



**Crawford
Fund** FOR A FOOD
SECURE WORLD

Social Media Report

Jan-Dec 2022

Prepared by

Cultivate
COMMUNICATIONS

2022 Snapshot

14,865
Total followers

2,243
New followers

16,595
Engagements

846,602
Total reach

8,169
Clicks

5,214
Website visits
from social

New Follower Growth

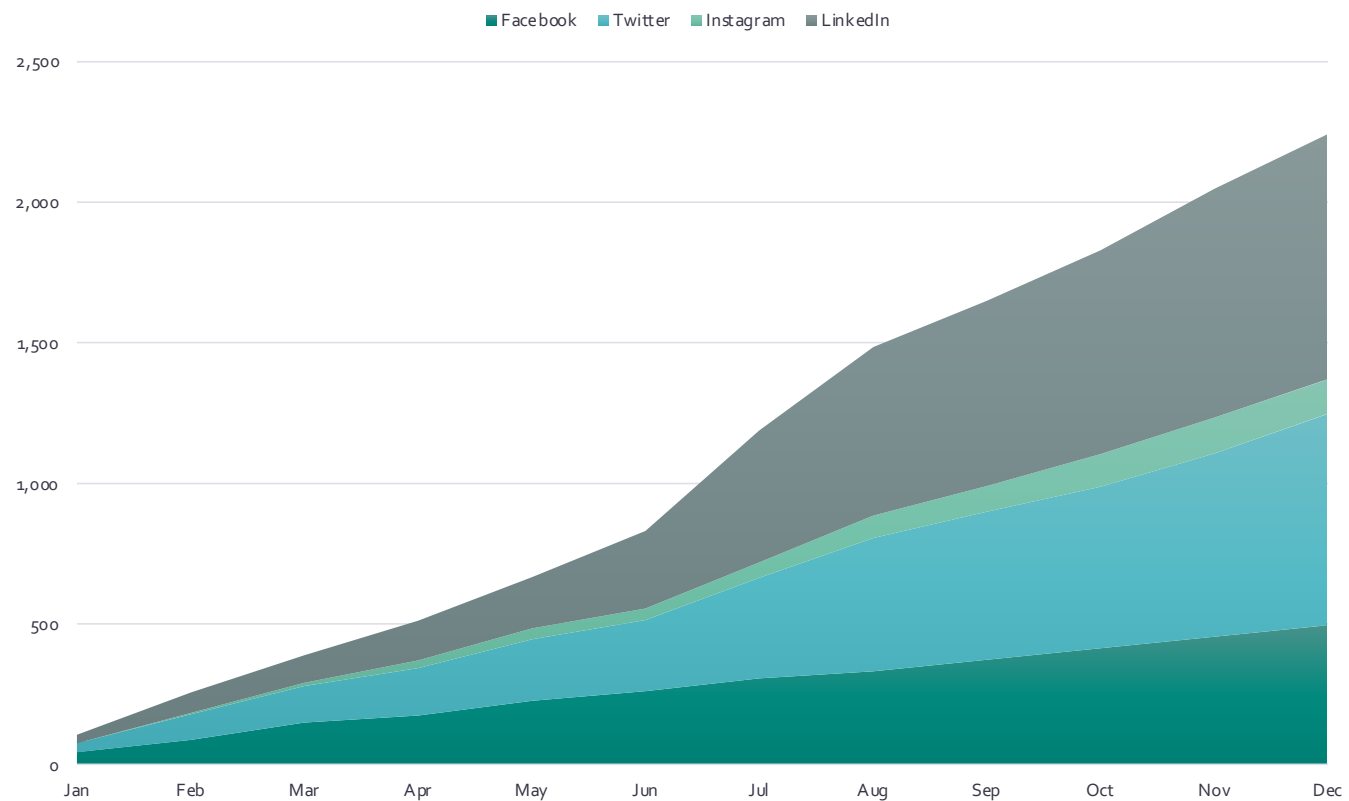
Facebook 495

Twitter 752

Instagram 123

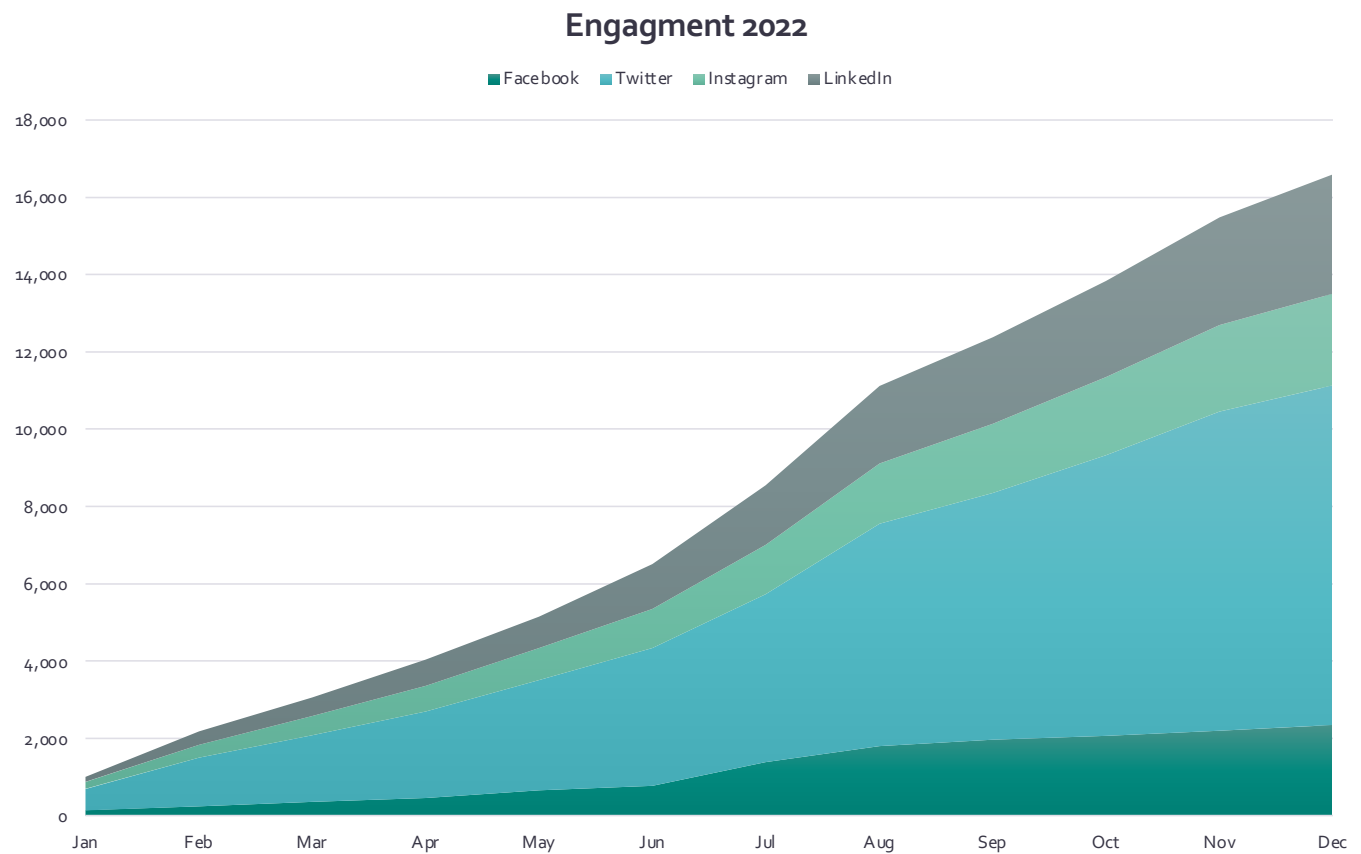
LinkedIn 873

New Followers 2022



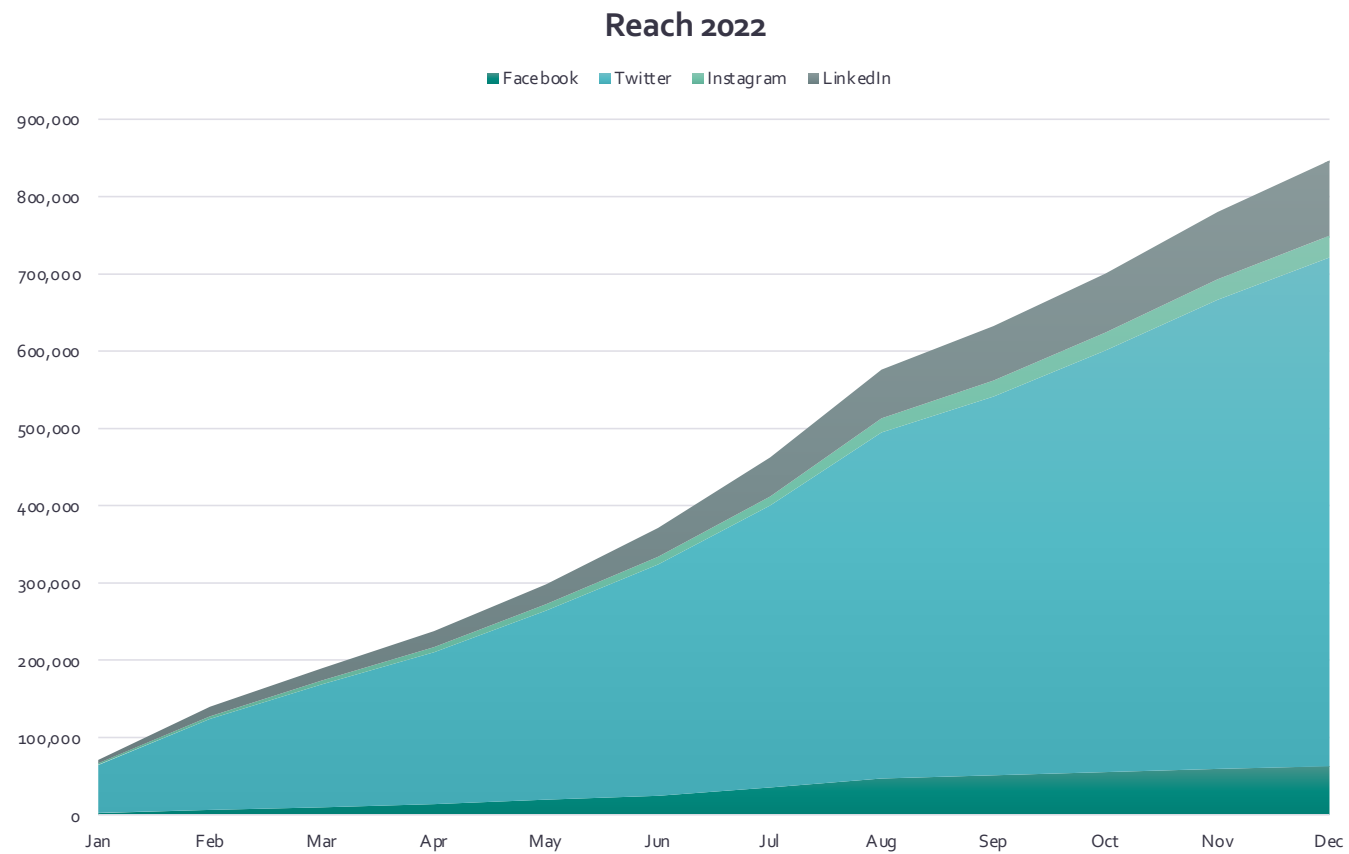
Engagement Growth

| | |
|-----------|-------|
| Facebook | 2,342 |
| Twitter | 8,792 |
| Instagram | 2,373 |
| LinkedIn | 3,088 |



Reach Growth

| | |
|-----------|---------|
| Facebook | 62,946 |
| Twitter | 658,200 |
| Instagram | 28,156 |
| LinkedIn | 97,300 |

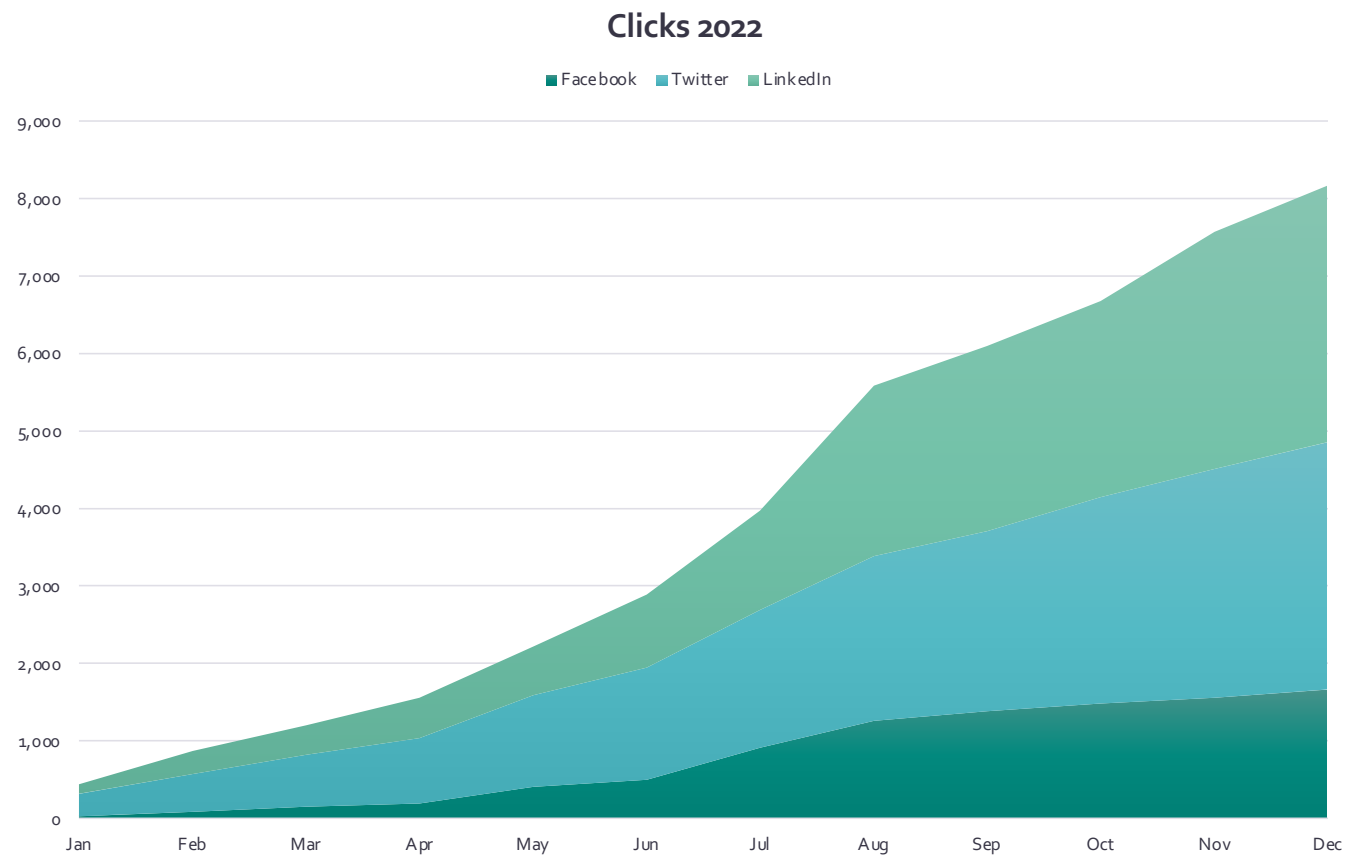


Clicks Growth

Facebook 1,662

Twitter 3,193

LinkedIn 3,314

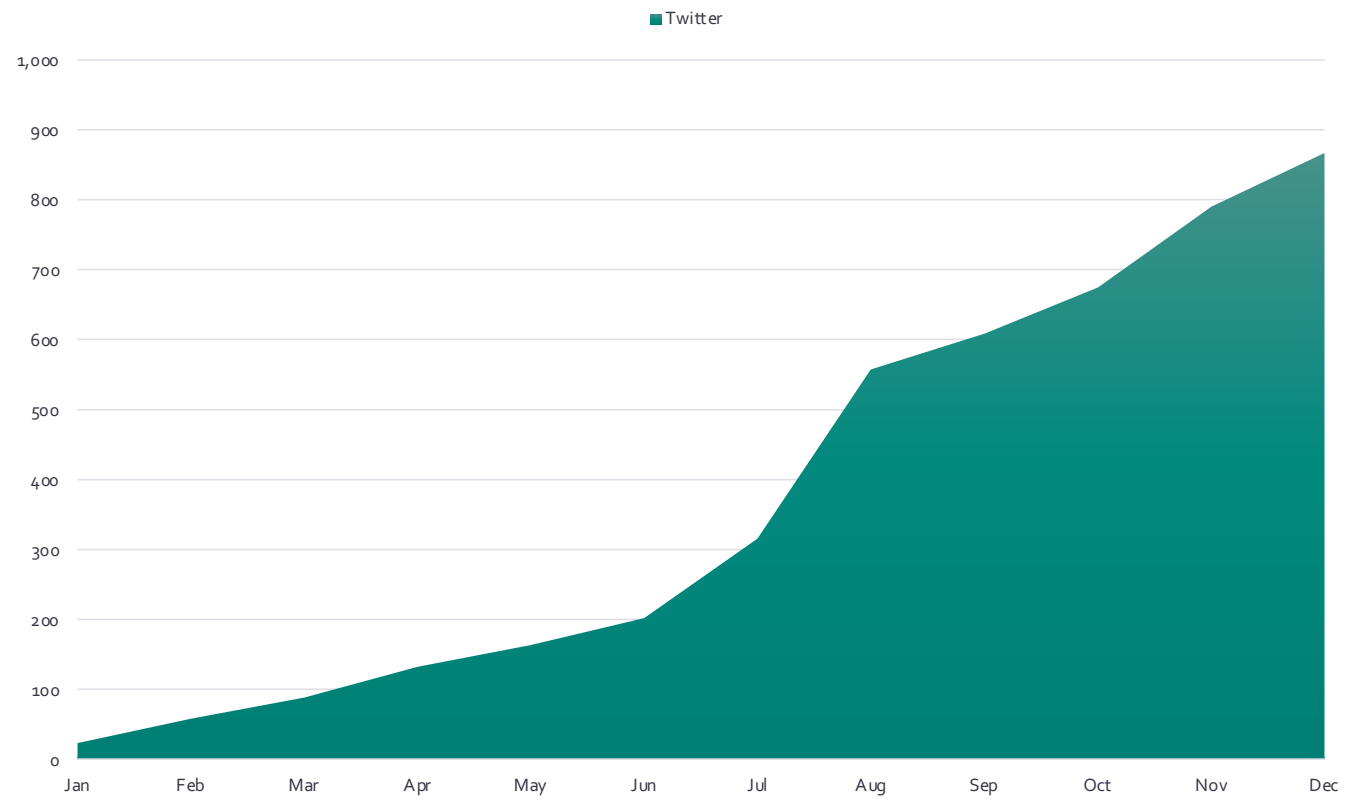


Mentions Growth

Twitter

867

Mentions 2022



Top Tweets

2022



Congratulations to our board member Prof Tim Reeves [@ATSE_au](#) [@UniMelb](#) for Queen's Birthday Order of Australia 'For significant service to sustainable agriculture research and production.' [@ACIARAustralia](#)



9:13 AM · Jun 13, 2022

2 Retweets 1 Quote Tweet 44 Likes



Australians continue to play significant leadership roles in international agricultural research centres.

In this blog, learn about [@AlisonRBentley](#)'s career path from studying at [@Sydney_Uni](#) to becoming the Global Wheat Program Director at [@CIMMYT](#) [@CGIAR](#) : bit.ly/3k9EBCc



8:21 AM · Jul 4, 2022

12 Retweets 1 Quote Tweet 31 Likes



🎉 Congratulations to the 2022 Derek Tribe Award Recipient: [@LisaRebEO](#)

Lisa-Maria is Lead Scientist at [@DEarthAfrica](#) and Principal Researcher, Earth Observation for Sustainable Development at [@IWMI](#) Sri Lanka: bit.ly/3SPSrKE

#DigitalEarthAfrica #DEAfrica @GeoscienceAus



crawfordfund.org

Proudly Announcing the 2022 Derek Tribe Award Recipient – Dr Lisa-Maria R... We have the great pleasure of announcing the Derek Tribe Award recipient for 2022 is Dr Lisa-Maria Rebello, Principal Researcher, Earth Observation for ...

5:58 PM · Oct 31, 2022


1 Retweet 2 Quote Tweets 14 Likes

Top Facebook Posts

2022

The Crawford Fund
Published by Buffer · 2 August 2022 ·

Our Master Cass on Sustainable Intensification of Agri-Food Systems in South-East Asia is still underway and going well! Prof Shaun Coffey, our Director of Capacity Building, has provided this interim report: <https://bit.ly/3Bplym>



1,666 People reached 240 Engagements — Distribution score Boost Unavailable

2 comments 3 shares

The Crawford Fund
Published by Buffer · 26 July 2022 ·


Protein deficiency is a significant human health issue in Papua New Guinea (PNG). With the world's fourth highest rate of childhood, PNG stands to benefit from the introduction of improved fish species.

Young PNG researcher Joshua Noiney is working to increase fish production, enhance access to improved species and build the capacity of fish farmers. Tomorrow, he will be sharing his research with our NSW Committee and guests!

Read more: <https://bit.ly/3BlCyXg>

Joshua's studies and training have been supported by the Australian Centre for International Agricultural Research (ACIAR) with a John Allwright Fellowship based at UNSW, The Crawford Fund, and ANSTO Industry Foundations Scholarship.

#NextGenAg4D



CRAWFORDFUND.ORG
A GIFT to PNG fisheries
Generating income from scaling up production through commercial fish farming is a primar...

1,531 People reached 499 Engagements — Distribution score Boost Unavailable

83 40 comments 13 shares

The Crawford Fund
Published by Buffer · 19 July 2022 ·

Our ACT Committee invites you to a late afternoon presentation from three local scientists who have had real impact through their work, and to network and learn about opportunities to engage with the Crawford Fund.

Join us next week to hear from Dr TJ Higgins, Dr Jenny Hanksa and Prof John Blackwell. The Hon Margaret Reid AO, the Fund's ACT Committee Chair will open the event.


Looking forward to seeing you there!

29 July 2022 from 4pm AEST

Participate onsite in Canberra or Online

Register now: <https://bit.ly/3yQqN8m>

#NextGenAg4D



CRAWFORDFUND.ORG
Celebrating Australians in International Agricultural Research - The Crawford Fund

1,442 People reached 31 Engagements — Distribution score Boost Unavailable

2 3 shares

Top LinkedIn Posts

2022

 **The Crawford Fund**
1,443 followers
7mo · Edited · 🌐

Australians continue to play significant leadership roles in international agricultural research centres. In this blog, learn about [Alison Bentley's](#) career path from studying at the [University of Sydney](#) to becoming the Global Wheat Program Director at [CGIAR's International Maize and Wheat Improvement Center \(CIMMYT\)](#).



Sowing the seeds of the future
crawfordfund.org · 5 min read

👤 37 5 comments

 **The Crawford Fund**
1,443 followers
3mo · Edited · 🌐

🗣️ "The development of [Digital Earth Africa](#) has seen the deployment of world-class Australian innovation at unprecedented scales to deliver development outcomes across the African continent. It offers real impact for sustainable development, as well as building resilience and climate change adaptation," said Dr [Lisa-Maria Rebello](#), Lead Scientist, Digital Earth Africa and Principal Researcher, Earth Observation for Sustainable Development, [International Water Management Institute \(IWMI\)](#), during her Derek Tribe Award address today.

Read more about the Award: <https://bit.ly/3SPSRkE>



👤 76 1 comment

 **The Crawford Fund**
1,443 followers
8mo · 🌐

🎉 Congratulations to our board member Professor [Tim Reeves AM](#), FTSE Professor, University of Melbourne; former Director-General of CIMMYT and former Chair Agriculture Forum ATSE, for the Queen's Birthday Order of Australia for 'significant service to sustainable agriculture research and production.' Read his bio 📄 <https://bit.ly/3OcnChu>



👤 67 8 comments · 8 reposts

Top Instagram Posts

2022



crawfordfund · Following

crawfordfund 🌱 Altaf Hamila, from Tunisia, is participating in a 3-month internship on soil-borne pathogens and suppression of soil-borne diseases of wheat with Jay Anderson!

She has recently sent some pictures from her work being undertaken at NSW DPI Wollongbar.

📷 1: Measuring the growth zone of pythium in suppressive soils detection trial.
📷 2: Altaf assisting with the measurement of Banana plants after some treatment applications against Wilt disease.
📷 3: Scanning the roots of the

Liked by cimmyt and 40 others

OCTOBER 12, 2022

Add a comment... Post



crawfordfund · Following

crawfordfund 🌱 Jemma Restall, @uniofgld, has shared more photos from her final weeks at the Centre for Pacific Crops and Trees #CePaCT in Fiji! Learn what's happening in her pictures below 📷

Jemma 📷 I was fortunate enough during my time at CePaCT to receive training from the team around the initiation of taro into tissue culture for in vitro storage of cultivars.

During my time there, I also up a PhenoCam system to monitor and quantify the effect of stress on taro in the drought screening trial. This included taking timelapse images and porometer measurements to

Liked by bioversityciat and 35 others

OCTOBER 12, 2022

Add a comment... Post



crawfordfund · Following

crawfordfund It's National Careers Week in Australia!

Working in international agricultural research for development is an incredibly rewarding career choice. Many Australians work in leadership and research roles in ag development, including Alison Bentley (pictured)!

Alison, a former University of Sydney student, is now the Director of the Global Wheat Program at the International Maize and Wheat Improvement Center (CIMMYT).

CIMMYT is a non-profit research-for-development organization,

Liked by cimmyt and 24 others

MAY 12, 2022

Add a comment... Post

High Profile Mentions

2022



Thank you to Minister for Agriculture, Fisheries & Forestry [@MurrayWatt](#) for acknowledging the impact of our work to increase agricultural activity & improve livelihoods in our region over the past 40 years while speaking at the [@CrawfordFund](#) conference today.

[#22CfConf](#) [#ACIAR40](#)



12:05 PM · Aug 16, 2022

3 Retweets 7 Likes



"We have welcomed Australian support and involvement in CGIAR and its centers from the very beginning, including the important work of Sir John Crawford and the [@CrawfordFund](#)," said [@JeanBali2](#) at [#22cfconf](#).

[on.cgiar.org/3A2FQwa](#)

[#OneCGIAR](#) [@ACIARAustralia](#) [@irri](#)



cgjar.org
More sustainable solutions through global efforts on food security
The impacts of international agricultural research over the past 50 years show significant benefits for the environment and for food security, as well as a co...

4:15 PM · Aug 16, 2022

6 Retweets 17 Likes



The morning session of the [@CrawfordFund](#) conference concludes after discussion of [#biosecurity](#), labour shortages, increasing malnutrition, and more. [#Foodsecurity](#) can't be solved by just producing more food – policy, governance, R&D will be invaluable [#2022cfconf](#)



1:50 PM · Aug 16, 2022

1 Retweet 3 Likes

High Profile Mentions

2022



Anika Molesworth
@AnikaMolesworth

The @CrawfordFund again driving conversations on international agricultural development, food security & global climate action at Parliament House.

Well done to all the agricultural researchers, communicators and supporters addressing the big issues!
@ACIARAustralia @RaidNetwork



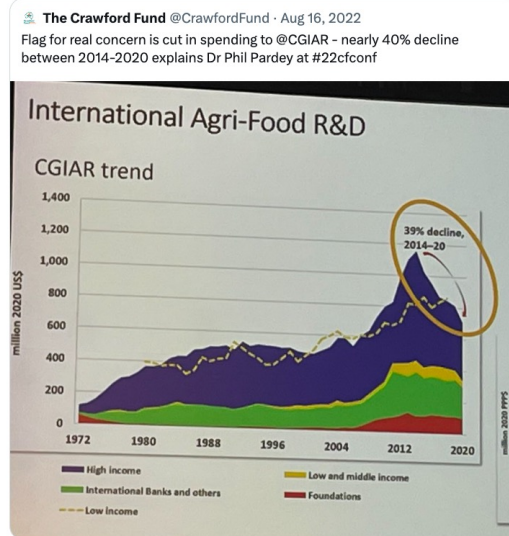
3:18 PM · Aug 16, 2022

8 Retweets 40 Likes



Alison Bentley
@AlisonRBentley

On the cusp of a food crisis the world is under-invested in agricultural development despite strong evidence of high returns on investment & tangible benefits for the poor. Important food for thought on @CGIAR investment from Dr Phil Pardey #22cfconf



11:16 AM · Aug 16, 2022



CIMMYT
@CIMMYT

@AlisonRBentley addresses the food crisis exacerbated by conflict in #Ukraine at a @CrawfordFund conference in Australia and stresses urgent priorities ahead of us for a more food secure world.

Read the #pressrelease



cimmyt.org
How bad will we let the food crises get?
Dr Alison Bentley leads the Global Wheat Program at the International Maize and Wheat Improvement Center (CIMMYT) and will be addressing the ...

3:30 AM · Aug 17, 2022

2 Likes

High Profile Mentions

2022



Senator Murray Watt
@MurrayWatt

Aussie Ag is a vital contributor to meeting the food security needs of our region. A pleasure to join former Ag Ministers John Anderson & @fitzhunter at the @CrawfordFund conference. Congrats to the fund on your work in support of international Ag research and development.



2:34 PM · Aug 16, 2022

6 Retweets 1 Quote Tweet 29 Likes



Dr Sandro Demaio
@SandroDemaio · Aug 16, 2022

Great to be back in Canberra today at our nation's Parliament House, meeting with our national counterparts and chairing two fascination sessions on sustainable food systems for @CrawfordFund. Now is the time for action on health and climate, through good food. #auspol

9 7 69



Kazza Boots
@kazza264 · Aug 16, 2022

Replying to @SandroDemaio and @CrawfordFund
We need good things today. Thanks. Can we change the day to #BeKindAlways

1 2



Dr Sandro Demaio
@SandroDemaio

Replying to @kazza264 and @CrawfordFund

Agree, we all need a win.

8:50 AM · Aug 16, 2022

1 Like



CropLife Australia
@CropLifeOZ

Technologies, innovations and products from the #plantscience industry are critical to global efforts in agriculture for international development. Come along to hear all the latest at this year's Crawford Fund Conference: ow.ly/Z8lw50Ket07 @CrawfordFund



5:01 AM · Aug 16, 2022

1 Retweet 4 Likes

High Profile Mentions

2022



The @CrawfordFund Annual Conference is kicking off today!

Tune in virtually to follow all the discussions on #Ag4Dev

Aug. 15 - 16
@GFARforum, @ACIARAustralia, @CGIAR, @CIMMYT and more!
bit.ly/3pypuXH
#Crawford35 #22cfconf



8:00 PM · Aug 15, 2022

2 Retweets 9 Likes



Looking forward to the 2022 @CrawfordFund Annual Conference! We are pleased to sponsor this year's event: Celebrating Agriculture for Development – Outcomes, Impacts and the Way Ahead: bit.ly/3yrU7TC #22cfconf #Crawford35



9:00 AM · Jul 27, 2022

1 Retweet 8 Likes



#AgR4D benefits our neighbours:
Food & nutrition security
Environmental & economic stability and resilience
Gender equity and regional stability

For Australia:
Biosecurity
Scientific knowledge
Diplomacy

buff.ly/3FcttR9

#WhyAg4Dev @CrawfordFund



10:27 PM · Dec 1, 2022

3 Retweets 1 Quote Tweet 6 Likes