2015 BCCA Award](#).

Julie Borlaug Larson is Vice President of Communications at INARI Agriculture. She spoke eloquently about the ways her grandfather's words (and wisdom) still ring true today and emphasized Borlaug's connections to CAST. After thanking all those who work the land, she finished with a call for proactive communication: "Take it to the farmer, take it to the public."

Friday Notes News Categories

Photos courtesy of the Agricultural Research Service (top masthead); TopLatest News (globe at right). P. 1 Lusk photo from Dwight Tomes, photosynthesis graphic from scienceandtechnologyresearchnews.com, ag secretary group pic from agri-pulse.com, and panda pic from i.pinim.com. All P. 2 photos from Dwight Tomes. Animal Sec. cartoon from tbn0.gstatic.com. Food Sec. poster from grabyourhealthy.com. Plant Sec. tomato pic from dailymoss.com. Inter. Sec. boar pic from youtube.com. Gen. Sec. gorilla pic from digg.com. Unless otherwise noted, photos courtesy of the USDA Agricultural Research Service.



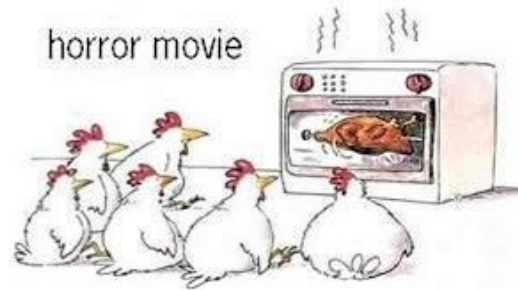
Animal Agriculture and Environmental News

Dealing with Animal Diseases: A new blue ribbon study--[*Biodefense: Defense of Animal Agriculture*](#)--comes from the Institute for Infectious Animal Diseases.

Tough Decisions about Antibiotics and Meat Production (video): Meat producers, processing companies, and advertisers struggle with central [questions about antibiotic use and consumer attitudes](#).

Pigs, Antibiotics, and Alternatives (opinion): This European livestock expert says there is [evidence that antibiotic reduction is cost-effective](#) and in general does not lead to more disease and productivity losses.

Tech and Antibiotics (related to above): This report says [technology can help in reducing antibiotic usage](#) by picking up on illnesses or poor performance before human observations can.



This turkey operator addresses some common [misconceptions related to the poultry industry](#).

Increased Interest in Ag and Veterinary Classes: More females are taking agriculture classes in Wisconsin high schools--a broader trend bolstered by the fact that more [girls are interested in becoming veterinarians](#).

Bio Pharm: A first-of-its-kind [biopharmaceutical production pharm](#) is coming to South Dakota--a facility designed specifically for cattle.



Food Science and Safety News

Food Safety with Veggies and Fruit (video): This site demonstrates how to [prevent foodborne illness](#) related to fruits and vegetables.

They're Greaaaat!?! (video): The Kellogg company's latest breakfast invention is [Chocolate Frosted Flakes](#)--an effort to reignite the morning food preference for cereal.

Pass the Cheese: U.S. [cheese exports rose](#) 30% during the last six months. Cheese shipments to Mexico, Australia, Japan, and the Middle East/North Africa increased by double- to triple-digits in volume sales.

Raw--But Safe? Texas health officials agreed to allow a [raw milk dairy to resume sales](#), but they warned that the threat of a brucellosis infection remains.

The Almond Is More Than a Nut: This almond farmer explains why "less is best" when [developing better production practices](#).

Sweet Temptation: Halloween time--with all its sweet candy temptations--can be a [challenging time for those with diabetes](#).



Here's What Fruits And Vegetables Looked Like Before We Domesticated Them. Wow!



This video shows that our [fruits and veggies came from some wild ancestors](#).



Plant Agriculture and Environmental News

Biofuels Showdown: White House officials have directed the EPA to stand down on efforts to weaken a [federal biofuel mandate](#) after pressure came from those seeking to preserve demand for corn and soy.

Dicamba--Restricted Use: A deal has been reached with three major agribusiness companies for [voluntary labeling requirements](#) for a controversial herbicide blamed for damaging crops.

Nutrient Reduction Strategy: Based on long-term research, Iowa State University makes these [recommendations about water quality practices](#).

Cover It in Mustard: Kansas State researchers compare methods of [controlling charcoal rot in soybean cultivars](#)--results indicate that a mustard plant might help.

Corn Production Efficiency: One technology that is improving crop efficiency is [water-optimized corn hybrids](#).

Irresistible Strawberries: The Cal Poly Strawberry Center, along with scientists throughout California and Florida, has been awarded a grant to [identify strawberry plants with natural disease resistance](#).



Ugly can be useful--turning [tomato by-products into livestock feed](#).



International News

A World Away: This Wisconsin agriculture agent is working to improve [farmer education in Tanzania](#).

Student Work Gets International Praise: A University of Kentucky student's work about eliminating poaching in Africa is [receiving widespread attention](#).

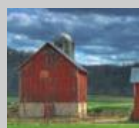
World Food Bank and Ag: According to this report, the World Bank's involvement in agriculture can [help reduce poverty, raise incomes, and improve food security](#) for 80% of the world's poor.

Raw Milk Vending Machines: A family-owned raw milk dairy in New Zealand [installed a dispenser at its gate](#), hoping people passing by on the road will purchase the output of its 520-cow herd.

When the Slurry Hits the Fan: Wet weather has made it [tough to spread manure safely](#) on many farms across Northern Ireland--farmers and environmentalists are concerned.



Radioactive wild boars--a long-term effect of Chernobyl--roam some wilderness areas of Sweden.



General Interest News

A Drive through One Level of Hell (video): This clip shows what it is like to [drive through a California wildfire](#).

Fires Leave Devastating Path: This UC-Davis article looks at the impact Northern California [fires might have on the wine industry](#).

Detox Research: A Kansas State lab is leading a project that is looking at [ways to reduce food loss and human health issues](#) due to toxins.

Realizing Dreams: A North Carolina State program increases the number of sustainable and economically viable farms by [helping aspiring farmers](#).

Harvesting Aid and Goodwill: Cornell University is helping New York [farmers share their harvest with those in devastated areas](#).



Check out pics from the annual [Wildlife Photographer of the Year](#).

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 Seed Trade Association
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- * American Society of Agricultural and Biological Engineers
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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
- * 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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