



World Food  
Programme

Programme  
Alimentaire  
Mondial

Programa  
Mundial de  
Alimentos

برنامج  
الأغذية  
العالمي

The Food Aid Organization of the United Nations

**World Food Programme  
Video News Release  
World Food Day  
16 October 2008  
English  
TRT 03'04''**

**00-00:16 28 March 2008**

**Somalia Bonka Internally Displaced Persons Camp,**

Approx. 2500 internally displaced people mostly from Mogadishu.

**00:16-00:48 27 May 2008**

**El Barde town, 3 kilometres from the border with Ethiopia**

A street in El Barde's main market. Shopkeepers sit in the shops but there is no business.

**00:48-01:28 15 Oct. 2008 Italy, Rome**

**Sot WFP Executive Director Josette Sheeran:**

"The world is reeling from a triple hit of three crises in a row - food prices, fuel prices, and now financial. This is hurting everyone but for those who live on less than a dollar day, it's a matter of life and death...it's a matter of whether or not their children will have a meal on that day all and so, on World Food Day it's critical that we remember that and that we honour those who have stepped up to the plate; those nations and those generous individuals, to make sure that a child can at least have one meal a day during this crisis. Everyone is feeling this pinch but it's a time when we have to remember those most in need, most dramatically."

**01:28-02:05 1 August 2008 Ethiopia**

Kuyera Health Centre (Stabilisation centre for malnourished children & mothers)

GV of malnourished children

**02-20-02:39 27 September 2008 Haiti**

GV of muddy roads of Gonaive

GV of people leaving on the roofs

**02:39-03:04 13 June 2008 Kaing Thaung village, Myanmar**

GV off loading WFP helicopter

GV of people watching operations

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# WFP News Release

15 October 2008

## WORLD FOOD DAY: NUTRITION CHALLENGE TO TACKLE CHILD MALNUTRITION

**ROME** - In the lead up to World Food Day, the United Nations World Food Programme (WFP) issued a challenge to its directors in more than 80 countries worldwide to develop new kinds of nutritional foods using local produce. The micro-nutrient rich products will be designed to reduce child malnutrition, especially among children under two.

“Foods which have been fortified for maximum nutritional impact can radically change children’s lives,” said Josette Sheeran, WFP’s Executive Director.

“We’re calling on our country leaders to be innovative in the critical area of nutrition,” said Sheeran, adding that the irreversible damage of malnutrition – both physically and mentally - means a life sentence for 178 million children worldwide.

High food prices, dramatic increases in fuel costs, and profound changes in climate conditions conspired this year to bring new dimensions of suffering and hardship to the poor, depriving almost one billion people of the food they need to live a healthy life.

"As world leaders are consumed with the unfolding financial crisis, now is the moment to send a powerful signal to those who are most vulnerable. The multiple crises – food, fuel, housing, credit – will hit all people hard, but for 923 million urgently hungry it has triggered a daily battle for life."

WFP’s private sector partner, Kemin Industries, has agreed to provide the overall scientific expertise and technical guidance. Among various quality standards, the resulting products must be locally acceptable, allow for scalable production, and be cost effective in the longer-term.

WFP is the world’s single largest purchaser of food for relief and safety net programs such as school feeding. In 2007, while assisting 86 million hungry people, the agency spent US\$612 million on food in developing countries. This year it expects to purchase nearly US\$1 billion.

World Food Day is 16 October. The number of undernourished people worldwide recently increased to 923 million in 2008, a rise of 75 million over previous figures.

“On this day, we remember those who have lived with the ache of hunger, for too long . . . and who now need our help even more,” said Sheeran.



**B-roll available by contacting: Jonathan Dumont , [jonathan.dumont@wfp.org](mailto:jonathan.dumont@wfp.org)**

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WFP is the world's largest humanitarian agency and the UN's frontline agency for hunger solutions. This year, WFP plans to feed 90 million people in 80 countries.

WFP now provides RSS feeds to help journalists keep up with the latest press releases, videos and photos as they are published on WFP.org. For more details see:  
<http://www.wfp.org/english/?n=999>.

*WFP now has a dedicated ISDN line in Italy for quality two-way interviews with WFP officials.*

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