



THE CRAWFORD FUND

For a Food Secure World

**2018 CRAWFORD FUND CONFERENCE
Media Coverage**

Date	Medium	Who	Link
	Print/online – devex	Scholar program	Pending
05 Sept	Print/online – AgriEducate	Scholar program (Cooper Schouten)	The next-gen in development ag: meet some 2018 Crawford Fund Scholars https://agrieducate.com.au/2018/09/05/the-next-gen-in-development-ag-meet-some-2018-crawford-fund-scholars/amp/?_twitter_impression=true
Aug	Social Media	All	Full report follows for: https://twitter.com/CrawfordFund https://www.facebook.com/CrawfordFund/ A small snippet - Social media (as at 15 August): <ul style="list-style-type: none"> • 277 tweets • 974 retweets • 646,700 reach

			<ul style="list-style-type: none"> • 236 contributors • 26 tweets per hour on average
31 Aug	Print/online – The Australian	All	<p>There's no value in diverting foreign aid funds into drought relief (Subscriber access only) https://myaccount.news.com.au/sites/theaustralian/subscribe.html?sourceCode=TAWEB_WRE170_a&mode=premium&dest=https://www.theaustralian.com.au/opinion/theres-no-value-in-diverting-foreign-aid-funds-into-drought-relief/news-story/6822a1f19793001f11eef920ef2d77a1?nk=6bcc1bf321988efee9d8c1b6d23ba192-1535698086&mementype=anonymous</p>
30 Aug	Print/online – Blog, University of Adelaide	All	<p>Reflections from the 2018 Crawford Fund Conference – blog by Rida Akzar, Scholar https://blogs.adelaide.edu.au/global-food/2018/08/30/reflections-from-the-2018-crawford-fund-conference/</p> <p>Promoted by tweet: GFAR (@UoAGFAR) 30/8/18, 11:03 am #tbt</p> <p>In today's blog #GFAR #PhD student @ridaakzar shares some key takeaway messages and reflects on his experience of attending the 2018 Annual @CrawfordFund Conference and the Scholars Program blogs.adelaide.edu.au/global-food/20... pic.twitter.com/xcxHyi4Xw3</p>
29 Aug	Print/online – The Weekly Times	Okello	<p>Livestock Needed Across the World https://www.weeklytimesnow.com.au/...the.../c277b34a69360e9576e18379ab94ba40</p>
28 Aug	Print/online – Farm Weekly	Joanna Kane-Potaka, Julie Bishop	<p>New crops are set to feed the world http://www.farmweekly.com.au/news/agriculture/general/news/new-crops-are-set-to-feed-the-world/2757749.aspx</p>
25 Aug	Radio – ABC Radio National - Country Breakfast Program	Fanzo	<p>Country Breakfast Features http://www.abc.net.au/radionational/programs/countrybreakfast/country-breakfast-features/10156246</p> <p>Almost one billion people go to bed hungry every night, and that number is rising due to climate change and conflict, according to United Nations senior nutrition expert Jessica Fanzo. But at the same time, there's a growing obesity epidemic, with more than 2.1 billion adults and 40 million children under five overweight. "I</p>

			<p>think it's pretty dismal at the moment", Ms Fanzo says, calling on a renewed effort on behalf of global leaders to tackle both problems and get the numbers tracking down.</p> <p>Promoted by tweet: The Crawford Fund (@CrawfordFund) 25/8/18, 7:32 am Hear @jessfanzo @UNFAO on @RadioNational from our annual conf 'Reshaping Ag for Better Nutrition' #cfconf2018 addressing global malnourishment - egs of strategies for 1b that go to bed hungry every night as well as even larger & growing obesity epidemic.</p>
24 Aug	Print/online – Global Food for Thought, The Chicago Council on Global Affairs (features DevEx article)	Demaio	<p>Q&A: The greatest challenges for global nutrition and health https://www.devex.com/news/q-a-the-greatest-challenges-for-global-nutrition-and-health-93321?org=1364&lvl=100&ite=2100&lea=141997&ctr=0&par=1&trk=</p>
24 Aug	Print/online – CSIRO News	All	<p>Reshaping agriculture for better nutrition: Crawford Fund conference https://research.csiro.au/foodglobalsecurity/reshaping-agriculture-for-better-nutrition-crawford-fund-conference/</p>
23 Aug	Print/online - AgriEducate	All	<p>Crawford Fund Conference 2018: Top 10 Quotes https://agrieducate.com.au/2018/08/23/crawford-fund-conference-2018-top-10-quotes/</p> <p>Promoted by tweet: AgriEducate (@AgriEducate) 23/8/18, 11:53 pm "Nutrition can do lots for physical and cognitive wellbeing, but it can also just make us happy" @RobynAlders Check out the rest of our #Top10 quotes from the @CrawfordFund Conference last week! agrieducate.com.au/2018/08/23/cra... @ACIARCEO @SandroDemaio @JulieBishopMP @EATforum</p>
22 Aug	Print/online – devex	Demaio	<p>Q&A: The greatest challenges for global nutrition and health https://www.devex.com/news/q-a-the-greatest-challenges-for-global-nutrition-and-health-93321</p>
22 Aug	Print/online – devex	Fanzo	<p>Triple threat of stunting, anemia, and obesity poses looming crisis, health experts warn</p>

			https://www.devex.com/news/triple-threat-of-stunting-anemia-and-obesity-poses-looming-crisis-health-experts-warn-93296
21 Aug	Print/online – farmonline	Joanna Kane-Potaka, Julie Bishop	Growing the list of cropping staples to fuel the world https://www.farmonline.com.au/story/5597143/growing-the-list-of-cropping-staples-to-fuel-the-world/
21 Aug	Print/online – The Land	Joanna Kane-Potaka, Julie Bishop	Growing the list of cropping staples to fuel the world https://www.theland.com.au/story/5597143/growing-the-list-of-cropping-staples-to-fuel-the-world/
21 Aug	Print/online – Stock and Land	Joanna Kane-Potaka, Julie Bishop	Growing the list of cropping staples to fuel the world https://www.stockandland.com.au/story/5597143/growing-the-list-of-cropping-staples-to-fuel-the-world/
21 Aug	Print/online – QLD Country Life	Joanna Kane-Potaka, Julie Bishop	Growing the list of cropping staples to fuel the world https://www.queenslandcountrylife.com.au/story/5597143/growing-the-list-of-cropping-staples-to-fuel-the-world/
21 Aug	Print/online – Stock Journal	Joanna Kane-Potaka, Julie Bishop	Growing the list of cropping staples to fuel the world https://www.stockjournal.com.au/story/5597143/growing-the-list-of-cropping-staples-to-fuel-the-world/
21 Aug	Print/online – North QLD Register	Joanna Kane-Potaka, Julie Bishop	Growing the list of cropping staples to fuel the world https://www.northqueenslandregister.com.au/story/5597143/growing-the-list-of-cropping-staples-to-fuel-the-world/
20 Aug	Print/online – ABCA newsletter	Alex Johnson	Biotechnology delivers iron-rich cereals to fight hidden hunger https://us7.campaign-archive.com/?u=f0bbe3f53d8ceaf0bc0e38372&id=72ebf12180
18 Aug	Print/online - Farmonline.com.au	Okello	Anti-meat message hurting poor countries https://www.farmonline.com.au/story/5591351/anti-meat-message-hurting-poor-countries/?cs=111
18 Aug	Print/online – The Land	Okello	Anti-meat message hurting poor countries https://www.theland.com.au/story/5591351/anti-meat-message-hurting-poor-countries/?cs=111

18 Aug	Print/online – Stock & Land	Okello	Anti-meat message hurting poor countries https://www.stockandland.com.au/story/5591351/anti-meat-message-hurting-poor-countries/?cs=111
18 Aug	Print/online – Queensland Country Life	Okello	Anti-meat message hurting poor countries https://www.queenslandcountrylife.com.au/story/5591351/anti-meat-message-hurting-poor-countries/?cs=111
18 Aug	Print/online – Stock Journal	Okello	Anti-meat message hurting poor countries https://www.stockjournal.com.au/story/5591351/anti-meat-message-hurting-poor-countries/?cs=111
18 Aug	Radio – AM ABC Radio	Joanna Kane-Potaka, Jessica Fanzo	Saturday AM - The ancient grain that could help farmers in drought (3m14s) Millets are a cereal crop that have largely been forgotten by the developed world and in recent decades have been grown more for animal feed than human consumption. But researchers hope the ancient grain could help farmers battling dry conditions, while also helping to tackle global obesity and malnourishment. http://www.abc.net.au/radio/programs/am/the-ancient-grain-that-could-help-farmers-in-drought/10135816
18 Aug	Radio – ABC Country Breakfast	Joanna Kane-Potaka, Jessica Fanzo	Country Breakfast Features It's the ancient grain that researchers hope could help farmers battling dry conditions, while also tackling global obesity and malnourishment. Millets are a cereal crop that have largely been forgotten by the developed world and in recent decades have been grown more for livestock feed than human consumption....Joanna Kane-Potaka's work to bring millets to mainstream has even attracted praise from Australia's Foreign Minister, who described the work as having the ability to "transform society". http://www.abc.net.au/radionational/programs/countrybreakfast/country-breakfast-features/10127652
17 Aug	Print/online – ABC Rural News	Kane-Potaka, Jessica Fanzo, Julie Bishop	Ancient grain millet has potential to tackle drought, obesity and malnutrition, researcher says http://www.abc.net.au/news/rural/2018-08-18/ancient-grain-millet-tackle-obesity-malnourish-drought-farmers/10126348
17 Aug	Print/online – Beef Central	Anna Okello	Animal-source foods remain critical to the world's poor https://www.beefcentral.com/uncategorized/animal-source-foods-remain-critical-to-the-worlds-rural-poor/
16 Aug	Print/online – devex	Demaio Campbell, Adamson, Boustead, Wopereis, Kane-Potaka, PNG and	Takeaways from the 2018 Crawford Fund conference https://www.devex.com/news/takeaways-from-the-2018-crawford-fund-conference-93287 Promoted via tweet: Lisa Cornish (@lisa_cornish) 17/8/18, 7:59 am

		Bangladesh case studies	Takeaways from the 2018 Crawford Fund conference devex.com/news/takeaways...@CrawfordFund #cfconf2018
16 Aug	Print/online – The Mandarin	Frances Adamson	Food, climate change and national security https://www.themandarin.com.au/97252-food-climate-change-and-national-security/
16 Aug	Print/online – Grain Central	Joanna Kane-Potaka	Australia should get smart with “Smart Food” https://www.graincentral.com/cropping/australia-should-get-smart-with-smart-food/
15 Aug	Radio – 2GB (873AM) Rural News Macquarie Media (Podcast)	Rebecca Boustead	The private sector steps up to help farmers in developing nations (7m53s) https://www.2gb.com/podcast/the-private-sector-steps-up-to-help-farmers-in-developing-nations/
14 Aug	Radio – ABC Country Hour NT	Anna Okello	Negative storylines about livestock production, ignore the benefits livestock play in poorer nations, according to ACIAR's Dr Anna Okello. (Mentioned at 35m17s. Interview at: 40m05s-45m20s) http://www.abc.net.au/radio/programs/nt-country-hour/nt-country-hour/10087282 Promoted by tweet: Matt Brann (@MattBrannRURAL) 17/8/18, 10:09 am #PODCAST "There is now evidence to suggest the anti-livestock rhetoric is starting to influence global livestock policies & investments from donors" @ACIARAustralia Dr Anna Okello @CrawfordFund Conf @troysetter @agintegrity @redmeatcouncil @mecardoAU
14 Aug	Print/online and radio audio link – ABC Country Hour NT	Anna Okello	Bad rap for livestock ignores benefits for the poor, says ACIAR http://www.abc.net.au/radio/programs/nt-country-hour/anti-livestock-rhetoric-ignores-benefits-to-poorer-nations/10126114
14 Aug	Radio – ABC 666 Canberra (Anna Vidot)	Fanzo	Live interview (no link)
14 Aug	Radio – ABC Radio Australia Tok Pisin Program	Philmah Seta Waken, Tania Paul	PNG Tumbuna kaikai i gutpla long helt (Wantok) http://www.abc.net.au/tok-pisin/2018-08-14/png-tumbuna-kaikai-i-gutpla-long-helt/10118984

14 Aug	Radio – ABC Radio Australia Pacific Beat	Philmah Seta Waken, Tania Paul	PNG's silent emergency blamed on rejection of old ways http://www.abc.net.au/radio-australia/programs/pacificbeat/png-malnutrition/10117148
14 Aug	TV – ABC News 24, The World	Fanzo	Live interview. No video available. http://www.abc.net.au/news/programs/the-world/
14 Aug	Radio - ABC Regional Drive NSW	Sandro Demaio	Live interview (no link)
14 Aug	Radio – Stations: Australia-Wide	Kane-Potaka	RADIO RELEASE COVERAGE Aussie 'Smart Foods' Could Tackle Big Global Issues Adelaide (SA) – PBA FM, Albany (WA) - Gold MX, Albury/Wodonga (NSW/Vic) - 2REM FM 107.3, Armidale - 2AD, FM 100.3, 2AD, FM 100.3, Augusta (WA) - 2 Oceans FM, Bacchus Marsh (Vic) - Apple FM, Ballarat - Voice FM , Bathurst (NSW) - Life FM, 2MCE, 2EL 1089, Beauresort (Qld) - Beau FM 101.5, Bega - 2EC, Power FM, Boonah (Qld) - Rim FM, Bordertown (SA) - 5TCB, Bribie Island (Qld) - 88.0 FM, Brisbane (Qld) - Bay FM 100.3, Broken Hill (NSW) - 2BH, Hill FM, Bunbury (WA) - 103.7 FM, Byron Bay (NSW) - Bay FM, Cairns (Qld) - Cairns FM 89.1, Canberra & Tuggeranong (ACT) - Artsound FM, Carnarvon & Geraldton (WA) - Radio Mama, Cessnock (NSW) - 2CHR FM, Coffs Harbour (NSW) - 2HC 639 AM, Collie (WA) - 101.3 FM, Cooma – 2XL, Snow FM, Coraki (NSW) - Richmond Valley Radio, Darwin (NT) - 97 Seven, Deniliquin & Echuca 102.5 The Edge, 2QN, Devonport (Tas) - 7RPH 96.1 FM, Dubbo (NSW) - 88.9 DC FM, 2DU, Zoo FM, Dungog (NSW) - FM 107.9m Echuca/Moama (Vic/NSW) - EM FM 104.7, Esperance (WA) - Hope FM, Fraser Coast (Qld) - Fraser Coast FM 107.5, Gippsland & Phillip Island (Vic) - 3MFM, Gold Coast (Qld) - 94.1 FM, Radio 97 (FM 104.1), Goolwa (SA) - Alex FM 96.3, Gosford (NSW) - 94ONE, Goulburn (NSW) - FM 103.3, Grafton (NSW) - Big Rig Radio, 2GF, FM 104.7, Gunnedah - 2MO, Triple G, Gympie/Noosa (Qld) - 4GY, Healesville (Vic) - Flow FM, Hepburn Springs (Vic) - Hepburn Community Radio, Hobart (Tas) - 7RPH 864 AM, 99.3 Edge FM, Holbrook (NSW) - 2GHR FM, Innisfail - 4AY, 4KZ, Kool FM, Inverell (NSW) - STA FM, 2NZ, Gem FM, Kangaroo Island (SA) - Kix FM 90.7, Katherine (NT) - 8KTR, Kingaroy & Lower Burnett (Qld) - Crow FM, Lake Macquarie (NSW) - Radio Yesteryear 97.3 FM, Lameroo (SA) - 3MBR FM 107.5, Launceston (Tas) - 7RPH 106.9 FM, Way FM, Lightning Ridge (NSW) - Opal FM, Lismore (NSW) - 2LM, Triple Z, Loxton & Riverland (SA) - Life FM, Mackay (Qld) - 4CRM 107.5 FM, Mackay, Sarina & Whitsundays (Qld) - My 105.9 FM, Mansfield (Vic) - Radio Mansfield 99.7, Mareeba - 4AM, Kik FM, Maryborough (Vic) - Goldfields FM, Marysville (Vic) - Flow FM, Melbourne (Vic) - 3SER 97.7 FM, 3WBC 94.1 FM, Plenty Valley FM 88.6, Moranbah (Qld) - 4RFM 96.9, Moree - 2VM, Now FM, Morwell (Vic) - Gippsland FM, Mt Gambier (SA) - Lime FM, Mt Isa (Qld) - Rhema FM 107.5, Mudgee (NSW) - 2MG, Real FM, Murrayville (Vic) - 3MBR FM 103.5, Murrindindi/Marysville (Vic) – UGFM, Narrandera (NSW) - Spirit FM, Newcastle (NSW) - Radio 1629 AM, 2HD, New FM, Newman (WA) - 6NEW, Nhulunbuy (NT) - Gove FM 106.9, Northern Rivers (NSW) - Radio 97 (FM 103.5), Orange (NSW) - FM 107.5, 2EL 1089, Parkes (NSW) - 2PK, Rok FM, Port Hedland (WA) - 101.3 FM, Port Macquarie (NSW) - Radio 531, Port Pirie (SA) - Trax FM 105.1, Port Stephens (NSW) - Port Stephens FM, Qld/NT/SA/Tas - RadioTAB (91 locations), Regional SA - Flow FM (15 locations), Roxby Downs (SA) - Rox FM, Seymour (Vic) - Seymour FM, Shoalhaven Coast (NSW) - Triple U FM, Southern Highlands (NSW) - Sounds of the Mountains, Stanthorpe (Qld) - Ten FM, Sunshine Coast (Qld) - Sunshine FM, Sydney

			(NSW) - Sky Sports Radio, 2SM, Tamworth - 2TM, 92.9 FM, Taree (NSW) - 2TLP 103.3 FM, 2RE, Max FM, Tasmania - Coast FM (4 Locations), Star FM (3 Locations), Temora (NSW) - Tem FM, Tennant Creek (NT) - Flow FM, Tenterfield/Stanthorpe (NSW/Qld) - Ten FM, Toowoomba (Qld) - 4AK, 4WK, Townsville (Qld) - Triple T, Tumbarumba (NSW) - Radio Upper Murray, Tweed Coast (NSW) - Radio 97 (972 AM), Wagga Wagga (NSW) - Life FM, Walwa (Vic) - Radio Upper Murray, Warwick (Qld) - Rainbow FM, Warragul & Gippsland – 3GG, Whyalla (SA) - 5YYY, Yarra Junction (Vic) - 99.1 Yarra Valley FM, Yarraman (Qld) - 4WHO 99.7 FM, Young (NSW) - 2LF, Roccys FM
09 Aug	Print/online – Beef Central	Bishop, Adamson, Demaio, Boustead, Fanzo, Denning, Wopereis, Campbell, Kane-Potaka	Canberra event next week to explore reshaping agriculture for better nutrition https://www.beefcentral.com/news/canberra-event-next-week-to-explore-reshaping-agriculture-for-better-nutrition/
21 June	Print/online: Stock Journal Qld Country Life Northern Daily Leader The Land farmonline.com.au	John Anderson, Colin Chartres	Can we avoid a global nutrition catastrophe? https://www.stockjournal.com.au/story/5479279/can-we-avoid-a-global-nutrition-catastrophe/?cs=4763



THE CRAWFORD FUND

For a Food Secure World

Monthly Social Media Report

August 2018

Prepared by Samuel Stacey

Key Performance Indicators

Followers

Reach

Engagement

Clicks

Twitter

5718 total **+2.64%**

250,000 total **+75%**

2,087 RTs, likes, mentions **+130%**

660 clicks to content **+65%**

Facebook

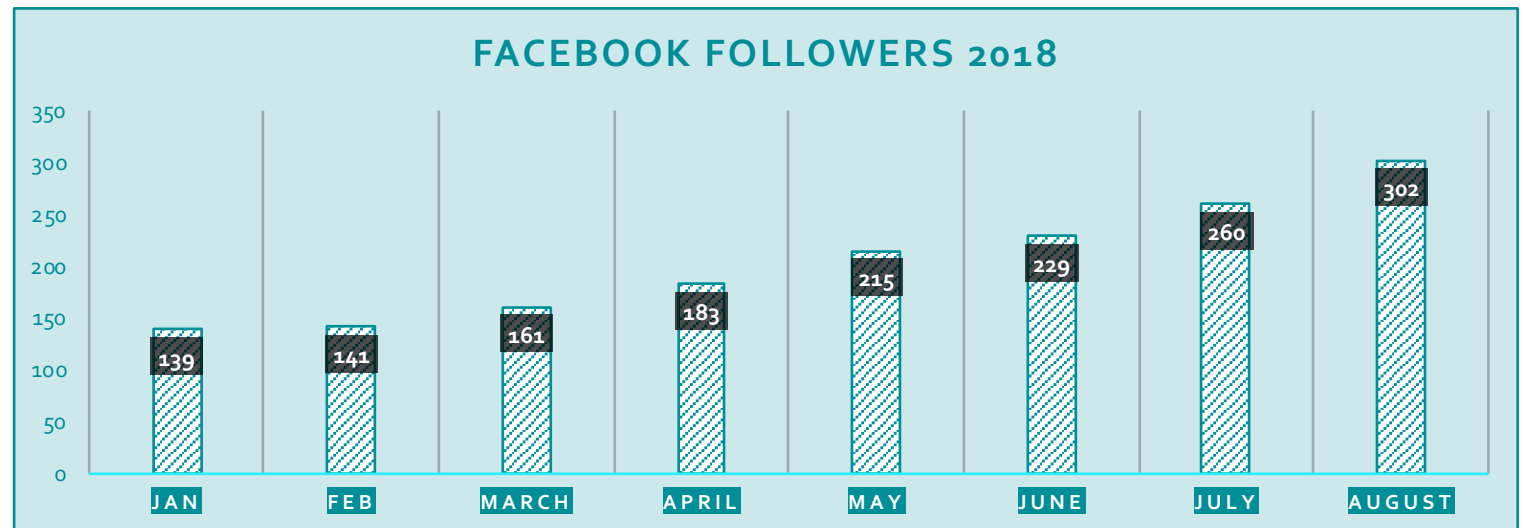
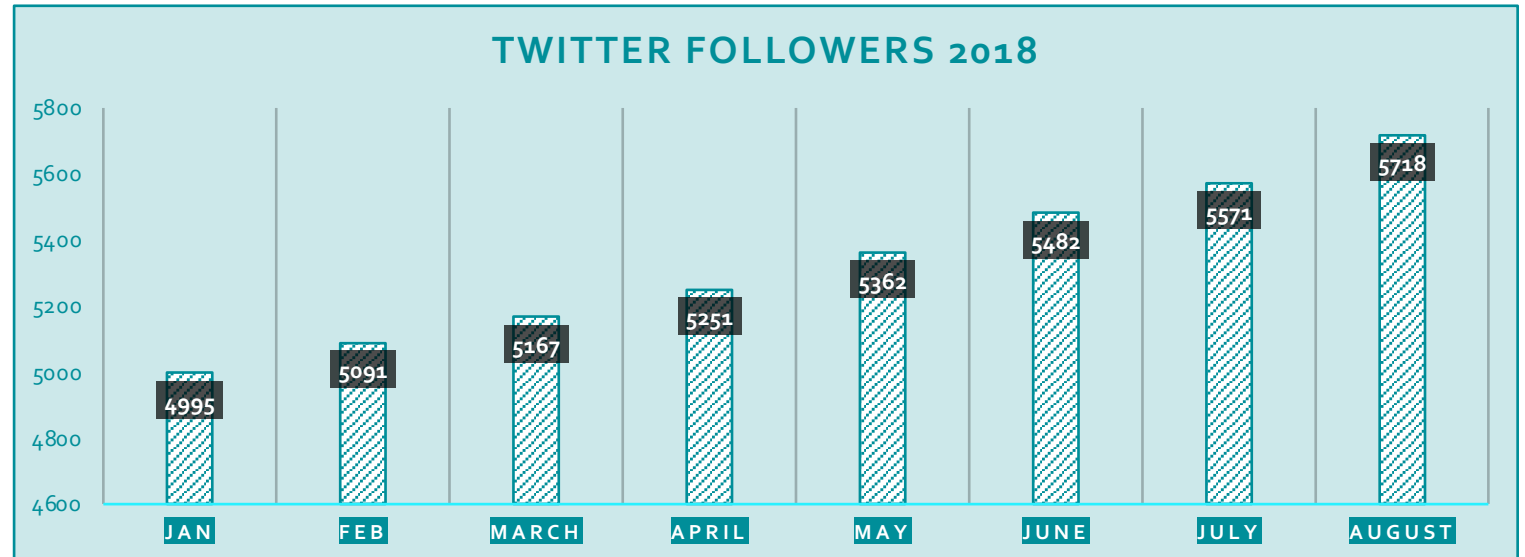
302 total **+16%**

9,672 total **+72%**

276 likes, shares, comments **+36%**

262 clicks to content **-5%**

Follower Growth Charts



Top Posts

Twitter



The Crawford Fund

@CrawfordFund

Global study shows considerable progress has been made towards the sustainable intensification of agriculture, with sustainable approaches now being implemented on 163 million farms worldwide [@profSueHartley](#) [@CIMMYT](#) [@CGIAR](#) [@ACIARAustralia](#)



Global study shows environmentally friendly farming can increase productivity
A major new study involving researchers from the University of York has measured a global shift towards more sustainable agricultural systems that provide environmen...
[phys.org](#)

8:51 AM - 26 Aug 2018

16 Retweets 26 Likes



1 16 26

Facebook



The Crawford Fund

Published by Buffer [?] · 13 August at 02:39 ·

Marco Wopereis shares with our conference scholars the amazing array of locations and jobs available to researchers and scientists who pursue international agricultural research.
[#cfconf2018](#)



403 people reached

Boost Post

Ha Duong, Nikhil Chakma and 13 others

1 Comment 1 Share



THE CRAWFORD FUND

For a Food Secure World

Digital Report

2018 Annual Conference

6-27 August, 2018

Prepared by Samuel Stacey

Key Performance Indicators

Impressions

Tweets

Contributors

Social Media

Twitter #cfconf2018

14,500,000 total potential

1,784 total incl. retweets

333 total

TOP CONTRIBUTORS

	TWEETS	RETWEETS	POTENTIAL IMPRESSIONS
@ShaunCoffey	295	16	9.8M
@CrawfordFund	302	321	1.7M
@JulieBishopMP	2	0	520.8k
@ICRISAT	15	69	302.5k
@SandroDemaio	14	67	240.9k
@ACIARAustralia	20	71	114.1k
@WendyUmberger	87	83	101.8k
@croakeyblog	4	0	85.7k
@CGIAR	1	0	77.4k
@ACIARCEO	53	75	76.4k

[View contributors report »](#)

AVG TWEETS/DAY

81.1

POTENTIAL
IMPRESSIONS/TWEET

8,124

POTENTIAL
IMPRESSIONS/DAY

658.8k

RETWEET RATE

4.0

Key Performance Indicators

Pageviews

Visitors

Time on page

Bounce rate

Website

All conference pages

<https://www.crawfordfund.org/events/2018-conference/>*











3,307 total

2,680 total

1:58 average

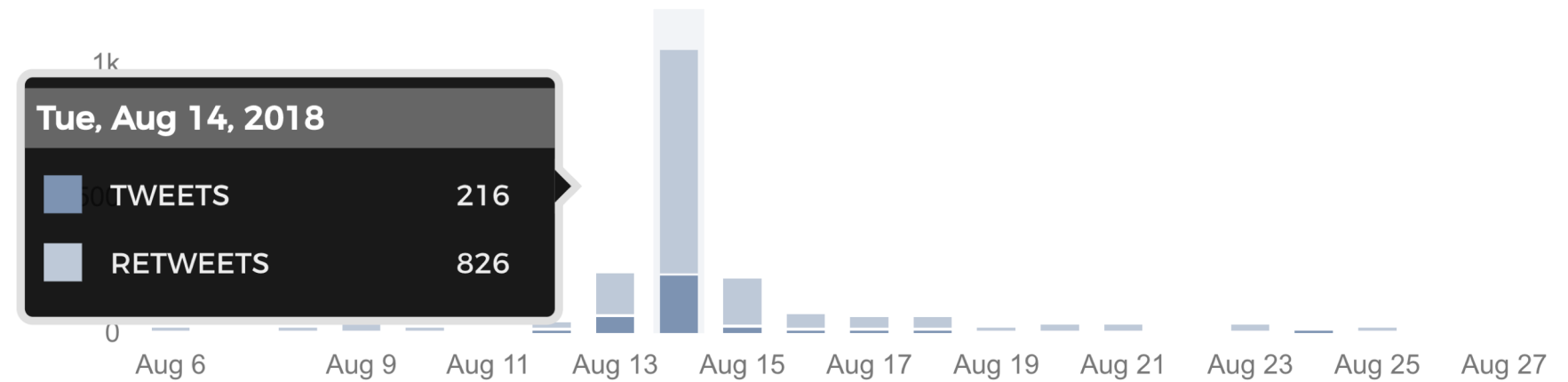
57.57% average

Top pages by pageviews

1.	/events/2018-conference/		1,001 (30.27%)
2.	/events/2018-conference/2018-program/		825 (24.95%)
3.	/events/2018-conference/speakers/		294 (8.89%)
4.	/events/2018-conference/conference-topics-overview/		139 (4.20%)
5.	/events/2018-conference/2018-conference-media/		138 (4.17%)
6.	/events/2018-conference/2018-registration-fees/		112 (3.39%)
7.	/events/2018-conference/keynote-listeners/		90 (2.72%)
8.	/events/2018-conference/sir-john-crawford-memorial-address-2018/		87 (2.63%)
9.	/events/2018-conference/2018-conference-scholars/		79 (2.39%)
10.	/events/2018-conference/speakers/dr-jessica-fanzo/		52 (1.57%)

Traffic Per Day

Twitter Activity



Website Pageviews

