



CAST Issue Paper 69

## ***Food Biofortification—Reaping the Benefits of Science to Overcome Hidden Hunger***

Released October 14, 2020

Chair: **Dr. Howarth Bouis, International Food Policy Research Institute**; 21-member task force

### **Release/Rollout**

The CAST Issue Paper, “Food Biofortification—Reaping the Benefits of Science to Overcome Hidden Hunger,” was released on October 14, 2020. On October 15, task force chair, Dr. Howarth Bouis, and a [panel of six authors](#) presented highlights of the paper followed by a Q&A session with the audience. There were 470 registrants for the webinar.

- [Webinar Video](#)—165 views through YouTube and 68 views through [Facebook](#) as of April 14, 2021
- [Link to commentary, Ag quickCAST, student study guide, webinar video, and Q&A.](#)

**In-kind Contributions:** 270 volunteer hours; \$19,980 monetary value

### **Press Release (results two weeks after release)**

- Distributed through [Constant Contact](#), [PRWeb](#), and the [CAST website](#).
- Press release went to 10,114 e-contacts resulting in 5,095 opens
- 109 views of the press release from the CAST website as of March 29, 2021.
- The press release through PRWeb resulted in 3,148 views and reached 928 targeted influencers (journalists/bloggers).
- 104 media outlets posted the press release. A sampling of sites where the press release was picked up: Biotech Blog, Growing America, Journal of Commercial Biotechnology, RFD-TV, News Break, NAAE Communities of Practice, One News Page (U.S. and Global Editions), Ask.com, Seed Daily, Owler, and many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC)

### **Follow-On Activities**

**International Potato Center**

<https://cipotato.org/eventwfp2020/food-biofortification-reaping-benefits-science-overcome-hidden-hunger/>

*This report last updated 4/14/2021.*

## Paper Distribution

Paper Distribution (print and online access from CAST website) 6 months after release –1,551

## Indirect Paper Distribution

### Ghent University Library

<https://biblio.ugent.be/publication/8681290>

### Global Alliance for Improved Nutrition

<https://www.gainhealth.org/second-global-summit-food-fortification-launch-event>

### HarvestZinc

<https://www.harvestzinc.org/publications>

### International Food Policy Research Institute

<https://www.ifpri.org/publication/food-biofortification-reaping-benefits-science-overcome-hidden-hunger-paper-series-need>

### ResearchGate

[https://www.researchgate.net/publication/344785114\\_Food\\_Biofortification\\_-\\_Reaping\\_the\\_Benefits\\_of\\_Science\\_to\\_Overcome\\_Hidden\\_Hunger\\_A\\_paper\\_in\\_the\\_series\\_on\\_The\\_Need\\_for\\_Agricultural\\_Innovation\\_to\\_Sustainably\\_Feed\\_the\\_World\\_by\\_2050](https://www.researchgate.net/publication/344785114_Food_Biofortification_-_Reaping_the_Benefits_of_Science_to_Overcome_Hidden_Hunger_A_paper_in_the_series_on_The_Need_for_Agricultural_Innovation_to_Sustainably_Feed_the_World_by_2050)

### Sweet Potato Knowledge Portal

[https://www.sweetpotatoknowledge.org/wp-content/uploads/2020/10/CAST\\_IP69\\_Biofortification-2020-OCTOBER.pdf](https://www.sweetpotatoknowledge.org/wp-content/uploads/2020/10/CAST_IP69_Biofortification-2020-OCTOBER.pdf)

## Articles and Web Mentions

**HarvestPlus**, *In New Paper, Experts Detail Progress and Potential of Biofortification*, October 16, 2020

<https://www.harvestplus.org/knowledge-market/in-the-news/new-paper-experts-detail-progress-and-potential-biofortification>

**National Grain and Feed Association**, *Biofortified foods can help fight hunger, says latest CAST paper*, October 16, 2020.

<https://www.ngfa.org/newsletter/biofortified-foods-can-help-fight-hunger-says-latest-cast-paper/>

## Citations

**Molecular Plant**, *Regulation of Plant Vitamin Metabolism: Backbone of Biofortification for the Alleviation of Hidden Hunger*, Volume 14, Issue 1, 4 January 2021, Pages 40-60, Ling Jiang, Simon Strobbe, Dominique Van Der Straeten, Chunyi Zhang

<https://www.sciencedirect.com/science/article/abs/pii/S1674205220303981>

## Social Media

### Twitter—

@CASTagScience, August 12, 2020

*This report last updated 4/14/2021.*

<https://twitter.com/CASTagScience/status/1293545288762830849>

1 retweet

**@CASTagScience**, September 2, 2020

<https://twitter.com/CASTagScience/status/1301159213855465472>

3 retweets, 4 likes

**@DiasporaNews123**, September 28, 2020

<https://twitter.com/DiasporaNews123/status/1310474339809193984>

**@CASTagScience**, October 3, 2020

<https://twitter.com/CASTagScience/status/1312392316213231619>

1 retweet, 1 like

**HarvestPlus @HarvestPlus**, October 6, 2020

<https://twitter.com/HarvestPlus/status/1313465894291615745>

10 retweets, 15 likes

**@CASTagScience**, October 9, 2020

<https://twitter.com/CASTagScience/status/1314566729536806918>

3 retweets, 5 likes

**HarvestPlus @HarvestPlus**, October 13, 2020

<https://twitter.com/HarvestPlus/status/1316026830172884992>

7 retweets, 16 likes

**@CASTagScience**, October 14, 2020

<https://twitter.com/CASTagScience/status/1316375722672508928>

4 retweets, 5 likes

**HarvestPlus @HarvestPlus**, October 14, 2020

<https://twitter.com/HarvestPlus/status/1316356004519575552>

8 retweets, 10 likes

**HarvestPlus @HarvestPlus**, October 14, 2020

<https://twitter.com/HarvestPlus/status/1316414729246724098>

1 retweet, 3 likes

**The Crawford Fund @CrawfordFund**, October 14, 2020

<https://twitter.com/CrawfordFund/status/1316503497127337984>

**@CASTagScience**, October 15, 2020

<https://twitter.com/CASTagScience/status/1316718042370498561>

2 retweets, 3 likes

**CGIAR Nutrition @CGIARnutrition**, October 15, 2020

<https://twitter.com/CGIARnutrition/status/1316715087911157761>

3 likes

**CGIAR @CGIAR**, October 15, 2020

*This report last updated 4/14/2021.*

<https://twitter.com/CGIAR/status/1316714852036079618>

1 retweet, 5 likes

**HarvestPlus @HarvestPlus**, October 15, 2020

<https://twitter.com/HarvestPlus/status/1316758626070138881>

3 retweets, 3 likes

**HarvestPlus @HarvestPlus**, October 15, 2020

<https://twitter.com/HarvestPlus/status/1316761800575193088>

4 retweets, 3 likes

**@CASTagScience**, October 16, 2020

<https://twitter.com/CASTagScience/status/1317216268760551425>

1 retweet, 7 likes

**Val Giddings @prometheusgreen**, October 16, 2020

<https://twitter.com/prometheusgreen/status/1317124520579387392>

**@CASTagScience**, October 26, 2020

<https://twitter.com/CASTagScience/status/1320724394730283008>

5 retweets, 8 likes

**@Cipotato**, October 26, 2020

<https://twitter.com/Cipotato/status/1320728157033533442>

7 retweets, 25 likes

**@CASTagScience**, October 28, 2020

<https://twitter.com/CASTagScience/status/1321449166460112897>

**Facebook—**

**CAST**, September 2, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3306968152731291>

**CAST**, October 3, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3418059528288819>

1 like, 1 share

**CAST**, October 9, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3439288569499248>

1 share

**CAST**, October 14, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3455119007916204>

2 likes, 1 comment, 1 share

**CAST**, October 15, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3457705310990907>

**CAST**, October 15, 2020

<https://www.facebook.com/CASTagScience/videos/935978113556219>

*This report last updated 4/14/2021.*

61 views on live video

**CAST**, October 16, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3461580493936722>

5 likes, 1 share

**CAST**, October 26, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3487958607965577>

**CAST**, October 28, 2020

<https://www.facebook.com/CASTagScience/photos/a.477568575671277/3493433114084793>

**LinkedIn—**

**CAST**, September 2, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6706924929968832513>

**CAST**, October 3, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6718157902399475712>

2 likes

**CAST**, October 9, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6720332250757529602>

3 likes

**CAST**, October 14, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6722141428354441216>

**CAST**, October 15, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6722483778402439168>

1 like

**CAST**, October 16, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6722981970927779840>

1 like

**CAST**, October 26, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6726490069294698496>

**CAST**, October 28, 2020

<https://www.linkedin.com/feed/update/urn:li:activity:6727214843985711105>

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