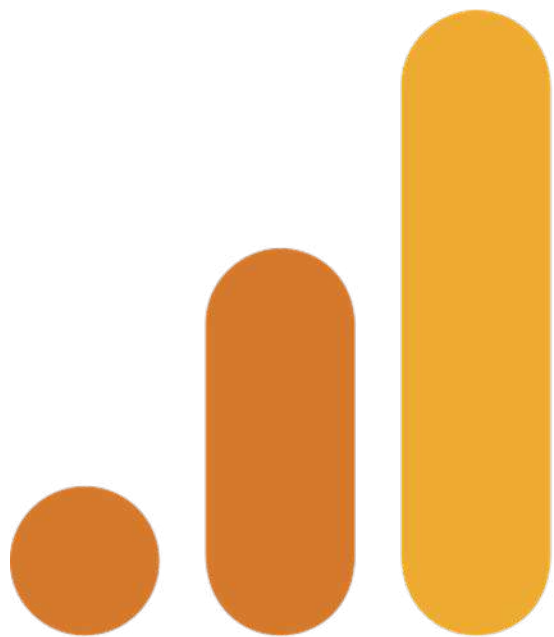




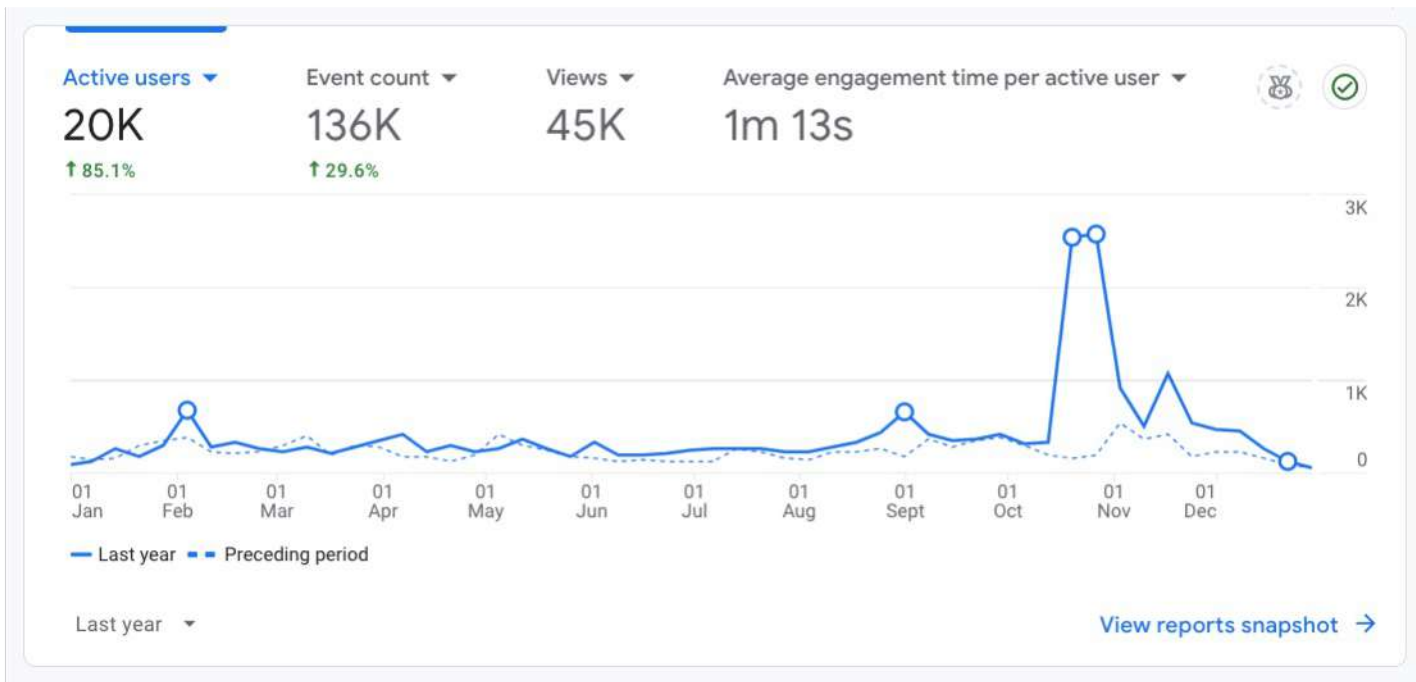
**AFRICAN CENTRE**  
FOR BIODIVERSITY

Social media and website report featuring  
content directly related to donor

January 2024 - March 2025



Google  
Analytics



**\*Events:** Specific interactions or actions that users take on a website, including button clicks, form submissions, video views, downloads, and other activities.

# User location

Country ▾ +		↓ Active users
Total		20,111 100% of total
1	South Africa	9,835
2	United States	2,572
3	United Kingdom	743
4	Netherlands	514
5	France	406
6	Kenya	385
7	Germany	376
8	Canada	296
9	Ireland	237
10	China	229





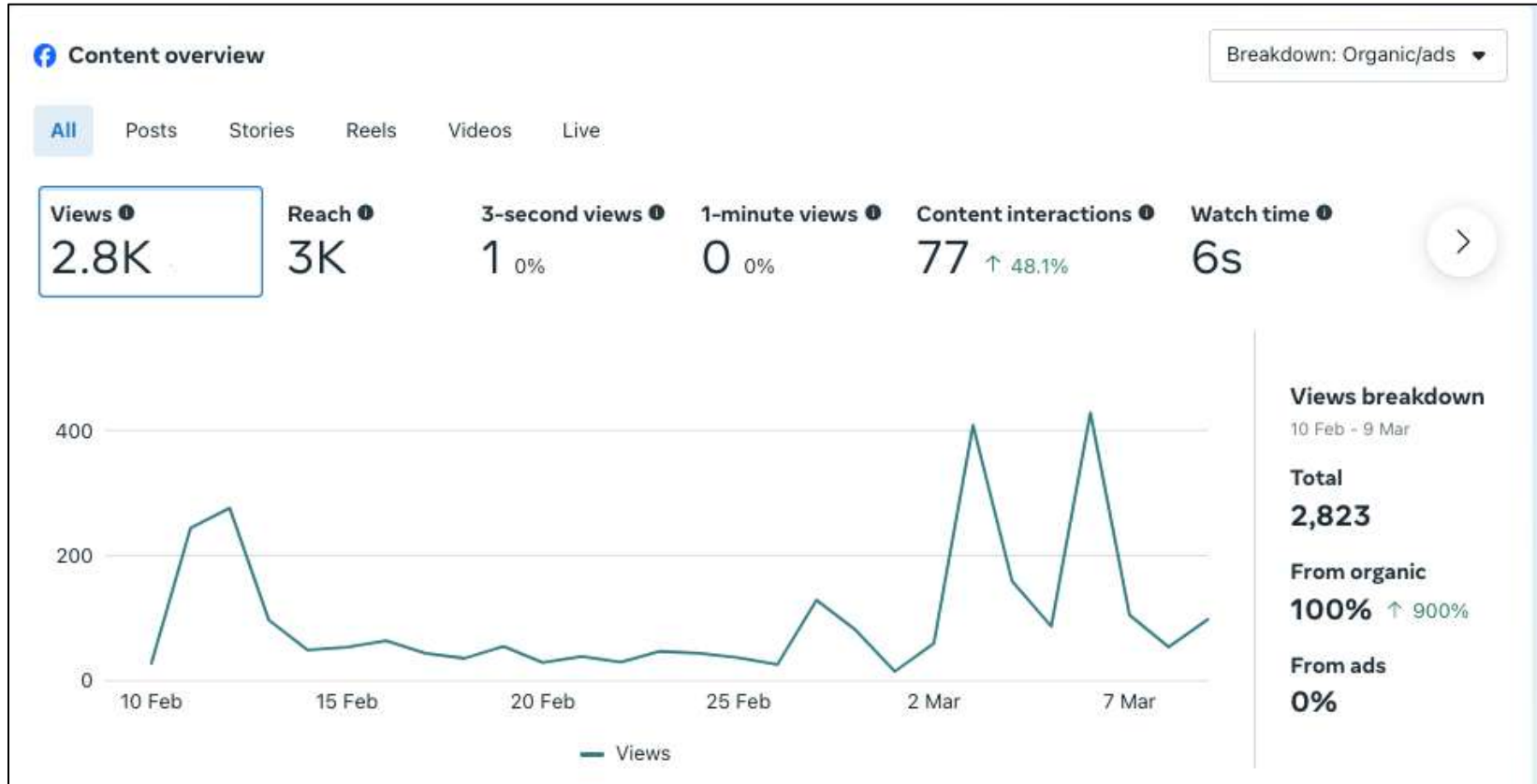
# Mailing lists and subscribers

- The ACB general mailing list currently contains 5426 active subscribers.
- Media segmented as follows: African countries, pan-African, South African, French, and international media.
- Overall subscriptions (mailing lists, media list and specialised lists): 7009.



**facebook**

# Overview Jan 24-Mar 25

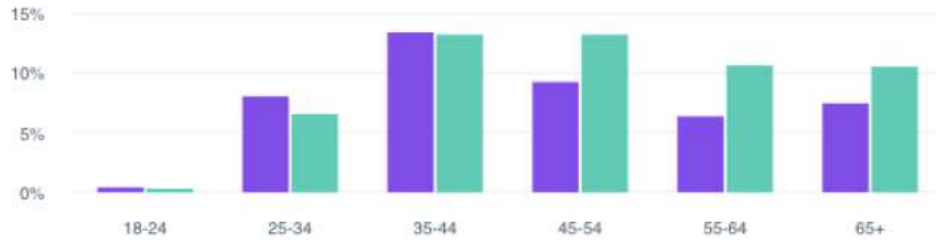




# Demographics

## Age and gender

Men 45.20%  
Women 54.80%



## Location

Towns/cities

Countries

South Africa	7,529
United States	2,078
United Kingdom	651
Brazil	371
Canada	340
India	306
Kenya	293
Ghana	280
Germany	263
Italy	262





## African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

9 February 2024 · 🌐

Get your free online copy of African Perspectives on Agroecology: Why farmer-led seed and knowledge systems matter.

Edited by scholar-activist Rachel Wynberg, this widely endorsed book includes a chapter by the African Centre for Biodiversity's Stephen Greenberg on corporate expansion in African seed systems: implications for agricultural biodiversity and food sovereignty.

For more information, click here

<https://acbio.org.za/.../african-perspectives-on-.../...>

**See more**



### Overview

Reach ⓘ

1,184

Impressions ⓘ

1,257

Interactions ⓘ

21

Link clicks ⓘ

14

📈 This post received **more reach** compared to your recent Facebook posts.

Reach ⓘ

1,184

From followers

503

From non-followers

683

📈 This post received **more impressions** compared to your recent Facebook posts.

Impressions ⓘ

1,257

From original post

469

From shares

788



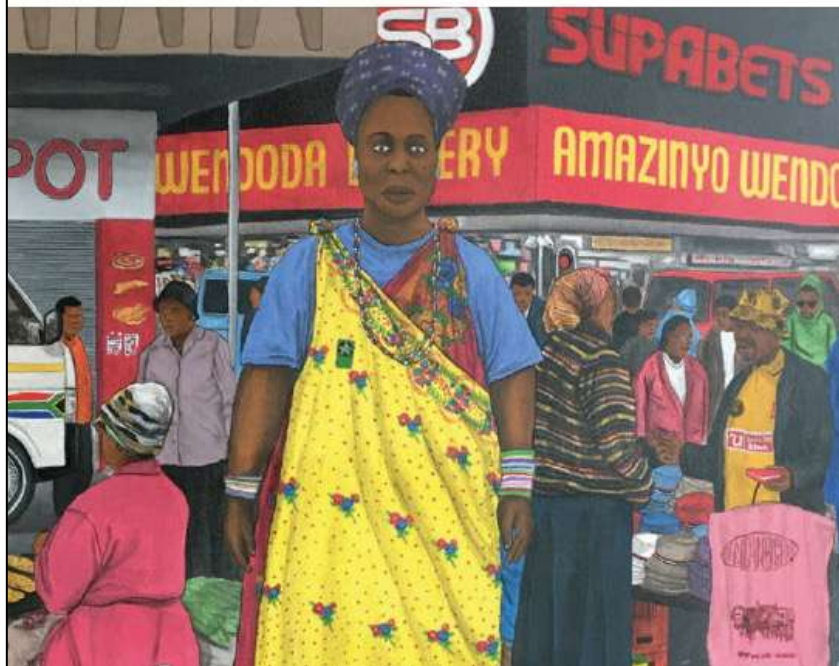


## African Centre for Biodiversity

Published by Sindy Louise Peters

8 March 2024

In fact sheet 5 of our Ultra-processed Food (UPF) in Africa series, we argue that current discussions fail to address the systemic and structural factors that underpin the context for consumption of UPF on the continent and perpetuate rural poverty, hunger, and malnutrition. Furthermore, some of these socioeconomic inequities are being perversely exploited by food giants to drive the purchase and consumption of UPF in Africa, marketing it as a more accessible, affordable, and... [See more](#)



## African Centre for Biodiversity

Published by Elle At Articulate

19 June 2024

The latest edition of ISAN Magazine is available!

This publication has worked to build a strong network of informed civil society actors and organisations across Southern Africa and this issue is no different, packed with inspiring stories and practical insights into organic agriculture and agroecology.

Look out for Busisiwe Mgangxela on page 7, a dedicated farmer in the ACB network.

And read Stefanie Swanepoel's article on Ultra-Processed Food (UPF) on page 14. Stefanie, w...

[See more](#)





## African Centre for Biodiversity

Published by Sindy Louise Peters

5 November 2024 · 🌐

According to [AFSA's](#) Million Belay, the organisation's recent Youth Summit on Agroecology, held in Addis Ababa, was a defining moment for young African leaders uniting for sustainable food systems.

"For the first time, African youth from diverse regions, along with participants on Zoom from as far as Jamaica and Brazil, came together to champion agroecology — a movement rooted in farming practices that honour the environment, food sovereignty, and local communities. The sum... [See more](#)



LINKEDIN.COM

**FIVE LESSONS AND THREE TAKEAWAYS: THE ROAD AHEAD FOR AFRICA'S YOUTH IN AGROECOLOGY**



## African Centre for Biodiversity

Published by Sindy Louise Peters

12 February at 09:52 · 🌐

Underpinned by principles such as interconnection, sacredness, gratitude, abundance and collectivism, rather than growth or profit, the indigenous food system of the Amadiba community in Mpondoland provides an "existing alternative" to the industrial food system.

This is according to Brittany Kesselman and Sinegugu Zukulu who, in this article, highlight how the Amadiba community has struggled to protect the land and sea upon which their foodways depend, in the face of attemp... [See more](#)



GRASSROOTSJPE.ORG

**Traditional foodways of the Amadiba: A struggle for indigenous food sovereignty in Mpondoland, South Africa**









ACBIO @\_ACBIO · Aug 16, 2024

...

Factsheet 10 is the final in our series on dimensions of ultra-processed foods (UPFs) in Africa and their adverse enviro, socio-economic and health impacts. We need policies that enhance production of/access to diverse foods and restrict UPF. Read here: [t2m.io/UPF\\_factsheet1...](https://t2m.io/UPF_factsheet1...)





ACBIO @ACBIO · Nov 25, 2024

...

This briefing tackles the predicted impact of climate change on South Africa's agri-food system, providing detail on emissions and proposals for reductions, with agroecology as a guiding approach for adaptation.

[t2m.io/GHG\\_emissions\\_...](https://t2m.io/GHG_emissions_...)



ESAFF Head Office @EsaffHQ · Feb 11

...

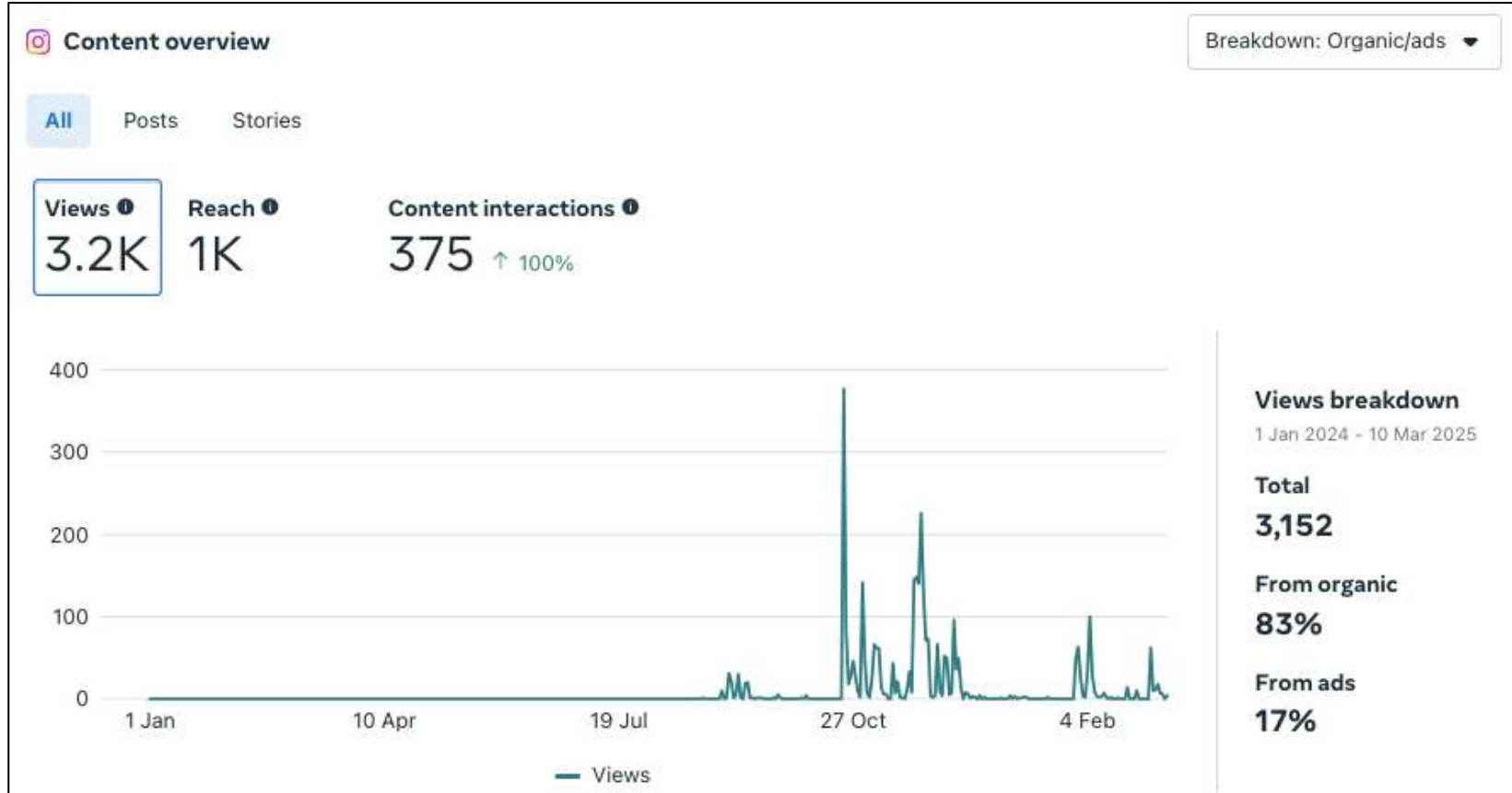
This week, ESAFF joins key civil society organizations @AfricanBiodiv, @ACBIO, @Afsafrica, Biowatch, @PelumRS, SKI, and @womensassembly for a strategic workshop on agroecology and food sovereignty. Together we reclaim sovereignty and shape Africa's food future.







# Overview Jan 24-Mar 25



Instagram



acbio\_

# Greenhouse gas emissions in the South African food system:

Integrated and transformative responses required



November 10, 2024



acbio\_ With climate change predicted to impact South Africa's agri-food system in the coming decade...

more

## Overview

Views ⓘ

203

Reach ⓘ

147

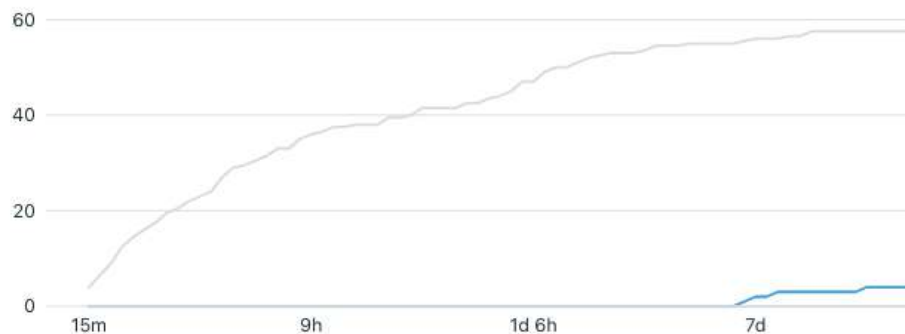
Interactions ⓘ

19

📈 This post received **more views** compared to your recent Instagram posts.

Views ⓘ

203



Views Typical

## Followers breakdown

From followers

52%

From non-followers

48%

## Views source

From reshares

98

From feed

93

From others

7

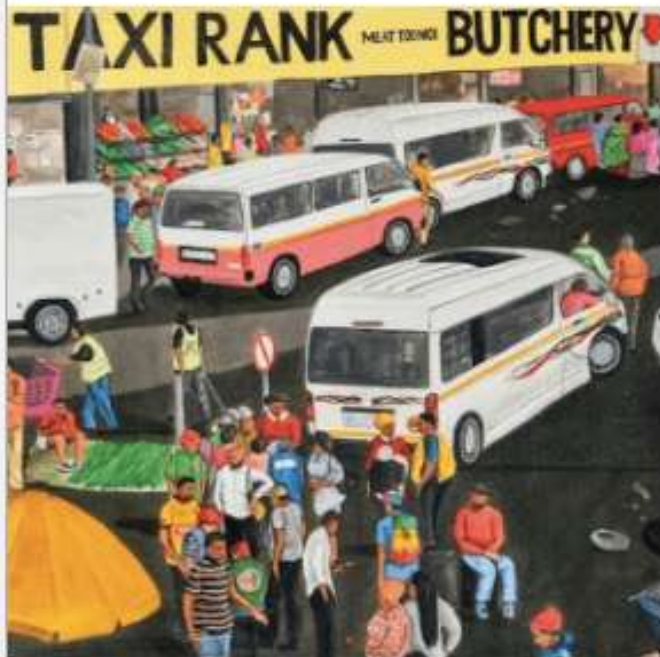
From profile

5



Instagram

acbio\_



acbio\_ In fact sheet 4 on ultra-processed food (UPF) in  
Africa, we explore how mega UPF corporations ...  
[more](#)

Instagram

acbio\_



acbio\_ In fact sheet 5 of our Ultra-processed Food  
(UPF) in Africa series, we argue that current ...  
[more](#)





# YouTube Analytics: 2024

**In the selected period, your channel got 3,162 views**

