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](#)–320 views through YouTube and 72 views through [Facebook](https://www.facebook.com) as of April 28, 2022
- [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](https:// Constant Contact), [PRWeb](http:// PRWeb), and the [CAST website](http://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

This report last updated 4/29/2022.

Paper Distribution
Paper Distribution (print and online access from CAST website) 1 year after release –2,108

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

Nourishing Africa, https://nourishingafrica.com/data/search-filter?_token=6vig5YPJ2kniunngUZxlCkNAbOLz4nLwyboM7wq5&name=Food+Biofortification%3A+Reaping+the+Benefits+of+Science+to+Overcome+Hidden+Hunger

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


Policy Commons, https://policycommons.net/artifacts/1693485/publication-impacts-report/2425133/

Articles and Web Mentions


This report last updated 4/29/2022.


**Citations**


**Social Media**

Twitter— @CASTagScience, August 12, 2020

*This report last updated 4/29/2022.*
@CASTagScience, September 2, 2020
https://twitter.com/CASTagScience/status/130115921385465472
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/131650349712733784

@CASTagScience, October 15, 2020
https://twitter.com/CASTagScience/status/1316715087911157761
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 4/29/2022.
61 views on live video

CAST, October 16, 2020
5 likes, 1 share

CAST, October 26, 2020

CAST, October 28, 2020

LinkedIn—
CAST, September 2, 2020

CAST, October 3, 2020
2 likes

CAST, October 9, 2020
3 likes

CAST, October 14, 2020

CAST, October 15, 2020
1 like

CAST, October 16, 2020
1 like

CAST, October 26, 2020

CAST, October 28, 2020

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