

WFP Video News Release

World Food Day 2011

TRT 02.49 Aspect:16:9

Lang. English

SHOTLIST

00:00-00:43 Mathare market I, Nairobi, Kenya 5 October 2011

GV of the market

00:43-00:56 SOT Rose Odhiambo Kenyan market shopper

“Prices have gone up very high, they have affected all of us and now we can’t eat 3 meals a day like before, we are forced to eat sometimes only once a day

00:56-01:19 Delmas Market, Port-au-Prince, Haiti 7 October 2010

GV of the market

01:19-01:49 World Food Day Public Service Announcement “Pass the Cup “

WFP’s Ambassadors Against Hunger, Ronaldinho (Brazilian soccer star) , KC Conception (Philippine actress) , Jessica Watson (Australian sailor) , Jan Dong Gun (Korean actor) , Hend Sabry (Tunisian actress) , Mahmoud Yassin (Egyptian actor) , Kaka’ (Brazilian soccer star) , Christina Aguilera (American singer) , Ban Ki-moon (UN Secretary General)

01:49-02:22 SOT Josette Sheeran WFP Executive Director Rome 7 October 2011

“One out of every 7 people will wake up and not even know how to fill this cup of food and with the volatility, they are never sure how much food they are going to have and so we have seen it in many countries just in the past few months, prices go up 70% in Kenya for example which is adding to the impact of the draught there, so this volatility is something that really causes tremendous suffering on the front lines of hunger as people aren’t sure how much people they can afford given the change in prices “

02:22-02:49 Gonaive, Haiti 10 October 2011

WFP School Meals programme

School children eating

- **Rising food prices affect WFP in two ways: it costs us more to purchase food for the hungry and the number of people needing food assistance increases.**
- **Every 10 percent increase in the price of our food basket costs us an additional US\$200 million a year to buy the same amount of food.**
- **Forward purchasing food while market prices are low helps WFP minimise the impact on our budget.**
- **The perfect storm of 2011 is where three trends – rising food prices, weather emergencies and political instability – all intersect.**

LATEST DEVELOPMENTS:

- This year's State of Food Insecurity in the World (**SOFI**) report, published October 10, focuses on the impact of **food price volatility**. It finds that **high, unpredictable prices are likely to continue** and are a source of grave concern to the international community.
- The SOFI report demonstrates how poor consumers, smallholder farmers and small countries, dependent on imports – especially in Africa -- have been most deeply affected by the food and economic crises.
- Even short term fluctuations in prices can have a long term effect on development, the report says. For example, in times of high prices, cutting back on nutritious food in the first 1000 days of a child's life can affect mental and physical development and, ultimately, future earning capacity.
- FAO's monthly [Food Price Index](#) fell 2 percent in September compared to August, to 225 points, mostly because of lower international prices for grains, sugar and oils. The index is now 13 points below the historic peak of 238 reached in February 2011, but **still higher than it was this time last year and during the 2007 – 2008 high food**

prices crisis. (The index, which measures monthly change in the prices of a basket of cereals, oilseed, dairy products, meat and sugar, peaked at 213.5 points in June 2008.)

- In spite of improved prospects for food production, the SOFI report warns that high prices are likely to continue and food price volatility may increase over the next decade, because of more frequent extreme weather, for example. The slow economic recovery means there is uncertainty about the future – worsening economic conditions could mean unemployment and lower incomes for poor people in developing countries.
- Demand from consumers in fast-growing economies will increase, the world population is still growing, and further growth in biofuels will place additional demands on the food system, the report says.
- **Cereal prices** (with the exception of rice) declined in September, partly because of large export supplies of wheat from the Black Sea region.
- **Domestic food prices have been soaring in the Horn of Africa**, the World Bank reported (Aug 15). Its Food Price Watch found that in Somalia over the last year, prices of red sorghum and white maize, both staple foods, have increased up to 240 percent and 154 percent respectively.
- **Oxfam’s “Grow” campaign** warned that average prices of staple crops will more than double in 20 years if urgent action is not taken to change the international food system. The “Growing a Better Future” report, published in June, forecast that average international prices of key staples such as maize are on track to increase by between 120 percent and 180 percent by 2030.

WFP News Release

14 October 2011

“FEED A CHILD, FEED A DREAM”

WFP MESSAGE ON WORLD FOOD DAY

ROME – To mark this year’s **World Food Day**, the UN World Food Programme (WFP) will connect the lives and dreams of hungry children in developing countries with activists and supporters who are in a position to help them, through a new online platform.

“Good nutritious food is the very foundation of healthy children and nations. It is time for us to end hunger and malnutrition among children once and for all,” said WFP Executive Director, Josette Sheeran, “But many children never get to realise their ambitions. Good nutrition provides the basic foundation for a better future. The onus is on all of us to mobilise the resources and awareness to make the dreams of every child come true.”

WFP’s “**Feed a Child, Feed a Dream,**” initiative has been launched ahead of World Food Day, 16 October, to provide a glimpse into the lives and aspirations of some of the children around the world who are receiving food from WFP, and to demonstrate how easy it is to help.

Visitors to www.wfp.org/dreams can meet children like Guilaye, from Senegal, who likes talking about football during his school breaks, and wants to be President, or Shiva from India, who is scared of nothing but snakes, and aspires to become a sweetshop owner.

The “**Feed a Child, Feed a Dream,**” platform also invites visitors to share their dreams of what they wanted to be when they were children, and to provide a donation that can feed a child for as little as 25 US cents a day.

“It’s heart-warming to hear what each of these children want to achieve in their lives, and inspiring to help them dream big,” Sheeran said. “When I was young, I dreamed of helping build a better world. Each and every one of these children is our future – we owe them the basic right to be free from hunger.”

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WFP is the world's largest humanitarian agency fighting hunger worldwide. Each year, on average, WFP feeds more than 90 million people in more than 70 countries.

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<http://www.wfp.org/rss>