

29 June – 05 July 2020

Desert locusts



Reuters ran an article on *icipe*'s research into environmentally friendly methods to exterminate locusts: 'Eat them, poison them, and use scent to drive them to cannibalism'. <https://www.reuters.com/article/us-kenya-locusts/how-to-rid-east-africa-of-locusts-serve-them-in-a-kebab-or-drive-them-to-cannibalism-idUSKBN2430T3>

The story was picked up by several media outlets. It was particularly popular in the Arabic media, where it was mostly republished under the title *Fighting locusts by turning them into kebabs in Kenya*. Other outlets described the idea of eating locusts as 'shocking' and 'green'.

Africa

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International

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Elsewhere, the article was also translated into

Dutch, Turkish, Vietnamese, Bosnia, Chinese, Croatian, Taiwanese and Nepalese.

Europe

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America

In the USA, the story was particularly popular among radio stations.

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Potato cyst nematodes

On social media, *icipe* and partners' recent studies in the control of potato cyst nematodes (PCN) by inducing 'suicidal hatching' of the pests using naturally occurring chemicals in crop roots was a popular topic:

[Dalmas @Dalmas10922631](#)
[Jul 1 • 10:10 AM](#)

: 🇰🇪 🇰🇪 No More Potatoes 🇰🇪 🤔 That's how #Kenya may be as losses grow from potato cyst nematode
😊 Great news is that Juliet Ochola, working with @icipe @IITA CGIAR & others has identified some very clever tricks to make nematodes commit suicide! Read on! [t.co](#)

General Paul adamson @Paulada19373917

Jul 2 • 4:20 PM

; 🇰🇪 🇰🇪 No More Potatoes 🇰🇪 🤔 That's how #Kenya may be as losses grow from potato cyst nematode
😊 Great news is that Juliet Ochola, working with @icipe @IITA CGIAR & others has identified some very clever tricks to make nematodes commit suicide! Read on! [t.co](#)

icipe@50

The recently uploaded special publication to celebrate icipe's golden anniversary is also creating a buzz. You can download it here:

<http://www.icipe.org/Insects-For-Life-A-brief-history-of-icipe-at-50>

Insects for Life

Here are some social media comments on the same:

Lukas Bertschinger @LukasBTwit

CH Jul 1 • 7:20 AM

Big congrats for this highly informative compendium of @icipe's history and of excellence in #insect science for @Africa with global relevance. The big red line as well as important technical and institutional details are excitingly documented. A true doc jewel. Happy reading 😊

Science Communicator @SarahNyancheraN

KE Jun 30 • 12:57 PM

RT @icipe : A brief history of @icipe Click here to download publication: [t.co/CyB5wLVyl1](#)
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Elizabeth Westaway @EWestaway

Jun 30 • 10:17 AM

RT @icipe : Friends, we close the week on a very high note. We are extremely proud to present the first ever comprehensive history of @icipe . Download a copy here. [t.co/CyB5wLVyl1](#) [@TWASnews](#)
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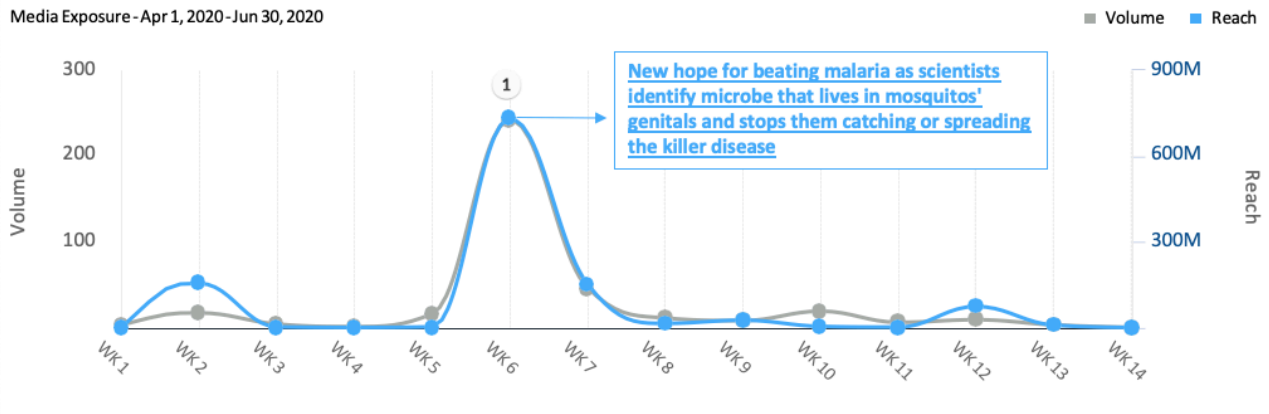
Media analysis

- Between 1 April and June, icipe's media exposure increased 270% and overall reach increased 238%. Most of this was driven by the discovery of a microbe that blocks transmission of malaria.
- *Daily Nation* overtook *Advance Africa* as the top publisher in this period.
- *Daily Mail* (eClips Web) had the largest reach of 79.7 million.

- The top four articles combined (all on malaria) reached 191 million.
- Icipe was mentioned in 72 countries in this period, with Canada and the United Kingdom having the most coverage globally.
- The Centre's social media exposure increased 86%, with most of this volume coming from Twitter.

Below are some infographics showing this impressive data.

ICIPE's exposure increased 270%



ICIPE's social exposure increased 86%

