



News and information about this award and Marty Matlock can be found [here](#) and [here](#). CropLife Foundation is the sponsor of the 2018 award.

### **Announcement of 2018 Winner:**

Nominations opened November 1, 2017 and closed February 5, 2018. There were 24 nominations submitted for consideration by the 2018 selection committee. A news announcement went to 6,682 e-contacts resulting in 1,602 opens/interactions (24.3%). A sampling of sites where the announcement was picked up: AgriMarketing, November 3, 2017, *Nominations Open for the 2018 Borlaug CAST Communication Award*, <https://www.agrimarketing.com/s/113358>; American Seed Trade Association; Farm Forum; High Plains/Midwest Ag Journal, Ohio Ag Connection, USAgNet.com, Wisconsin Ag Connection.

April 24, 2018 - Dr. Marty Matlock was announced as the 2018 award winner at an announcement event held on April 24 at USDA Whitten Patio in Washington, D.C. CAST's Kent Schescke welcomed the gathering before the 2017 BCCA winner, Jayson Lusk, delivered his address—[The Politicization of Food Consumption and Communication](#). CAST president, Nancy Reichert of Mississippi State University, then announced the 2018 award winner. Genevieve O'Sullivan of CropLife America delivered the concluding remarks. There were 63 RSVPs to attend the event.

### **Press Release**

- Press release went to 9,056 e-contacts (3,601 media) resulting in 4,456 opens/interactions
- 229,221 headline impressions, and 159 total pickups on [press release through PRWeb](#).
- A sampling of sites where the release was picked up: AgriMarketing, American Seed Trade Association, American Society of Agronomy Science Policy Report, Chicago Evening Post, Dairy Business, FarmForum, Farm Progress, Feedstuffs, High Plains/Midwest Ag Journal, Iowa State University CALS Online, KansasFarmer, MeatingPlace.com, One News Page, Our Finance Daily, Soil Science Society of America, Southeast FarmPress, University of Arkansas Sustainability Blog, University Chronicle, University of Arkansas, and multiple ABC, CBS, NBC, and FOX news channel affiliates.

### **Presentation of Award at World Food Prize:**

The award presentation took place on Wednesday, October 17, 2018 in Des Moines, IA at a breakfast side event to the World Food Prize. Dr. Marty Matlock gave a [keynote presentation](#) on *The Promise of Prosperity from the Land in the 21st Century*. The award presentation was followed by a presentation and panel discussion on *Global Sustainability for a Vibrant Earth*, hosted in conjunction with the American Society of Agricultural and Biological Engineers (ASABE) and the American Society of Agronomy (ASA). [Link to program](#).

### **Press Release**

- Press release went to 8,564 e-contacts resulting in 1,868 opens/interactions (21.8%).
- A sampling of sites where the release was picked up: Green Plug Nuuz Magazin, Inari Agriculture, MeatingPlace.com; U.S. Wheat Associates

### **Follow-On Activities**

May 6, 2019, Marty Matlock invited to write a blog for the **World Food Prize Borlaug Blog**, *Borlaug's Vision and Impact*

[https://www.worldfoodprize.org/index.cfm/88533/18750/borlaugs\\_vision\\_and\\_impact](https://www.worldfoodprize.org/index.cfm/88533/18750/borlaugs_vision_and_impact)

*This report last updated 5/28/2019.*

May 17, 2019 article for **Illinois Soybean Association** by Marty Matlock, *The Borlaug Hypothesis: Modern Farm Practices, Increased Production, Less Land, Fewer Inputs*  
<https://www.ilsoy.org/article/borlaug-hypothesis>

**Articles and Web Mentions:**

**AAEA Blog (Agricultural & Applied Economics Association)**, May 24, 2018  
<http://blog.aaea.org/2018/05/council-for-agricultural-science-and.html>

**AgriMarketing**, October 18, 2018, *U of Arkansas' Marty Matlock Honored at the 2018 Borlaug CAST Communications Award Ceremony*  
<https://www.agrimarketing.com/s/120008>

**CAST**, October 18, 2018, *Marty Matlock Honored at the 2018 Borlaug CAST Communication Award Ceremony*  
[http://www.cast-science.org/news/?marty\\_matlock\\_honored\\_at\\_the\\_2018\\_borlaug\\_cast\\_communication\\_award\\_ceremony&show=news&newsID=23617](http://www.cast-science.org/news/?marty_matlock_honored_at_the_2018_borlaug_cast_communication_award_ceremony&show=news&newsID=23617)

**CBGames**, October 18, 2018, *Matlock, Champion Of Science In Sustainability, Honored With Borlaug Communication Award*  
<http://cbgame.net/news/Matlock,-Champion-of-Science-in-Sustainability,-Honored-With-Borlaug-Communication-Award>

**Delta Farm Press**, October 18, 2018, *CAST award winner focuses on sustainability: Marty Matlock speaks during World Food Prize experience in Des Moines*  
<https://www.deltafarmpress.com/farm-life/cast-award-winner-focuses-sustainability>

**Inside ASABE**, October 31, 2018  
[https://www.asabe.org/Portals/0/PublicAffairs\\_Std/InsideASABE/2018/2018October.pdf](https://www.asabe.org/Portals/0/PublicAffairs_Std/InsideASABE/2018/2018October.pdf)

**Iowa Farm Bureau Federation**, Dirk Steimel, October 22, 2018, *Gaining prosperity from the land*  
<https://www.iowafarmbureau.com/Article/Gaining-prosperity-from-the-land>

**NAAE Monday Morning Monitor**, October 19, 2018  
<https://communities.naae.org/blogs/mmm/2018/10/22/monday-morning-monitor-10222018>

**Seed World**, November 13, 2018, *Marty Matlock Honored at the 2018 Borlaug CAST Communication Award Ceremony*  
<https://seedworld.com/marty-matlock-honored-at-the-2018-borlaug-cast-communication-award-ceremony/>

**Soil Science Society of America**, October 18, 2018  
<https://www.soils.org/science-policy/sspr/2018-05-02/#5710>

**The Progressive Farmer**, October 18, 2018, *Intensify to Sustainability: CAST Award Winner Highlights Ag Intensification, Stewardship in Climate Conversation*  
<https://www.dtnpf.com/agriculture/web/ag/news/world-policy/article/2018/10/18/cast-award-winner-highlights-ag-2>

**University of Arkansas**, April 26, 2018, *Professor, Director Marty Matlock Named Winner of 2018 Borlaug CAST Communication Award*  
<https://news.uark.edu/articles/41781/professor-director-marty-matlock-named-winner-of-2018-borlaug-cast-communication-award>

*This report last updated 5/28/2019.*

**University of Arkansas**, October 22, 2018, *Matlock, champion of science in sustainability, honored with Borlaug CAST Communication Award*  
<https://news.uark.edu/articles/45193/matlock-champion-of-science-in-sustainability-honored-with-borlaug-communication-award>

**University of Arkansas College of Research and Extension Flickr**, October 18, 2018  
<https://www.flickr.com/photos/uacescomm/sets/72157701014507481/with/45408323501/>

**University of Arkansas Office of Sustainability**, October 18, 2018  
<https://sustainability.uark.edu/directory/faculty/uid/mmatlock/name/Marty-Matlock/>

**University of Arkansas College of Engineering**, October 18, 2018  
<https://mse.uark.edu/about-us/index.php>

**U.S. Sustainability Alliance**, November 8, 2018, *Dr. Marty Matlock Recognized for Borlaug CAST Communications Award*  
<https://thesustainabilityalliance.us/dr-marty-matlock-recognized-for-borlaug-cast-communication-award/>

**WallacesFarmer**, April 26, 2018  
<https://www.wallacesfarmer.com/names-news/marty-matlock-receives-borlaug-cast-communication-award>

**Western Farm Press**, October 18, 2018  
<https://www.westernfarmpress.com/farm-life/cast-award-winner-focuses-sustainability>

**Western Society of Weed Science Newsletter**, March 2019  
<http://www.wsweedscience.org/wp-content/uploads/CAST-Report-WSWS-March-2019.pdf>

#### **Social Media:**

##### **Facebook—**

**AgBioWorld**, April 24, 2018—**3 likes**  
Welcome to the club Dr. Marty Matlock!

**Cara Cowan Watts**, April 27, 2018—**3 likes**  
2018 Borlaug CAST Communication Award Goes to Dr. Marty Matlock...

**Laura Mabry**, April 28, 2018—**9 likes**  
Congratulations to Marty Matlock. He is Absolute treasure at the university!

**National Institute for Animal Agriculture (NIAA)**, April 26, 2018—**3 likes and 1 comment**  
2018 Borlaug CAST Communication Award Goes to NIAA member, Dr. Marty Matlock! One nominator wrote...

**Fay Jones School of Architecture and Design**, May 2, 2018—**15 likes**  
Marty Matlock, director of the Fay Jones School's newly established

**CAST**, June 25, 2018 – **3 likes**  
Dr. Marty Matlock took part in a journalism series exploring technological advances and business trends, with a special focus on new technologies and practices promoting food safety and security...  
<https://www.facebook.com/CASTagScience/posts/1788512184576903>

**Cyndi Savio-Sedlak**, June 11, 2018  
[http://www.cast-science.org/news/?2018\\_bcca\\_award\\_goes\\_to\\_marty\\_matlock&show=news&newsID=23548](http://www.cast-science.org/news/?2018_bcca_award_goes_to_marty_matlock&show=news&newsID=23548)

**CAST**, June 2, 2018 – **1 like and 1 share**

*This report last updated 5/28/2019.*

CAST's 2018 BCCA winner is an internationally recognized expert in agricultural sustainability metrics and assessment...

<https://www.facebook.com/CASTagScience/photos/a.477568575671277.1073741827.134721559955982/1756191411142314/?type=3&theater>

**CAST**, May 25, 2018—*1 like*

Congratulations to CAST's 2018 Borlaug CAST Communication Award winner!

<https://www.facebook.com/CASTagScience/photos/a.477568575671277.1073741827.134721559955982/1750034685091320/?type=3&theater>

**CAST**, April 24, 2018—*2 likes and 1 share*

2018 Borlaug CAST Communication Award Goes to Marty Matlock...

<https://www.facebook.com/CASTagScience/photos/a.477568575671277.1073741827.134721559955982/1719480138146775/?type=3&theater>

**CAST**, October 17, 2018—*6 likes and 2 shares*

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/1953599461401507/?type=3>

**CAST**, October 17, 2018—*2 likes and 1 share*

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/1948808901880563/?type=3>

**CAST**, October 17, 2018—*1 like*

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/1953533944741392/?type=3>

**CAST**, October 17, 2018—*6 likes and 2 shares*

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/1953599461401507/?type=3>

**CAST**, October 17, 2018—*13 likes, 12 comments, 4 shares, and 898 views*

<https://www.facebook.com/CASTagScience/videos/260176588024948/>

**CAST**, October 5, 2018

<https://www.facebook.com/CASTagScience/posts/1939258992835554>

**CAST**, October 12, 2018

<https://www.facebook.com/CASTagScience/posts/1949837411777712>

**CAST**, September 17, 2018—*2 likes and 2 shares*

<https://www.facebook.com/CASTagScience/posts/1919709918123795>

**CAST**, October 17, 2018—*4 likes and 1 share*

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/1948831555211631/?type=3>

**CAST**, May 5, 2018

<https://www.facebook.com/CASTagScience/posts/1729545293806926>

**CAST**, October 13, 2018

<https://www.facebook.com/CASTagScience/posts/1949831225111664>

**CAST**, October 16, 2018—*2 likes and 1 share*

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/1948808901880563/?type=3>

**CAST**, January 27, 2018

<https://www.facebook.com/CASTagScience/posts/1627564347338355>

*This report last updated 5/28/2019.*

**CAST**, November 24, 2018—*1 like and 4 shares*  
<https://www.facebook.com/CASTagScience/posts/1953732971388156>

**John M. Norwood**, October 18, 2018—*2 likes*  
<https://www.facebook.com/norwoodforiowa/posts/1576875892412320>

**The World Food Prize**, November 3, 2017—*2 likes and 1 share*  
<https://www.facebook.com/worldfoodprize/posts/10155082112726794>

**U.S. Farmers & Ranchers Alliance**, October 17, 2018—*2 like*  
<https://www.facebook.com/USFarmersandRanchers/posts/1985301411535738>

**University of Arkansas School of Law**, October 3, 2018—*5 likes*  
<https://www.facebook.com/UARKLaw/posts/10157900547766038>

**AgBioWorld**, October 17, 2018—*21 likes and 1 comment*  
<https://www.facebook.com/agbioworld/posts/2116036361749139>

**Venura Herath**, October 17, 2018—*3 likes and 1 share*  
<https://www.facebook.com/venura.herath/posts/10105412979732079>

#### **Twitter—**

**@FayJonesSchool**, April 30, 2018—*3 likes*  
Marty Matlock, director of the newly established University of Arkansas Resiliency Center...

**@UARKLibraries**, April 27, 2018—*5 retweets and 17 likes*  
Congratulations to @UArkansas professor, Marty Matlock, for receiving the 2018 Borlaug...

**@UArkansas**, April 27, 2018—*1 retweet and 7 likes*  
Professor, Director Marty Matlock Named Winner of 2018 Borlaug CAST Communication Award...

**@AgBioWorld**, April 24, 2018—*2 comments, 6 retweets, and 21 likes*  
Welcome to the club, Dr. Marty Matlock...

**@CASTagScience**, April 24, 2018—*3 retweets and 8 likes*  
2018 Borlaug CAST Communication Award Goes to Marty Matlock...

**@caracowanwatts**, April 27, 2018—*1 like*  
2018 Borlaug CAST Communication Award Goes to...

**@aglawllm**, April 27, 2018—*2 likes*  
Professor, Director Marty Matlock Named Winner of 2018 Borlaug CAST...

**@NIAA\_Comm**, April 26, 2018—*1 like*  
2018 Borlaug CAST Communication Award Goes to NIAA member...

**@LauraAnnMabry**, April 25, 2018—*1 like*  
AgriMarketing.com – U of Arkansas Professor Marty Matlock To Receive...

**@SustainUIA**, April 25, 2018—*1 like*  
New Sustainability Blog post: Dr. Marty Matlock Announced as the 2018...

*This report last updated 5/28/2019.*

**@FoodConcerns**, April 25, 2018—**1 like**  
CONGRATS MARTY!! (and go @ArkRazorbacks!) 2018 #Borlaug @CAST Communication...

**@ILSIRF**, April 24, 2018—**1 like**  
Congratulations to Dr. Marty Matlock of @UArkansas, who recently received the 2018...

**@Jack\_A\_Bobo**, April 24, 2018—**3 likes**  
@CASTagScience congratulations to Marty Matlock, 2018 recipients of the CAST communication...

**@CASTagScience**, April 24, 2018—**7 retweets and 4 likes**  
CAST event in D.C. today—Jayson Lusk presentation and announcement of...

**@FoodConcerns**, April 3, 2018—**2 likes**  
I'm attending 2018 Borlaug CAST Communication Award...

**@CASTagScience**, April 3, 2018—**1 retweet and 3 likes**  
Join us for the 2018 Borlaug CAST Communication Award Announcement Event...

**@CASTagScience**, February 2, 2018  
Reminder: Submit Nominations for the 2018 Borlaug CAST Communication Award Soon...

**@CASTagScience**, January 29, 2018  
Reminder: Submit Nominations for the 2018 Borlaug CAST Communication Award Soon!

**@Women4Ag**, January 10, 2018—**2 retweets and 3 likes**  
Nominations are open for the 2018 Borlaug CAST Communication Award...

**@CASTagScience**, January 10, 2018—**1 retweet**  
There's Still Time! Nominate Your Candidate for the 2018 Borlaug CAST...

**@CASTagScience**, January 7, 2018—**2 retweets and 1 like**  
There's Still Time! Nominate Your Candidate...

**@WorldFoodPrize**, January 3, 2018—**3 retweets and 2 likes**  
Nominations for the 2018 Borlaug CAST Communication Award...

**@CASTagScience**, January 3, 2018—**1 retweet and 1 like**  
There's Still Time! Nominate Your Candidate for the 2018 Borlaug CAST Communication Award

**@CASTagScience**, November 24, 2017—**3 retweets and 2 likes**  
Do you know someone who is actively working in the agricultural, environmental, and food sectors...

**@CASTagScience**, November 8, 2017—**2 retweets and 1 like**  
Nominations Open for 2018 Borlaug CAST Communication Award...

**@CASTagScience**, November 5, 2017—**1 retweet and 1 like**  
Nominations Open for 2018 Borlaug CAST Communication Award...

**@PICogeneration**, November 4, 2017—**1 like**  
Nominations are open for the 2018 Borlaug CAST Communication Award...

**@countyFare**, November 2, 2017—**1 like**

*This report last updated 5/28/2019.*



Nominations open for Borlaug CAST Communication Award...

**@CASTagScience**, November 1, 2017—**2 retweets and 3 likes**  
Nominations Open for 2018...

**@CASTagScience**, June 25, 2018 – **2 likes**

Dr. Marty Matlock, 2018 BCCA winner, took part in a journalism series exploring technological advances and business trends...

**@CASTagScience**, June 2, 2018 – **2 likes**

CAST's 2018 BCCA winner is an internationally recognized expert in agricultural...

**@CASTagScience**, May 25, 2018

Congratulations to CAST's 2018 Borlaug CAST Communication Award winner!

**@CASTagScience**, May 5, 2018

Click here to watch the video of the 2018 BCCA Announcement Program...

**@CASTagScience**, Jan 27, 2018 – **1 like**

The nomination deadline for @CASTagScience's #BCCA18 is due February 5!

**@VroomJayJohn**, Oct 18, 2018—**4 likes**

<https://twitter.com/VroomJayJohn/status/1052914943102726144>

**@CASTagScience**, October 17, 2018—**14 retweets and 32 likes**

<https://twitter.com/CASTagScience/status/1052514561260048384>

**@JeffSimmons2050**, October 18, 2019—**1 like**

<https://twitter.com/JeffSimmons2050/status/1052953956786298880>

**@Dairy\_Food\_**, October 18, 2019—**2 retweets and 7 likes**

[https://twitter.com/Dairy\\_Food\\_/status/1052726949934555136](https://twitter.com/Dairy_Food_/status/1052726949934555136)

**@MikeNaigIA**, October 17, 2018—**3 retweets and 10 likes**

<https://twitter.com/MikeNaigIA/status/1052563994463137796>

**@AgBioWorld**, October 17, 2018—**5 retweets and 15 likes**

<https://twitter.com/AgBioWorld/status/1052555420391239680>

**@fitzisit**, October 17, 2018—**2 retweets and 5 likes**

<https://twitter.com/fitzisit/status/1052621102776799232>

**@IowaAgWater**, October 17, 2018—**2 retweets and 4 likes**

<https://twitter.com/IowaAgWater/status/1052542683988860928>

**@CAST**, October 17, 2018—**1 like**

<https://twitter.com/CASTagScience/status/1052523367692152832>

**@CAST**, October 17, 2018—**5 retweets and 11 likes**

<https://twitter.com/CASTagScience/status/1052548533625245696>

**@OSUWasteManage**, October, 18, 2018—**2 retweets and 2 likes**

<https://twitter.com/OSUWasteManage/status/1052935106950819840>

*This report last updated 5/28/2019.*

**@JulieBorlaug**, October 17, 2018—**8 retweets and 21 likes**  
<https://twitter.com/JulieBorlaug/status/1052549791681527808>

**@JameeLyn5212**, October 17, 2018—**2 retweets and 4 likes**  
<https://twitter.com/JameeLyn5212/status/1052586872709365761>

**@SustainableUSAg**, October 17, 2018—**1 like**  
<https://twitter.com/SustainableUSAg/status/1052649769728917504>

**@FoodConcerns**, October 17, 2018—**1 like**  
<https://twitter.com/FoodConcerns/status/1052547080508583938>

**@FoodConcerns**, October 17, 2018—**1 retweet and 2 likes**  
<https://twitter.com/FoodConcerns/status/1052541768368119809>

**@CASTagScience**, October 16, 2018  
<https://twitter.com/CASTagScience/status/1052348467895459841>

**@USFRA**, October 17, 2018—**1 retweet and 3 likes**  
<https://twitter.com/USFRA/status/1052563071821107200>

**@CASTagScience**, October 16, 2018—**1 like**  
<https://twitter.com/CASTagScience/status/1052190736064614401>

**@DBaltensperger**, October 16, 2018—**8 likes**  
<https://twitter.com/DBaltensperger/status/1052365721123086338>

**@VroomJayJohn**, October 18, 2018—**3 likes**  
<https://twitter.com/VroomJayJohn/status/1052914195602317312>

**@WorldFoodPrize**, October 17, 2018—**4 retweets and 10 likes**  
<https://twitter.com/WorldFoodPrize/status/1052551024634937344>

#### **LinkedIn—**

**Marty Matlock**, April 26, 2018—**76 likes and 37 comments**

Dr. Borlaug was my mentor and friend—I am honored to receive this CAST Borlaug Communications Award!

**CAST**, April 26, 2018—**2 likes**

2018 Borlaug CAST Communication Award Goes to Marty Matlock...

**Michelle Parks**, May 3, 2018—**5 likes**

Marty Matlock will receive the 2018 Borlaug CAST Communication Award from the U.S. Council for Agricultural Science and Technology...

**CAST**, May 10, 2018 (6 months ago)—**1 like**

Nominations are open for the 2018 Borlaug CAST Communication Award...

**CAST**, May 10, 2018 (5 days ago)

Click here to watch the video of the 2018 BCCA Announcement Program—The Politicization of Food...

**The World Food Prize Foundation**, May 10, 2018 (4 months ago)—**2 likes**

*This report last updated 5/28/2019.*



Nominations are open for the 2018 Borlaug CAST Communication Award! This honor recognizes...

**Douglas Hutchings**, May 10, 2018 (2 weeks ago)—**8 likes**

Congratulations Mary Matlock, very well deserved!

**CAST**, June 25, 2018

Dr. Marty Matlock, 2018 BCCA winner, took part in a journalism series exploring...

**Blog—**

**The Borlaug Legacy Lives On—Congratulations Dr. Marty Matlock!** – April 26, 2018

<http://cast-science.blogspot.com/2018/04/the-borlaug-legacy-lives-on.html>

**Agriculture on Center Stage--Awards, Events, Communication**, October 12, 2018

<http://cast-science.blogspot.com/2018/10/agriculture-on-center-stage-awards.html>