



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](#)—236 views through YouTube and 72 views through [Facebook](#) as of October 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, Oowler, 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 10/14/2021.

Paper Distribution

Paper Distribution (print and online access from CAST website) 1 year after release –1,810

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

Sweet Potato Knowledge Portal

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

Frontiers in Plant Science, *Transition From Targeted Breeding to Mainstreaming of Biofortification Traits in Crop Improvement Programs*, September 14, 2021, Parminder S. Virk, Meike S. Andersson, Jairo Arcos, Mahalingam Govindaraj, and Wolfgang H. Pfeiffer

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8477801/>

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>

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Social Media

Twitter—

@CASTagScience, August 12, 2020

<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

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

3 likes

CGIAR @CGIAR, October 15, 2020

<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

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

CAST, October 15, 2020

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

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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