

Customer statistical information pack



Total Reach

2,089,692

Total Engagement**

1,651,447





2021: African and Asian agriculture

In the African and Asian agriculture for 2021 focus, options for managing fall armyworm (*Spodoptera frugiperda*) in maize and sorghum are discussed by experts in the field: Richard S. Davidson and Joseph S. Hwang.

News from America, the fall armyworm (FAW) *Spodoptera frugiperda* (L., 1793) was discovered as a new pest on maize in West Africa during 2016. News and events when the pest was introduced in, subsequent, but general, articles suggest the pest's origin was somewhere in the Caribbean. There are a few recent publications of the fall moth, one concerning maize and sorghum, the other concerning primarily corn. Both maize and sorghum are staple crops in West Africa. In the article, the fall moth is reported to be the most devastating pest in Africa and East Africa. The fall moth is capable of flying and spreading as far as 1,000 km by 2016. FAW had spread across Sub-Saharan Africa, the Middle East and Asia reaching China, Japan and Australia. The fall moth continues across most major regions of the world.

Food and feed production is sharing the most devastating countries with strong economic impact. Sorghum and rice, staples and main growing crops in West Africa, are being affected. From production losses and economic impact, the fall moth is spreading to other parts of the world. The fall moth is spreading to other parts of the world. The fall moth is spreading to other parts of the world.

Key findings: The fall moth is spreading to other parts of the world. The fall moth is spreading to other parts of the world. The fall moth is spreading to other parts of the world.

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Life cycle of the fall armyworm

1. Adult moth lays eggs on immovable plants, hatching in 3-5 days.

2. Larvae, which emerge in 14-28 days, drop from plants into the maize ear.

3. Pupa ends and the pupa requires a warmer climate.

4. Adult development it takes to the ground to pupate in the soil for 7-14 days.

5. The moth lays an egg cluster in 11-14 days.

USA: The USA has been developing an estimated level of FAW resistance since the 1970s to help maintain yield. Farmers are not at risk from their own crops but from imported corn. In 1995, farmers were introduced to new approaches to FAW using GM crops. Scientists developed resistant maize by introducing genes from the pest's natural host, *Diatraea*. The 100-year experience in the Americas with FAW has identified different approaches that work in some circumstances that must be modified in other parts.

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Profile: Richard S. Davidson, Joseph S. Hwang

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Total Edition Reach*
282,187

Total Edition Engagement**
150,278

2021: African and Asian agriculture

Email Opens
30,926

Edition Engagement
119,779

Clients Pageviews
893

* Total Reach is the distribution for this edition of the publication. ** Total Engagement of the publication content (email opens, PageSuite and HTML page views)

Page Authority ⁱ



Domain Authority ⁱ



Linking Domains ⁱ

4

Discovered in the last 60 days 1
Lost in last 60 days 0

Inbound Links ⁱ

11

Ranking Keywords ⁱ

2

Keyword ranking scores and backlinks – taken from MOZ



Total Edition Reach*
264,857

Total Edition Engagement**
519,859

PROFILE
PROTEIN
PROTEIN
PROTEIN

Defeating late blight disease of potato in sub-Saharan Africa

A biotech shield for cowpea against the major insect pests

The safety of transgenic potatoes with LBD resistance

The ethics of approving the LBD resistant potatoes

The safety of transgenic potatoes with LBD resistance

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Page Authority ⁱ



Domain Authority ⁱ



Linking Domains ⁱ

51

Discovered in the last 60 days 2

Lost in last 60 days 17

Inbound Links ⁱ

75

Ranking Keywords ⁱ

16

Keyword ranking scores and backlinks – taken from MOZ

The screenshot shows a Google search for "Defeating late blight disease". The search bar contains the text "Defeating late blight disease". Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Shopping", and "More". The search results show "About 1,160,000 results (0.49 seconds)". The first result is "Scholarly articles for Defeating late blight disease" with three sub-entries: "... -ber) on quantitative resistance of potato to late blight - Rauscher - Cited by 3", "... for resistance to late blight (Phytophthora infestans) of ... - Stewart - Cited by 150", and "... the R10 and R11 genes for resistance to late blight (... - Bradshaw - Cited by 95". The second result is "Defeating late blight disease of potato in sub-Saharan Africa" from "https://www.openaccessgovernment.org", dated "8 Apr 2021", with a description: "that infects potatoes and tomatoes. It caused the Irish potato famine that killed more than one million people from 1845 to 1849 and led ...". The "People also ask" section contains four questions: "How do you deal with late blight?", "Can blight be stopped?", "How do you beat potato blight?", and "Which fungus is useful to control the late blight potato?". The third result is "Potato blight and how to beat it / RHS Gardening" from "https://www.rhs.org.uk", with a description: "RHS Chief Horticulturist Guy Barter looks at one of the vegetable gardener's worst enemies, potato blight, and offers hints and tips on how to control it." The Windows taskbar at the bottom shows the search bar, taskbar icons for various applications, system tray icons, and the date/time "10:05 AM 9/6/2022".



Total Edition Reach*

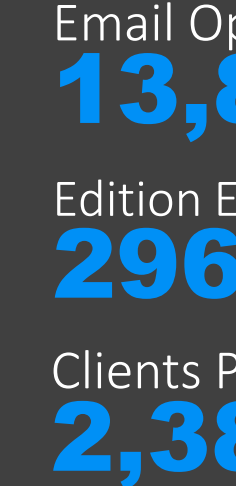
258,709

Total Edition Engagement**

310,763



A biotech shield for cowpea against the major insect pests



Email Opens
13,859

Edition Engagement
296,904

Clients Pageviews
2,385

* Total Reach is the distribution for this edition of the publication. ** Total Engagement of the publication content (email opens, PageSuite and HTML pageviews)

Page Authority ⁱ



Domain Authority ⁱ



Linking Domains ⁱ

43

Discovered in the last 60 days 4

Lost in last 60 days 2

Inbound Links ⁱ

78

Ranking Keywords ⁱ

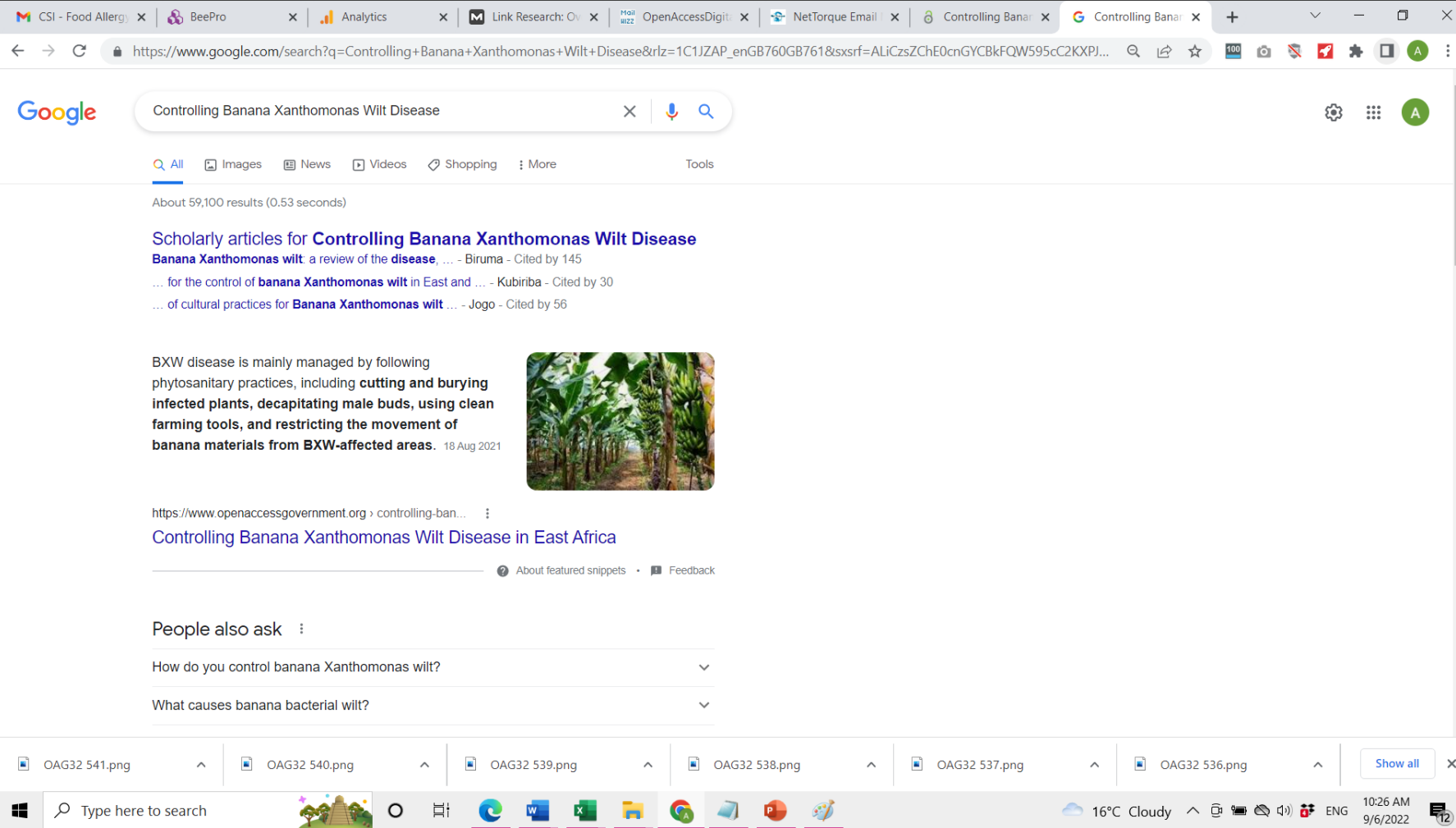
2

Keyword ranking scores and backlinks – taken from MOZ

The screenshot shows a Google search results page for the query "biotech shield for cowpea". The browser's address bar shows the search URL. The search bar contains the query and a "Get Keyword Difficulty" button. Below the search bar, there are navigation tabs for "All", "Shopping", "News", "Images", "Videos", and "More". The search results are displayed as a list of four items, each with a URL, title, snippet, and a "Link Analysis" bar. The first result is from openaccessgovernment.org, the second from danforthcenter.org, the third from researchgate.net, and the fourth from twitter.com. The Windows taskbar is visible at the bottom of the screen, showing the search bar, taskbar icons, and system tray information.

Search results for "biotech shield for cowpea":

- 1) <https://www.openaccessgovernment.org/major-insect-...>
A biotech shield for cowpea against the major insect pests
27 May 2021 — Goodman and T.J.V. Higgins provide an in-depth look at what we need to know about a **biotech shield for cowpea** against the major insect pests.
Link Analysis: PA: 44, 78 links / 43 RDs, DA: 60, 138,953 links / 13,735 RDs
- 2) <https://www.danforthcenter.org/news/open-access-g...>
(Open Access Government) A biotech shield for cowpea ...
(Open Access Government) A **biotech shield for cowpea** against the major insect pests. Due to their tolerance for low rainfall and sandy soil, cowpeas are an ...
Link Analysis: PA: 29, 1 links / 1 RDs, DA: 55, 128,513 links / 2,792 RDs
- 3) https://www.researchgate.net/publication/352173373_...
A biotech shield for cowpea against the major insect pests
5 Jul 2022 — A **biotech shield for cowpea** against the major insect pests. May 2021. Projects: Generation of improved cowpea with inbuilt insect-resistance ...
Link Analysis: PA: 45, 0 links / 0 RDs, DA: 94, 128,199,132 links / 707,684 RDs
- 4) <https://twitter.com/DrDonMacKenzie/status/...>
Donald J. MacKenzie on Twitter: "A biotech shield for cowpea ...
4 Jun 2021 — A **biotech shield for cowpea** against the major insect pests.
openaccessgovernment.org. A **biotech shield for cowpea** against the major insect ...



Page 1 Rank 1 and featured snippet for 'Controlling Banana Xanthomonas Wilt Disease' above NIH, Springer, ResearchGate

Page Authority ⁱ



Domain Authority ⁱ



Linking Domains ⁱ

16

Discovered in the last 60 days 2

Lost in last 60 days 0

Inbound Links ⁱ

112

Ranking Keywords ⁱ

1

Keyword ranking scores and backlinks – taken from MOZ



Total Edition Reach*

282,064

Total Edition Engagement**

200,699



Email Opens
27,592

Where do you get information about food allergy or celiac disease and food safety?

Edition Engagement
173,107

Clients Pageviews
693

* Total Reach is the distribution for this edition of the publication – does not include organic website visits . ** Total Engagement of the publication content (email opens, PageSuite and HTML pageviews)



Total Edition Reach*

248,966

Total Edition Engagement**

149,362

Food allergy in Africa

Email Opens
28,741

Edition Engagement
102,621

Clients Pageviews
645

* Total Reach is the distribution for this edition of the publication – does not include organic website visits . ** Total Engagement of the publication content (email opens, PageSuite and HTML pageviews)

The screenshot shows a MozBar search results page for the query "Food allergy in Africa". The browser tabs include "CSI - Food Allergy Re...", "BeePro", "Analytics", "Link Research: Overvie...", "OpenAccessDigital | C...", "Food allergy in Africa", and "Food allergy in Africa". The MozBar interface shows search profiles for "Google US (non-personalized)" and a "Logout" button. The search results are as follows:

- Result 1:** "Food allergy in Africa | Open Access Government" (18 Mar 2022). Major allergens for children and adults for cow's milk (2.5%/0.3%), chicken eggs (1.3%/0.2%), peanut (0.8%/0.6%), tree nuts (combined tree nuts ...). Metrics: PA: 36, 2 links / 2 RDs, DA: 60, 138,953 links / 13,735 RDs.
- Result 2:** "Mapping Allergic Diseases in Sub-Saharan Africa - Frontiers" (27 Jan 2022). Food allergies are not as well-documented as mites, cockroaches, or even pets' dander allergies. Nevertheless, existing data suggest that the ... Abstract: Typology of Allergens... - Precision Medicine Prospect in... Metrics: PA: 43, 2 links / 1 RDs, DA: 92, 392,280,221 links / 224,921 RDs.
- Result 3:** "Allergies are on the rise in Africa but there aren't enough ..." (3 Apr 2018). People in Africa can be exposed to many risk factors that can trigger severe asthma and allergic reactions, including foods, animals and ... Metrics: PA: 46, 4 links / 4 RDs, DA: 92, 251,540,322 links / 310,737 RDs.

The taskbar at the bottom shows the Windows Start button, a search bar, and several application icons. The system tray displays "17°C Mostly cloudy", "ENG", and the date "11:02 AM 9/6/2022".

Page 1 rank 2 for 'Food Allergy in Africa – above Eselvier, ResearchGate, Science Direct, Springer

DIGITAL CONTENT

Banners

From Nov 20 to present

Reach*

470,672

Engagement**

1,467

* Reach is the audience for the pages where your banner appeared.

** Engagement is the number of clicks your banner has received

Stakeholder page

From Nov 20

Engagement**

207

** Engagement is the number of views your stakeholder page has received

Ebook

Pan African Food Security and Food Safety Issues

Engagement**

1,670

** Engagement is the number of views your special report page has received

Ebook

Allergen Databases for Food Safety of
GMOs and Novel Foods

Engagement**

550

** Engagement is the number of views your special report page has received

EBook

Should we test for differences in allergen content
between varieties of crops and animal species?

Engagement**

229

** Engagement is the number of views your special report page has received

Ebook

ALACI22 Immunology in Latin America and
the Caribbean and the IUIS Global Meeting

Engagement**

261

** Engagement is the number of views your special report page has received