

icipe in the media



5 – 11 October 2020

Biopesticides

icipe, in partnership with Real IPM Ltd, has developed biopesticides that promote sustainable agriculture.

<https://iapps2010.me/2020/10/11/icipe-biopesticides-that-give-hope-to-sustainable-agriculture-in-africa/>

Some of these biopesticides are being used in Kitui County, Kenya to prevent dangerous residue from ending up in honey.

<https://www.the-star.co.ke/counties/eastern/2020-10-05-kitui-beekeepers-urged-to-use-biopesticides-for-high-quality-honey/>



BioInnovate Africa

Shira Mukiibi (Business Development Manager, BioInnovate Africa) was one of the interviewees in a Swedish International Agricultural Network Initiative (Siani) article on the challenges and opportunities created by the COVID-19 pandemic in the East African food industry.

<https://www.siani.se/news-story/the-effects-of-covid-19-on-food-companies-in-eastern-africa/>

Fall Armyworm

Technologies for African Agricultural Transformation (TAAT) initiative, aiming to strengthen the cassava, maize, rice, aquaculture and poultry value chains, will work with icipe and other international and regional organisations to tackle Fall armyworm (FAW) across the continent.

<https://thenews-chronicle.com/take-profitable-opportunities-in-agric-sector-expert-urges-nigerians/>

Video

icipe is working with Send a Cow to demonstrate the effectiveness of Push-pull in controlling FAW and improving maize yields.

<https://www.youtube.com/watch?v=ZwChseDEe3E>



Social media



Dr Daniel Masiga (Head, Animal Health Theme and Interim Head, Human Health Theme) has been elected one of the 2019 African Academy of Sciences (AAS) Fellows <https://www.aasciences.africa/fellows-all>.



EUinKenya
@EUinKenya

Benson Kinuthia experienced heavy maize yield losses as result of Fall armyworm (FAW) infestation which wiped out his crop. @icipe's Integrated Pest Management (IPM) strategies helped him fight the Fall Army Worm and additionally resulted in exponential growth in crop yield



5:28 pm · 12 Oct 2020 · Twitter Web App

kiplangat A. Ngeno Retweeted



UP End Malaria
@UPEndMalaria

A recent research collaboration publication. Prof Mutero is an Extraordinary Professor in the School of Health Systems and Public Health @UPTuks, affiliated with the @UPEndMalaria and stationed at @icipe in Nairobi, Kenya.
#MalariaMustFall #EndMalaria #lifechangers #upendmalaria



11:51 pm · 11 Oct 2020 · Twitter Web App

Kelvin Nyongesa Retweeted



PlantVillage
@plantvillage

@KelvinNyonges15 and @tangogladys conducted training at Angurai Push-Pull plot. 18 farmers from Teso North learned how to establish Push-Pull plot to control Fall Armyworm, Stemborer and Striga on maize/sorghum.

Farmers will be issued with bracharia seeds from @icipe



5:37 pm · 9 Sep 2020 from Busia, Kenya · Twitter for Android



Eng. Mwakabole, E. C
@mwafyjinja

Congratulations to the team 🎉

Mwemezi Rwiza @SwahiliBible · 7 Oct

A PRIVILEGE to welcome the 2nd Cohort of PhD scholars supported by #PASET_RSIF @NM_AIST. Linda arrived from Benin; Raoul from Cameroon; Bethwel from Kenya; Tusekile and Ruth are both #ProudlyTanzanian.
#AfricaSTEM #MaterialsScience @PasetRsif @icipe



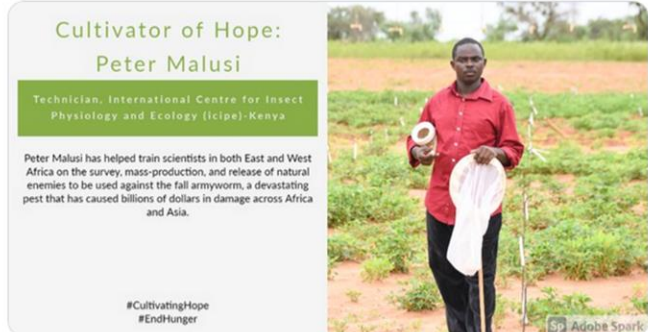
6:44 pm · 7 Oct 2020 · Twitter for iPhone

planetsun Retweeted



IPM Innovation Lab
@IPM_IL

Day 3 of @FeedtheFuture Week 2020! Today @IPM_IL spotlights Peter Malusi, who is #CultivatingHope to #EndHunger as a technician for @icipe in #Kenya. Malusi's contributions have been instrumental in developing biocontrol to be used against the devastating fall armyworm. @USAID



4:22 pm · 17 Sep 2020 · Twitter Web App



The Organic Farmer @TofOrganic · 6 Oct

Fruit flies are devastating pests of fruits and vegetables, which are estimated to cause losses amounting to millions of dollars through direct damage to produce. Join us tonight on @FmMwatu and learn how @icipe & partners are addressing the fruit fly challenge. @FutureForAll

Uthui Muundani (Farming programme)

Topic: Mango farming and diseases



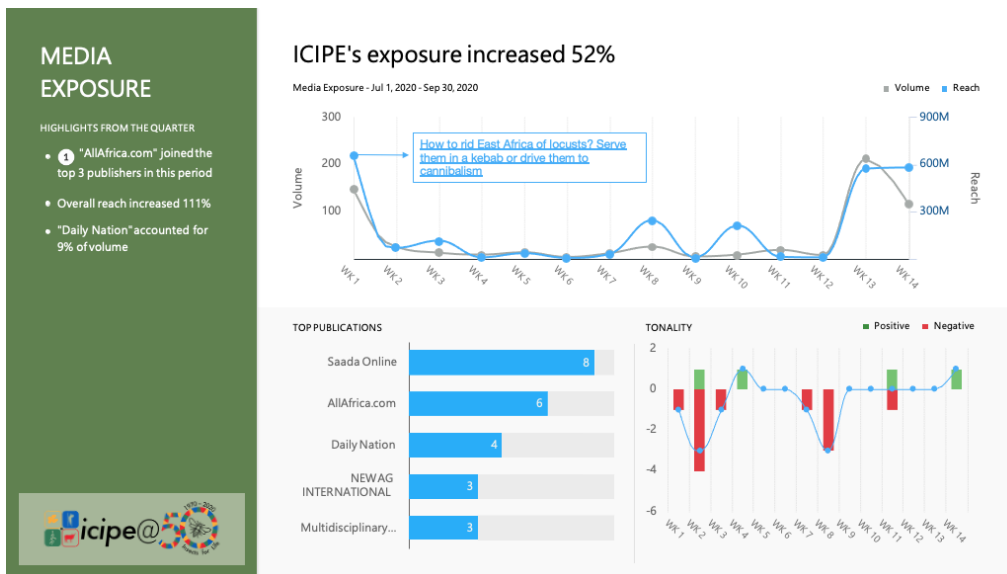
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Quarterly media report

Between 1 July and 30 September 2020, *icipe*'s media exposure increased 52%, with 595 editorial mentions and an estimated reach of 2.5 billion people.

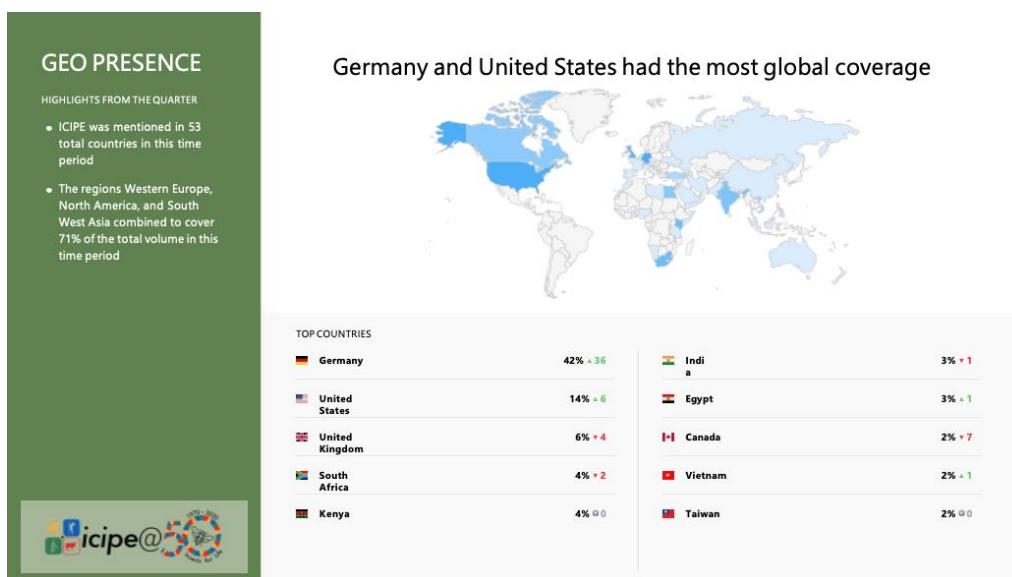


“Locust” was the most popular topic, making up the top four articles and a combined reach of 247 million:

- [The locust devastation across East Africa: Fighting a crisis within in a crisis](#)
- [A swarm of locusts of biblical proportions is threatening the food supply of 20 million people in East Africa](#)
- [Scientists Say One Of The Environmentally-Friendly Ways To Deal With Locusts Is To Eat Them!](#)
- [Lessons learned in Africa](#)

The Centre was most mentioned in *Saada Online*, a news outlet based in Saudi Arabia, *AllAfrica.com*, and the Kenyan *Daily Nation*. These three accounted for a quarter of the volume share among the 25 highest publications.

Most of the international coverage was in Germany and the United States.



Social media mentions increased 65% to 1,200 and a potential reach of 1.3 million. Most of this volume came from Twitter. The top three posts were on fruit flies, potato cyst nematodes and Fall armyworm. Their combined reach was an estimated 4 million.

The most popular keywords were *scientists*, *locusts* and *biopesticides*.