



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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Societies Promote Ag

CAST has been helped by many influential societies in its mission to promote agriculture. [ASABE](#) (American Society of Agricultural and Biological Engineers) has been a member since 1974, and on October 18, they will join in hosting the [Borlaug CAST Communication Award morning event](#) at the World Food Prize.

Into the Vast Universe

A University of Arkansas alum was featured in this fascinating look at the [Hubble Space Telescope and its amazing images](#).

Gene Editing Conference

The [Genetic Editing in Agricultural Biotechnology Roundtable](#) will occur on October 24 at the North Carolina Biotechnology Center. Note: the biotech center held a [screening and panel session for the film Food Evolution](#) on Oct. 5.

October 6, 2017

Farm-to-School

Connecting students with locally grown food



Images from last year's projects.

October is national Farm-to-School Month--a time to celebrate the connections among schools, farmers, and healthy food. Millions of students, farmers, and communities celebrate the movement that is improving child nutrition, supporting local economies, and increasing food education. Check out these three sources:

- (1) This USDA site provides [resources including toolkits, fact sheets, and other ideas](#) for use in schools.
- (2) This network looks at [how the movement enriches](#) the connection communities have with fresh, healthy food and local food producers.
- (3) The Food Tank organization is celebrating Farm-to-School Month by featuring 19 [inspiring and innovative farm-to-school programs from around the world](#).

News and Views

USDA Nominees Confirmed: Secretary of Agriculture Sonny Perdue praised the Senate's [confirmation of two key nominees for the USDA](#)--Steve Censky as Deputy Secretary and Ted McKinney as Under Secretary for Trade and Foreign Agricultural Affairs. Bill Northey and Greg Ibach are [also being interviewed](#) for USDA positions.

National 4-H Week

Many have [joined in with National 4-H Week](#), but the organization offers opportunities throughout the year.

Massive Farm Fair

Cornell University supported a South Asia agriculture fair that [gathered more than 1.6 million farmers](#) in India.

Teaching Laboratory

The University of Kentucky Veterinary Diagnostic Laboratory brings an [interactive learning experience to students and others](#).

CAST Social Media



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

Consumers and GMO Labels: Jayson Lusk [analyzes a survey about how consumers might respond](#) to new "contains GMO" labels compared to existing labels indicating an absence of GMOs.

Research about Biotech Labels (related to above): CAST provides free access to two important research papers regarding biotech labeling: One looks at [process labeling of food](#) and the other examines the [potential impacts of mandatory labeling](#).

News from the Far Side of the Barn

Uneasy Rider (video): A [bear surprised drivers on a Russian road](#) by taking a ride in a motorcycle sidecar.



Life in the fast lane.

Tootin' His Own Horn (video): In a second short clip, the talented [bear rides and plays a musical horn](#).

Freaky Fast Fox: In the United States, rats steal pizza. In Sweden, apparently [foxes have that angle covered](#).

CAST's Annual Award Event at World Food Prize

Syngenta and ASABE lend support for the morning session



The Council for Agricultural Science and Technology and Syngenta [invite you to honor Dr. Jayson Lusk](#)--the 2017 Borlaug CAST Communication Award winner--on the occasion of the 2017 Borlaug Dialogue hosted by the World Food Prize Foundation.

The session will occur Wednesday, October 18, 2017, from 7:00 a.m. to 9:45 a.m. CDT in Des Moines, Iowa.

The event will feature a keynote speech by Jayson Lusk--*The Future of Food*. This will be followed by a presentation and panel discussion--*Designing the*

Road out of Poverty: Ensuring Resource Access--cohosted by the American Society of Agricultural and Biological Engineers (ASABE).



Humanize Yourself

A Guest Blog from Dr. Carl Winter

Past BCCA winners continue to influence science and agriculture. UC-Davis professor Carl Winter won the 2012 Borlaug CAST Communication Award, and in this [new CAST blog \(full text here\)](#), he explains the importance of effective communication.



An excerpt: "Successful public communication of complicated and contentious scientific issues requires a lot of hard work--the development of effective science-based messages pitched at the appropriate level for public consumption is still a daunting task for most scientists."

Winter makes a solid case for presenting science as exciting and relevant. He concludes, "Making such efforts to humanize yourself may not change how the audience ultimately responds to your

messages, but it may increase the likelihood that the audience will hear you out or wish to engage with you further down the road."

Friday Notes News Categories

Photos courtesy of the Agricultural Research Service (top masthead); TopLatest News (globe at right). P. 1 globe pic from purdue.jpg, collage from farmtoschool.org, and bear pic from shockmansion.com. Animal Sec. bull pic from registercitizen.com. Food Sec. pepper mill pic from lessonbucket.jpg. Inter. Sec. sundae pic from usnews.jpg. Gen. Sec. Brady pic from cbssports.com. Unless otherwise noted, photos courtesy of the USDA Agricultural Research Service.



Animal Agriculture and Environmental News

Birds of a Different Feather (video): A handful of farmers [specializes in working with exotic birds](#)--including this couple who started raising them after their pet pig was struck by lightning.

Porktober: This [National Pork Month](#) article looks at five ways pig farmers can share all things pork.

Livestock Sustainability: New data indicates that animals primarily consume foods not fit for human consumption, and [meat production requires less](#) grain than generally reported.

Paying the Price? Some companies are finding that [consumers are not willing to pay the premium](#) for cage-free eggs that are raised in what is termed "more humane conditions."

Prescribing for Pigs: U.S. [veterinarians completed a series of studies](#) on some of the most commonly prescribed medications used in pork production.

Cattle in the Tropics: A new international beef initiative at Texas A&M University emphasizes [research and educational activities](#) related to cattle adapted to subtropical and tropical climates.

USDA Information: The Livestock, Poultry, and Grain Market News Division [provides information](#) about the sale and purchase of livestock, meat, poultry, eggs, grains, and more.

Conduit for Landowners and Newbies: The Cattlegrowers Foundation aims to [connect landowners with budding agriculturalists](#).



Eight feet of horn and a lotta bull

gets sold for \$165,000.



Food Science and Safety News

It Doesn't Come in Pumpkin Spice Flavor--Yet

(video): According to this clip, flavored milk is a fun way for kids, teens, and adults to [enjoy milk while getting the essential nutrients](#) they need.

Smart Phones Get Dumbed Down: This chef has a [solution to phone use at the dinner table](#) (*related link in caption at right).

Combat Muscle Loss (audio): Increased protein can [help aid with weight-loss problems and build muscle mass](#)--most get plenty of protein each day, but the elderly and critically ill do not.

A Dying Skill: The grocery industry confronts a new problem--[research states only 10% of Americans love cooking](#).

Fear of Fruits: New research shows [fear-based messaging tactics may be having a negative impact on the consumption of fruits and vegetables](#) among low-income consumers.

Cracking The Peanut Allergy: Doctors and scientists have [discovered a way to reduce the chances of children developing this common](#) and sometimes deadly allergy.



Phone silencers at the table--modern tech and old-school conversation (*related link at left).



Plant Agriculture and Environmental News

The Power of Prairie Strips: A new Iowa State University study says small patches of native prairie plants provide a [range of conservation benefits](#) and could reduce water pollution from farm fields (*related article in caption at right).

Biofuel By-products: Two new studies show that [generating energy from ethanol industry by-products](#) can fuel a billion-dollar business opportunity for the farm economy.

Unraveling DNA Mysteries: Biologists published findings describing the process that corn uses to [unravel and replicate small segments of its chromosomes](#) at different times.

Baking Weed Seed: A new research project will explore the [use of thermal waste heat](#) from the harvester to destroy weed seeds.

Robot Weed Zapper: John Deere just spent \$305 million to acquire a start-up that makes [robots capable of identifying unwanted plants](#) and shooting them with deadly, high-precision herbicide.

Energized Enzymes: These Cornell scientists say that plants produce more than [a million small, nonprotein molecules](#) that they use for communication, defense, and other purposes.

Melon Evolution: [Pumpkins, squash, and other melon-like fruits share a common ancestor](#) that dates back about 100 million years.

Pathway to Soil Science: [Many undergraduate students are unaware of soil science coursework](#) and how it relates to majors like engineering and biology--North Carolina State University is changing that.



Prairies can be practical (*article at left) and maybe even transcendental--[Time Travel in the Prairie Grass](#).



International News

Fast Food, Fast Weight Gain? (opinion): According to this writer, new chain restaurants influence [the way fast food can shape](#) palates, habits, and waistlines in Ghana.

Aquaculture and Food Security: This editorial looks at aquaculture and the fact that [fish is the key livelihood for many](#)--a large factor of food security in countries such as Nigeria and Vietnam.

World's First Robotic Farm: An [experimental robotic farm run by United Kingdom scientists](#) has been harvested for the first time.

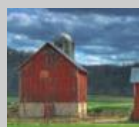
Call for Biotech in Africa: Uganda's president endorsed the [urgent need to use biotechnology](#) in African agriculture, potentially breaking the nation's political stalemate regarding GMO use.

Your Brain on Seaweed: Australian researchers believe seaweed could be used to [help heal damaged brain tissue](#) caused by injury or stroke.

Pork Potential: This ag writer says that Romania's hog farmers can become [big players in pork production](#).



Bacon sundaes on the menu? Iowa's [Blue Ribbon Bacon Festival will be introduced to Japan](#) this year.



General Interest News

Nurturing the Staff of Life--Responsible Agriculture (video): This globe-trotting advisor on sustainability says that [responsible agriculture and food consumption](#) are crucial to world stability.

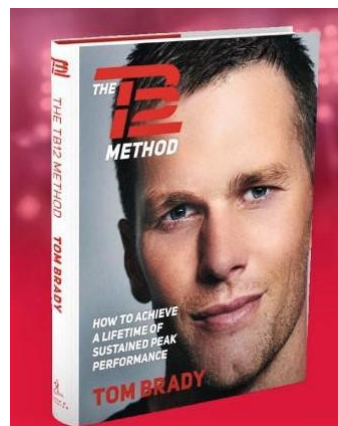
It's Not Easy Being Green (opinion): A [potentially harmful algae bloom](#) covered more than 700 square miles in the western basin of Lake Erie.

Making Algae Beneficial? (related to above): Texas A&M researchers joined a project to look at [sustainable production of algal biofuel](#)--new technology that may revolutionize the search for the perfect algal strain.

New Breed of American Farmer: From humble beginnings, this farmer has linked a remarkably [consistent chain of farming successes](#), stacking strength on strength over 16 years.

Smart Farming (opinion): This article includes ways the Internet of Things will [revolutionize every aspect of agribusiness](#).

Smart Consumers? This survey indicates both rural and metro-area residents are concerned about consumers' [lack of knowledge about agriculture](#). The article includes five suggestions to help.



Tackling Tom Brady: This farmer [wants Tom Brady to visit her family farm](#) so she can "educate him" about his food and farming concerns.

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 Meat Science Association
- * American Meteorological Society, Committee on Agricultural and Forest Meteorology
- * American Seed Trade Association
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- * American Society of Agricultural and Biological Engineers
- * American Society of Agronomy



- * American Society of Animal Science
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- * 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
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