COMMUNICATION HANDBOOK AND TOOLKIT
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Achieving Zero Hunger by 2030 is broad in scope and many elements are interlinked in order to reach this goal. Yes, Sustainable Development Goal 2 (SDG2) is definitely about addressing hunger, but it is also about nourishing people, all the while nurturing the planet. In fact, eliminating malnutrition in all its forms is at the heart of FAO’s mandate and at the heart of SDG2 Zero Hunger. In light of this, FAO changed the title of its flagship report in 2017 to “The State of Food Security and Nutrition in the World” (SOFI), as the Organization adopted a new approach to monitor both the progress made towards ending hunger, as well the advancement made in eliminating all forms of malnutrition. This is in line with the Agenda 2030 and SDG2, Zero Hunger, in addition to our work as an Organization in support to Member States and partners to improve nutrition and promote healthy diets worldwide.

This year’s World Food Day (WFD) echoes messages raised in SOFI 2019 and calls for action to make healthy diets available and affordable to all, with the slogan “Our actions are our future. Healthy diets for a #ZeroHunger world.”

We are counting on the support of all FAO offices around the world to help us launch the call for action at national and regional level. WFD is an opportunity to engage various stakeholders including the general public, governments, farmers, youth and the private sector and show how they can each play a key role in healthy diets for all.

Last year, the WFD campaign reached a record number of people through over 300 events in almost 150 countries and the translation of material in over 30 languages. Marketing partnerships expanded on a global scale reaching hundreds of millions of people worldwide through events, TV networks and in key public spaces such a city subways, buses, cinemas, billboards and shopping centres. Furthermore, the campaign galvanized a young audience as children from 117 countries participated in the WFD Poster Contest, a 30 percent increase compared with 2017.

This year we hope that you can help to build on this success. The WFD Communication Handbook and Toolkit – complete with information on the theme, key messages, actions, promotional materials and tips on how to mark WFD - contains all the information necessary for you to support you in organizing a local campaign, activity or event. It provides suggestions on how to work with partners, as well as details about the complete multimedia package that will be distributed by September 2019.

We are looking for your enthusiastic support to help collect stories from family farmers, civil society, government representatives, and institutional or implementing partners to talk about their actions to achieve healthy diets, be it through their work or actions in their daily lives. In section 4, you can find out more about how to submit your stories.

The World Food Day team is always available to answer your queries and support your efforts to contribute to the campaign through events and outreach activities. Please remember to keep us informed about your plans so we can try our best to promote your activities wherever possible.

This year, we hope we can again count on your precious support.

Thank you all in advance for your efforts...and remember “our actions are our future”, we count on you to take “action.”

The Office for Corporate Communication
1. WORLD FOOD DAY CELEBRATIONS

1.1 World Food Day

FAO celebrates WFD each year on 16 October to commemorate the founding of the Organization in 1945. Events are organized in up to 150 countries across the world, making it one of the most celebrated days of the United Nations (UN) calendar. These events promote worldwide awareness and action for those who suffer from hunger and for the need to achieve Zero Hunger, ensuring food security and nutritious diets for all.

WFD is a chance to call for greater commitment to achieve Sustainable Development Goal (SDG) 2, and a day to highlight FAO’s role in leading global efforts to achieve Zero Hunger since the Organization was established in 1945.

INSTITUTIONAL BACKGROUND

In November 1979 the 20th session of the FAO Conference adopted Resolution 1/79 inviting FAO member countries to observe World Food Day (WFD) every year on 16 October. This was followed by Resolution 35/70 during the United Nations General Assembly in December 1980, which urged governments and national, regional and international organizations to contribute to the effective commemoration of WFD to the best of their capacity/to the greatest extent possible. WFD 2019 marks the 74th anniversary of the Organization’s founding, and the 39th observance of WFD.

WORLD FOOD DAY CEREMONY, FAO HEADQUARTERS, 16 OCTOBER

WFD will be celebrated on 16 October at FAO Headquarters. The UN Rome-based Agency Heads will be joined by key players in the effort to achieve healthy diets and Zero Hunger at the global WFD ceremony. A number of events will take place during World Food Week including the 46th session of the Committee on World Food Security (CFS) and an exhibition that explores actions taken across sectors, nations and regions to achieve healthy diets and Zero Hunger.
1.2 World Food Day 2019 around the world

Countries that observe WFD will be highlighted on our map online from September onwards. If your country is not there, why not start now? We’re also calling on countries in the list to build the impact of their events and activities.

Every year, a large number of events – from marathons and hunger marches, to exhibitions, cultural performances, contests and concerts – are organised in up to 150 countries across the world to celebrate World Food Day.

Most countries organize a World Food Day Ceremony at presidential, ministerial, local government, and/or UN level. Some suggestions on how to celebrate WFD in your country or region are provided in section 6.1, and some ideas for outreach activities with partners and the media are offered in sections 6.2 and 6.3.

A number of information or promotional materials presented in section 5 can be printed or produced locally to promote key messages to both young and older audiences, for events, and outreach activities. To increase the global impact of WFD celebrations, we would encourage you to use the official WFD 2019 visual identity and to check alternative formats with the WFD team.

FAO Representations can already start to build awareness about WFD and FAO’s work by conducting interviews with project beneficiaries, government representatives, staff or partners and sending us the story and photos, for a section, MY ACTIONS, on the WFD website and as content for events, exhibitions, and pitching to media and other digital channels (see section 4).

The WFD Team has already launched the WFD Poster Contest and issued the Activity book for children, Eating Healthy Matters, so we are depending on FAO offices and WFD partners to spread the word on social media and among local schools up to the closing date on 8 November 2019 (see section 3).

We encourage all FAO partners – governments, cities or local authorities, media and the private sector – to promote the 2019 theme, organize advertisements in public spaces, place the promotional video or discuss the theme on national television, or hold events, in an effort to call people to action.
2. WORLD FOOD DAY 2019

2.1 Slogan

"OUR ACTIONS ARE OUR FUTURE. HEALTHY DIETS FOR A #ZEROHUNGER WORLD."

NUESTRAS ACCIONES SON NUESTRO FUTURO. UNA ALIMENTACIÓN SANA PARA UN MUNDO #HAMBRECERO.

AGIR POUR L’AVENIR. UNE ALIMENTATION Saine POUR UN MONDE #FAIMZÉRO.

НАШЕ БУДУЩЕЕ В НАШИХ РУКАХ. ЗДОРОВОЕ ПИТАНИЕ ДЛЯ МИРА БЕЗ ГОЛОДА.

LE NOSTRE AZIONI SONO IL NOSTRO FUTURO. UN’ALIMENTAZIONE SANA PER UN MONDO #FAIMEZERO.
2.2 Theme

Achieving Zero Hunger is not only about addressing hunger, but also nourishing people, while nurturing the planet. This year, WFD calls for action across sectors to make healthy and sustainable diets accessible and affordable to everyone. At the same time, it calls on everyone to start thinking about what we eat.

In recent decades, we have dramatically changed our diets and eating habits as a result of globalization, urbanization and income growth.

We have moved from seasonal, mainly plant-based and fibre-rich dishes to diets that are high in refined starches, sugar, fats, salt, processed foods, meat and other animal-source products. Less time is spent preparing meals at home, and consumers, especially in urban areas, increasingly rely on supermarkets, fast food outlets, street food vendors and take-away restaurants.

A combination of unhealthy diets and sedentary lifestyles has sent obesity rates soaring, not only in developed countries, but also low-income countries, where hunger and obesity often coexist. Now over 670 million adults and 120 million girls and boys (5–19 years) are obese, and over 40 million children under five are overweight, while over 800 million people suffer from hunger.

An unhealthy diet is the leading risk factor death across the globe from non-communicable diseases (NCDs) including cardiovascular diseases, diabetes and certain cancers. Linked with one fifth of deaths worldwide, unhealthy eating habits are also taking a toll on national health budgets costing up to USD 2 trillion per year.

In the way our food systems currently work, from agricultural production to processing and retailing, there is little space for fresh, locally produced foods as staple crops such as cereals take priority. Intensified food production, combined with climate change, is causing a rapid loss of biodiversity. Today only nine plant species account for 66 percent of total crop production despite the fact that throughout history, more than 6 000 species have been cultivated for food. A diverse variety of crops is crucial for providing healthy diets and safeguarding the environment.

Obesity and other forms of malnutrition affect nearly one in three people. Projections indicate that the number will be one in two by 2025. The good news is that affordable solutions exist to reduce all forms of malnutrition, but they require greater global commitment and action.

WHAT IS A HEALTHY DIET?

A healthy diet is one that meets the nutritional needs of individuals by providing sufficient, safe, nutritious and diverse foods to lead an active life and reduce the risk of disease. It includes, among others, fruits, vegetables, legumes, nuts, seeds and whole grains, and foods that are low in fats (especially saturated fats), sugar and salt.

Nutritious foods that constitute a healthy diet are not available or affordable for many people.
Taking a glocal approach

No region is free from the scourge of obesity, yet undernutrition or chronic hunger is a greater matter of concern in some countries. We would encourage FAO offices to take a glocal approach in their national WFD campaigns in order to maximise outreach. This means standardizing certain core elements of the theme outlined above, and localizing others where appropriate. For example, you may decide to focus more on key messages related to micro-nutrient deficiencies or hunger, rather than obesity throughout your events or outreach activities. Contact the WFD team if you need advice on your national communication strategy.

QUICK FACTS

While over 800 million suffer from hunger, over 670 million adults and 120 million boys and girls (5–19) are obese and over 40 million children under five are overweight.

Over 150 million children under five are stunted and over 50 million are affected by wasting.

Unhealthy diets, combined with sedentary lifestyles, have overtaken smoking as the world’s number one risk factor for disability and death worldwide.

Most of the world’s population live in countries where overweight and obesity kill more people than hunger.

Different forms of malnutrition can co-exist within the same household and even the same individual during their life and can be passed from one generation to the next.

An estimated USD two trillion is spent each year to treat health problems caused by obesity.

Billions of people lack the nutrients their bodies need to lead an active and healthy life.

Environmental damage caused by the food system could increase 50 to 90 percent, due to the increased consumption of processed foods, meat and other animal-source products in low- and middle-income countries.

Of some 6 000 plant species cultivated for food throughout human history, today only eight supply more than 50 percent of our daily calories. We need to eat a wide variety of nutritious foods.

Climate change threatens to reduce both the quality and quantity of crops, lowering yields. Rising temperatures are also exacerbating water scarcity, changing the relationship between pests, plants and pathogens and altering the size of fish.
### 2.3 Key messages

Below is the list of key messages that should be communicated for WFD 2019. Actions for various audiences can be found in the WFD workspace.

1. **Governments need to increase the availability and affordability of diverse and nutritious foods for healthy diets** by setting, enforcing and regularly updating national food-based dietary guidelines and nutrition standards, and establishing cross-sectoral platforms to inform food and agricultural policies, and guide interventions such as school food and nutrition programmes, food assistance, public food procurement and regulations on food marketing, labelling and advertising. In order to achieve behavioral change, efforts need to be supported by mass-media, public awareness campaigns and nutrition education programmes, community interventions and point of sale information, including labeling.

2. **Governments need to address malnutrition at its roots. Solutions rooted in food production** (agriculture, livestock, fisheries, etc.) can make important contributions to reduce malnutrition, increase dietary diversity and improve nutrition for a healthier and sustainable future. Countries need to adopt nutrition sensitive food-production practices that focus less on high-yielding and economically profitable varieties and more on diversity and nutritional quality, by producing a range of affordable, nutritious, culturally appropriate and safe foods in adequate quantity to meet the dietary requirements of populations in a sustainable manner. This will have a positive effect on our health, biodiversity and environmental sustainability and reduce costs of public health care.

3. **The private sector needs to positively influence the food environment by introducing more nutritious foods and adhering to nutrition-related laws and regulations** regarding the production and sale of foods, reformulation of food products, front-of-package nutrition labels (informing consumers about high levels of total fat, saturated fat, sugar, or salt), and food marketing and advertising, especially when aimed at children. It is also crucial that important advancements in innovative technologies for the breeding of safe and nutritious varieties of crops are shared, particularly with low-income countries.

4. **People need to be health conscious and informed to change their food choices** and eating patterns and limit the consumption of industrially processed foods that are high in fat, sugar and/or salt. We need to rediscover the importance of fresh seasonal produce, cooking skills, traditional knowledge and local biodiversity.

5. **FAO is ready and available to provide countries with evidence on the multiple facets of malnutrition and to work with them** to develop policy responses, providing technical support to global governance mechanisms for improving nutrition and promoting healthy and sustainable diets to a wide target audience, particularly through capacity development and awareness raising.

### 2.4 Actions for healthy diets

A set of actions has been developed for various sectors with the aim to make healthy diets available and affordable, encourage people to make healthy food choices and contribute to achieving Zero Hunger.

Start by taking a commitment to healthy diets and share it on social media (using both #WorldFoodDay and #ZeroHunger). Get some inspiration by reading through the WFD actions and encourage partners to take a pledge. The list is not exhaustive: if you
Come up with additional actions, we would love to hear about them! FAO offices are encouraged to focus their events around taking action. See section 4 on how to feature your MY ACTIONS human-interest stories on digital platforms, at events and exhibitions worldwide.

**UNIVERSAL NATIONS DECADE OF ACTION ON NUTRITION 2016-2025**

The United Nations Decade of Action on Nutrition 2016-2025, also referred to as the Nutrition Decade, was declared by the UN General Assembly in 2016 to provide all stakeholders with a unique time-bound opportunity to achieve progress towards nutrition-related targets of the Sustainable Development Goals, to strengthen joint efforts, and to ensure that all people, at all times and of all ages, have access to affordable, diversified, safe and healthy diets.

**Calls to action**

**We all** need to limit our consumption of foods that are high in salt, sugar and trans and saturated fats and make healthy eating and #ZeroHunger a part of our daily lives. You can get familiar with your country's dietary guidelines, change the way you eat, learn to understand nutrition labels, become a critical consumer, push for the availability of healthier food choices at work or in the community, be physically active or become more aware of your carbon food print.

**Governments** need to invest in nutrition and put the right policies in place to provide healthier and sustainable diets at an affordable price. These policies should help smallholders and farmers to diversify production and contribute to sustainable food systems, educate the public and nutrition professionals, and guide interventions such as school food and nutrition, food assistance, public food procurement and regulations on food marketing, labelling and advertising.

**Smallholder farmers** need to influence the variety of food available by diversifying production and adopting sustainable agricultural methods to preserve natural resources, while also increasing productivity and income. Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to share knowledge and gain access to finance and modern technologies. Farmers can also increase their income and reduce prices for consumers by finding ways to maintain quality and freshness and reduce post-harvest losses.

**Private food businesses** need to introduce more nutritious foods and adhere to nutrition-related laws and regulations regarding the production and sale of foods, reformulation of food products, food labelling (that clearly advises consumers about levels of total fat, sugar, or salt), and food marketing and advertising, especially when aimed at children. It is also crucial that important advancements in innovative technologies are shared, particularly with low-income countries.

**Youth** around the world can also become change makers and advocates for healthy diets and Zero Hunger. The WFD 2019 Activity book Eating Healthy matters explains the importance of healthy diets in a language that is fun and understandable for children, and provides a series of actions to encourage them to get involved.

Find a detailed set of actions here and in Annex 1.
2.5 Visual identity

To increase the impact of WFD celebrations, we are asking you and all WFD partners to use the visual identity as much as possible across activities and events and add to the overall global impact.

To respond to several requests and cater for event postings that combine the visual with text, we have prepared a quick guide on how to use the WFD 2019 visual identity. This includes instructions for inserting the logos of partners working with you on an activity or event and tips on what to do and not to do when using the WFD visual. To help with your events, we have also provided adaptations of the visual for event invitations and simple roll-up banners in the WFD workspace, which are customizable.

Remember that our graphic team is available to advise you on any additional issues you may have when using the visual, from logo arrangements to different format requirements (size or layout).
**WFD ribbon**

You may find that your partners cannot always use the full WFD visual, for example, they may have their own branding for an event. In these cases, the WFD ribbon can be used. This is an important tool for reinforcing the WFD brand and recalling FAO as the UN Organization leading global efforts to achieve Zero Hunger, nutrition and sustainable agriculture. Write to the [WFD team](mailto:) if you need the ribbon for your own events, or wish to distribute it to partners.
3. WORLD FOOD DAY POSTER CONTEST

The WFD Poster contest is an important way to engage the young generation in achieving Zero Hunger. We are asking you to promote the Contest as much as possible among schools, educational organizations or groups, and local and regional media around the world.

FAO Representations are encouraged, wherever feasible or worthwhile, to develop partnerships with their local Ministry of Education asking the Ministry to promote the contest among their network of schools.

The 2019 Contest calls on students and young people between the ages of 5 to 19 to illustrate their idea of healthy diets. The four age groups are: 5–8, 9–12, 13–15 and 16–19.

The deadline for entries is 8 November 2019. This date considers school calendars around the world and aims to increase participation. Read more about the rules and how to enter on the WFD website.

Winners will be announced in December 2019 on the WFD website, on FAO’s social media channels and promoted by the winners’ local FAO offices. They will also receive a Certificate of Recognition and a surprise gift bag. More information as well as the contest rules and regulations can be found here.

A series of materials have been prepared in seven languages to support outreach activities for the contest:

- WFD Activity book (see section 5.5)
- short animation on how young people need to eat healthy diets
- letter to teachers
- letter to journalists

All materials are available at the following link: http://bit.ly/FAO_WFD2019

The WFD international poster competition was launched in 2012 to engage children and youth in the fight against hunger and raise awareness about the annual WFD theme.
The WFD Team is calling on FAO Representations to identify human-interest stories linked to the WFD theme to publish in a section MY ACTIONS on the WFD website and other digital channels and to use in events, exhibitions and for pitching to global media. We are looking for one or two human-interest/beneficiary stories from each country and photos by 26 July 2019, using the template provided in the shared WFD workspace.

Your story could talk about a family farmer, government or private sector representative, or FAO staff member who describes his/her actions to achieve healthy diets, be it through their work or simple actions in their daily lives. Our aim is to present a series of stories from people of all types of social contexts around the world.

Likewise, your story from a local government or food industry representative, project implementing partner or FAO colleague could represent other important themes in achieving healthy diets including:

- home/community gardens
- diversifying food production
- nutrition-sensitive agriculture
- capacity development programmes including school food and nutrition
- policy development with a focus on nutrition
- food labelling
- national campaigns to promote healthy diets
- food safety

The story should include some information on the project or programme in question, key facts and figures, and be submitted along with at least three high-resolution photos. Sample interview questions, a template for the story and photo caption instructions are included in the human-interest story brief.

Get some inspiration also by reading through the WFD actions.
5. COMMUNICATION TOOLKIT

5.1 What is the WFD workspace?

A range of WFD communications materials have been developed to call for action to achieve healthy diets. The **WFD workspace** provides links for downloading low resolution products to share digitally and high-resolution files for printing or production. Before looking at it, find information about the content here below. Most products are already available in the six official FAO languages and Italian and others will be uploaded by September 2019. The workspace can be easily shared with external partners who wish to produce or promote WFD products. Low resolution files for the brochure and posters are also available in the communications toolkit on the WFD Website.

5.2 Poster

The WFD poster can be downloaded from the **WFD workspace**. The standard measurement is 100 x 70 cm, with both horizontal and vertical formats available, but other measurements can be provided by the WFD Team if you write to world-food-day@fao.org.

**WFD ribbon**

When your partners cannot use the full WFD visual, you can use the WFD ribbon. Write to the **WFD team** if you need the ribbon for your own events, or wish to distribute it to partners.
5.3 Actions for healthy diets

A series of Zero Hunger actions for governments, farmers, the private sector and general public can be found in the WFD workspace and are available in Annex 1.

5.4 Brochure

The WFD 2019 brochure is a short publication to facilitate local printing and reduce costs (square format: 210 x 210 mm). It summarises FAO’s work with countries and other partners to achieve healthy diets and lists a series of actions to make healthy diets available and affordable.
5.5 Children's Activity book and video animation

The WFD 2019 Activity book is an educational tool for teachers, students and anyone who wishes to learn more about healthy eating. It can also be used to inspire young people who want to participate in the WFD Contest. It brings children on a journey to discover the challenge at hand and what each of us – governments, farmers, businesses and young people – have to do to give everyone the chance to have a healthy diet.

It is produced in A4 paper size so it can easily be printed on a photocopier. Print size (297 x 210 mm, 24 pages).

5.6 Children's video animation

A one minute video animation by the artist responsible for FAO’s series of activity books encourages youth to take action for healthy diets.
5.7 Website and web banners

The WFD website provides an overview of the global celebrations and the theme for WFD 2019, information on the Poster Contest, and a resource section with WFD communication products. It will be developed over the coming months to include human-interest stories and an overview of WFD events around the world.

Don’t forget to send us information on how you are planning to promote WFD 2019 by uploading your event details on our website from August 2019. See section 6 for information on how to do this.

WFD 2019 web banners [Long top banner (531 x 291 px) and square sidebar (210 x 146 px) formats] are provided in the WFD workspace. If you want to promote WFD on your website and need a different size, please contact the WFD team specifying the size in pixels and the preferred language.

5.8 Social media Trello board

The WFD Trello board contains a set of graphics that can be used on social media to promote WFD, including the poster and illustrations from the Activity book to promote the contest. See section 6.4 for some suggestions on how to promote WFD on your social media channels.

5.9 Backdrop or banner for events

Graphics for the local printing of a banner or backdrop (3.5 x 2.5 m) for WFD events are provided in the WFD workspace. To help with your events, we have also provided adaptations of the visual as event invitations and simple roll-up banners in the WFD workspace.
5.10 Photo exhibition package

World Food Day exhibition package – My ACTIONS

A concept and guidelines for a photo exhibit will be uploaded to the workspace in September. In the same folder, you will find artwork/graphic panels and MS Word text for translation. The package will consist of up to 15 panels (format 70 x 140 cm or 140 x 70 cm), some of which can be customized locally, for example by adding human-interest stories and photos related to healthy diets from your own country or region. These will represent people from different sectors who are working to make healthy diets available and affordable.

5.11 Videos

Promotional video or TV advertisement

A 30-second advertisement will be available in August (first in English and then in the six UN languages plus Italian). We would encourage FAO offices and partners to approach TV stations, online media, public transport partners and other large outdoor screen coordinators before July, using material already available for WFD considering that many TV stations require up to six months notice in advance of the actual screening time in October.

You can also ask the WFD team to provide the WFD promo video in additional languages. Please write to us as soon as possible, with a brief description of the outreach potential in this extra language. We would only ask for your support with the translation and final check.

Video feature (to be confirmed)

A three to four minute video feature covering projects across FAO regions will ensure both a regional and thematic representation of key areas of FAO’s work with partners to fight different forms of malnutrition and make healthy diets available. The video may be available in September in all UN languages (TBC).

VNRs or thematic footage, FAO media vault

Video news releases (VNR) or b-roll footage with a regional coverage of themes related to healthy diets will be available for TV producers to download from the FAO media vault for use in news features or documentaries related to WFD from late September to early October. Simply type tv.fao.org into your browser, without “www.”, log in as a new user and you will find material to download in broadcast quality on the World Food Day page, as soon as it is available.
5.12 Gadgets

The WFD workspace provides graphics for the local printing or production of:

- t-shirts
- caps
- mugs
- bags
5.13 Op-ed

An op-ed or opinion piece by the Director-General of FAO will be available in September 2019 and distributed to all FAO Representations, communication officers and focal points. We would encourage you to distribute the article among local, regional and national media networks.

5.14 DG video message

This is a corporate and institutional message addressed by the Director-General of FAO to governments, partners and the general public. It will be distributed around the end of September and available on the [FAO YouTube channel](https://www.youtube.com/c/FAO).

5.15 Talking points for WFD ceremony

A series of general talking points on the WFD theme will be prepared and made available to all FAO Representations.
6. **HOW TO PARTICIPATE**

6.1 Plan your event or outreach activity

If you want to organize a WFD event or outreach activity, we can give you a range of materials and tips to plan it. We have promotional materials in several languages - posters, a brochure, event banner, web and an Activity book for kids – all of which are downloadable in the WFD workspace and described in section 5.

Every year, events are organised in up to 150 countries around the world to celebrate WFD. If you want to hold an event or start a local campaign, get some inspiration from the examples below.

**See the video with highlights of events celebrated across the world in 2018!**

**Make a commitment to healthy diets**

WFD 2019 is an action oriented campaign so start by taking a pledge for healthy diets and Zero Hunger, and share it on social media (using #WorldFoodDay and #ZeroHunger). Get some inspiration by reading the WFD actions for countries, the private sector, farmers and all individuals, and encourage partners to take a pledge. Remember also to keep the WFD team updated about your calls to action.

**Festivals and fairs**

From food tastings and cooking demonstrations to food markets and exhibitions of local products - show how Zero Hunger means supporting local produce, culture and heritage.

**Get creative!**

Encourage youth to get creative and show us their idea of a Zero Hunger world. Hold a local poster drawing activity or competition and encourage participants to join the WFD global contest.

**City and public transport branding**

Approach municipalities, outdoor advertisers, or transportation companies to place WFD products in October, such as the WFD poster or promo video. FAO offices have worked with municipalities and private companies to promote WFD, mostly on a pro-bono basis, in cities like Geneva, Mexico City, Ju and Jakarta.

**For educators**

Promote the [WFD Poster Contest](#) among schools, educational organizations or youth groups, and media, or even hold a local poster competition, encouraging all entrants to take part in the global contest by 8 November 2019. This is an important way to engage the young generation and inspire them to be change makers and advocates for a Zero Hunger world.
**Get the media involved!**
Approach advertising contacts in TV stations as early as possible to place the WFD spot in October. Pitch WFD video news releases, human-interest stories or the Director-General’s op-ed to media in the lead up to WFD and remember to promote the WFD Poster Contest.

**WFD films and documentaries**
Ready, set, action! Organise a screening of a WFD-themed movie, cartoon or documentary and encourage the public to share their thoughts during an open discussion.

**Cultural performances**
Concerts, choirs, theatre and even dancing. Everything you can do to raise awareness is more than welcome.

**Recreation and sports**
Organise a run, a march, a walk or even a marathon against hunger and malnutrition. Encourage people to become Zero Hunger advocates by occupying the streets in your hometown, committing to take action and calling on others to do their part.

**Lectures, panels and roundtables**
Organise or sponsor a public lecture with political leaders, educators, scientists and farmers. Use your Zero Hunger lecture to promote solutions. Host a forum or questions and answers session afterwards to encourage involvement.

**Nominate a Zero Hunger Champion**
The process to formally nominate a national FAO Goodwill Ambassador can be quite complex. Country offices can informally give the honorary title of “Zero Hunger Champion” to a popular person or social media influencer who agrees to promote key messages and FAO’s work at events and across digital platforms. Last year Mexican Chef Oropeza, French Actor Lambert Wilson, and TV producer Karla Iberia were nominated as Zero Hunger Champions. Always check with GoodwillAmbassadors@fao.org and keep the WFD team informed.
Field visit
A field visit can be organized with media or goodwill ambassadors to showcase firsthand how FAO is working for Zero Hunger.

Food donations
Donate food that would otherwise be wasted or lost, according to local food regulations. Learn about existing initiatives in your cafeterias, your stores, and your city, to give a boost to food aid associations and reduce waste. Sharing is caring!

Plan a WFD exhibition
Plan an exhibition to support your WFD event featuring projects, multi-stakeholder partnerships or agricultural products in your region. This can be complemented by a photo exhibition package that will be circulated by the WFD team and will include human-interest stories linked with thematic aspects of FAO’s work with countries and partners throughout the regions.

Prizes and awards
Recognize farmers, breeders, fishermen, producers and farmers’ associations who are contributing to Zero Hunger efforts in your country by hosting an awards ceremony.

Plant a tree
During your WFD event, you can include the planting of fruit trees, vegetables and fruit. This can be symbolic not only of the importance of trees and forests, but also the need for diverse and healthy diets.

Spread the word!
Inform, educate and engage audiences with real facts. Join the WFD campaign by sharing our free material on digital channels. Identify and engage with local and national digital influencers in the food and development sector (bloggers, actors, popular public figures, photographers, chefs, experts) to amplify our messages around healthy diets and a #ZeroHunger lifestyle.
Let us know about your WFD event!
As you can see, there are a lot of ways to celebrate WFD. Remember to tell us about your WFD events or efforts to promote the global campaign by uploading your event details on our website from August 2019. Photograph and/or record your event and send us your best photos so we can feature them in a WFD Flicker Album. All high-resolution photos should be accompanied by photo credits and information about the event so we can publish them.

Remember to use the WFD visual as much as possible in your events and activities!
If your event partners cannot use the full WFD visual, use the WFD ribbon. Write to the WFD team if you need it for your own event, or wish to distribute it to partners.

6.2 Partnerships
WFD’s global impact would not be possible without a network of strategic partnerships. These partnerships involve the exchange of visibility, co-marketing, and the sharing of communication resources, all with the aim of reaching out to a broader audience. Every year FAO works to increase the number of organizations and companies that collaborate with us to make WFD the global campaign that it is.

Our partners come from a wide range of areas: media, private sector companies, start-ups and small NGOs, civil society organizations, the public sector or even individuals. The campaign benefits all involved – partners help us to broaden FAO’s audience and they showcase their support for one of the most celebrated days in the UN calendar.

The WFD Team has approached, or been approached by, a number of TV stations from around the world, as well as municipalities and outdoor advertisers (for advertisements in popular public spaces, metro, trains, buses and trams, cinemas, airports and shopping malls etc.) to promote WFD messages and products.

Examples of exchange of visibility could be:
- co-marketing of an event, through FAO and the partner’s marketing channels
- branding of an event or a specific company product with WFD visual identity or exchange of logos or visual identities on key communication materials by both partners (for example a national version of the WFD Activity Book with a partner’s logo or adding the logo of a partner to the WFD spot aired in a specific country/region)
- featuring the partner’s brand on the corporate WFD website

HOW TO PARTICIPATE

Write to the WFD team if you need the ribbon
• promotion of the video spot, radio spot, WFD banner, posters and other communication material
• making use of each other’s social media (i.e. repost messages, retweets, engaging influencers to further promote the messages etc.)

If marketing efforts can be increased through pro-bono agreements in your country or region, the WFD Team would be happy to hear about your ideas or achievements. The WFD team can offer graphic support or produce materials in additional languages to facilitate your partnerships. Get inspired by having a look through the outreach activities carried out last year in the highlights of WFD celebrations.

**TIPS ON HOW TO PITCH TO PARTNERS**

WFD offers unique marketing opportunities, so when pitching to partners, remind them that they can:

• **Become a WFD advocate and join the WFD network,** which unites a range of partners from the private sector, government and media in up to **150 countries.** Demonstrate corporate social responsibility (CSR) Give their entity direct association with a UN agency that can be considered as part of internal CSR strategies or advocacy campaigns.

• **Promote their brand worldwide** by featuring on our website www.fao.org/world-food-day the central location for all WFD activities.

• **Benefit from our powerful social media presence** with over 3 million followers!

• **Take advantage of many other branding opportunities:** free downloadable WFD communication materials in seven languages and free graphic and communications support provided by our team of experts.

**TV or online advertisers**

Why not approach your national, local or regional TV stations asking them to air the 30-second WFD advertisement? This will be available in July in the six UN languages and Italian. Given that many TV stations require up to six months notice before screening the TV advertisement in October, we would encourage you to approach partners in advance, using a WFD concept note.

The WFD Team can also **provide the advertisement in additional languages.** Just write to us and make your request in advance, briefly describing the outreach potential. We would need to count on your support for the translation and final check. Last year the WFD spot was aired on popular channels including France 24, Italy’s RAI and Mediaset, Spain’s RTVE, Mexico’s Televisa, Turkey’s NTV and TRT, BX1 in Brussels, RIK TV in Cyprus and Turner Classic Movies. Some TV channels and city metro lines also aired the children’s animation including Cartoon Network in the MENA region and Montevideo metro.

**Public transport and outdoor advertising**

Cities and private transport companies around the world including Geneva, Mexico City, Juba, Rome and Jakarta have spread the WFD message on metro trains, trams and buses. FAO offices and WFD partners have also managed to place the WFD visual in high visibility areas around cities, such as on billboards or digital screens at bus stops,
popular street corners, major traffic junctions, shopping malls, cinemas and airports. WFD partner JCDecaux promoted WFD 2018 in major European capitals including Milan, Barcelona, London, Lisbon, Madrid, Berlin and Amsterdam. The WFD team is available to support your efforts to brand public spaces and engage support for WFD and Zero Hunger. We can offer advice, graphic support or additional language layouts.

**Governments or municipalities**

It is often necessary in certain countries to liaise with governments or municipalities when seeking to carry out outdoor advertising. The WFD Team will target some cities asking them to place the WFD visual in high visibility areas and offering the opportunity to showcase their commitment to healthy diets by adding their city crest to the WFD visual.

**FAO Goodwill Ambassadors and Zero Hunger Champions**

FAO National Goodwill Ambassadors have both the local appeal and knowledge of FAO’s work to reach greater audiences and generate increased media impact. Invite them to participate in events and official celebrations in your country or region, and contact the FAO Goodwill Ambassadors team if you need any assistance [GoodwillAmbassadors@fao.org](mailto:GoodwillAmbassadors@fao.org).

A number of well-known individuals, such as sportsmen, actors, media personalities and social media influencers are also showing their support for FAO and Zero Hunger. During the FAO Regional Conference for Latin America and Caribbean, Olympic hero Usain Bolt, advocated for a Zero Hunger world in a video that went viral on social media channels.

**You can also nominate a Zero Hunger Champion**

The process to formally nominate a national FAO Goodwill ambassador can be quite complex. On the occasion of WFD, country offices can informally give the honorary title of "Zero Hunger Champion" to a popular person or social media influencer at national or regional level who wishes to promote key messages and FAO’s work at events and across digital platforms. Last year Mexican Chef Oropeza and TV producer Karla Iberia were nominated as Zero Hunger Champions by the country office. French Actor Lambert Wilson, who featured in FAO’s Zero Hunger video, also informally received the same title. Before awarding the title, please check with the Goodwill Ambassadors Team by writing to [GoodwillAmbassadors@fao.org](mailto:GoodwillAmbassadors@fao.org) and keep the WFD team informed.

**WFD FRIENDS**

The WFD website has a page where we recognize the efforts of partners, our WFD Friends. WFD Friends help us to promote worldwide awareness and action and they come from various sectors – small businesses to large corporations, mainstream and specialized media, international organizations, civil society, academia and more. Together they are using their influence to spread the word through media outlets, public events, campaigns and digital channels to make WFD an international success. Discover who they are by visiting our [website](http://world-food-day.org) or recommend a new Friend by writing to [world-food-day@fao.org](mailto:world-food-day@fao.org).
6.3 Traditional media outreach

Media outreach in the lead up to WFD
In addition to promoting the WFD Poster Contest with national and regional media contacts, you can also share WFD information and materials on a regular basis and inform the media about events and activities that are set to be organized locally around the World Food Week.

WFD is a good opportunity to highlight Zero Hunger success stories and promote results at national or regional level. In the months leading up to WFD, you can pitch story ideas including the MY ACTIONS human-interest stories (see section 3) to media contacts.

You could also invite media to visit projects linked with the WFD theme. Media coverage as a result of media field visits or the pitching of stories in the lead up to WFD could significantly build public interest in events organized by FAO Representations around World Food Week. In some cases, it may be possible to invite FAO Goodwill Ambassadors or newly nominated Zero Hunger Champions to join field visits so that they can speak about this year’s theme with more authority and better knowledge during your WFD events (GWA visits should always be coordinated with the Regional Communications Officer and FAO Goodwill Ambassador team at FAO HQ (GoodwillAmbassadors@fao.org).

Media outreach during the World Food Week
A range of activities can be organized with local media, such as:

- pitching the op-ed by the Director-Generals of FAO to media, or other op-eds written according to the context of your country/region by your FAO Representative, Assistant Directors-General at regional level, or technical/programme specialists
- talk shows and discussion panels with FAO experts
- press conferences and media briefings
- radio/TV call-in shows
- pitching local spokespeople for interviews on WFD

The involvement of local, regional and international media outlets and their presence at WFD events and visits to FAO projects are fundamental to a successful global celebration.
6.4 Digital outreach

This year, on digital channels, FAO wants to raise awareness of the fact that achieving Zero Hunger is not only about addressing hunger, but also about nourishing people, while nurturing the planet.

Through the digital narrative we can once again raise the profile of food and call on everyone to start thinking about what we eat and the collective responsibility to make healthy and sustainable diet choices.

Help spread the word on digital channels! Before you start, take a look at section 2.2 on WFD 2019 key messages that you can promote. Include the hashtag #WorldFoodDay when you tweet, post about, promote or share the theme or any of the WFD 2019 materials. You can start now by using the graphics provided on the FAO Trello Board.

You can also like/retweet/share #WorldFoodDay content that has already been posted by looking through the complete list of FAO social media accounts here and by searching for the below list of WFD hashtag in the language of your preference on social media.

**List of FAO’s main social media accounts:**

Facebook: [https://www.facebook.com/UNFAO](https://www.facebook.com/UNFAO)
Twitter: [https://twitter.com/FAO](https://twitter.com/FAO) (Primary/Corporate account)  
[https://twitter.com/FAOKnowledge](https://twitter.com/FAOKnowledge) (Corporate account)  
[https://twitter.com/FAONews](https://twitter.com/FAONews) (Corporate account/Media)
LinkedIn: [https://www.linkedin.com/company/fao](https://www.linkedin.com/company/fao)
Instagram: [https://www.instagram.com/unfao/](https://www.instagram.com/unfao/)
YouTube: [https://www.youtube.com/playlist?list=PLzp5NgJ2dK4HsPHXcBHDvMkkU4sgqDDO](https://www.youtube.com/playlist?list=PLzp5NgJ2dK4HsPHXcBHDvMkkU4sgqDDO)
Weibo: [https://weibo.com/unfaorefer_flag=1005055014_](https://weibo.com/unfaorefer_flag=1005055014_)
WeChat: [Search “FAOCina” on WeChat](https://weibo.com/unfaorefer_flag=1005055014_)

**Hashtags**

**English:** #WorldFoodDay

**French:** #JournéeMondialeAlimentation

**Spanish:** #DíaMundialdelAilmentación

**Italian:** #GiornataMondialeAlimentazione

**Arabic:** #اليوم_العالمي_الأغذية

**Russian:** #ВсемирныйДеньПродовольствия

**Portuguese:** #DiaMundialDaAlimentação

**Chinese:** #世界粮食日

**Turkish:** #DünyaGıdaGünü
Hashtags
Apart from including #WorldFoodDay in any posts, you may also wish to mention:

- secondary hashtags: #ZeroHunger
- when referring to FAO, use @FAO

Pre-packaged messages
You can find a selection of prepared messages for various social media channels here https://trello.com/b/OubmMq9E/world-food-day-2019. The Trello board will be updated on a regular basis.


For specific queries related to FAO social media, an email can be sent to Social-media@fao.org.
USEFUL LINKS

World Food Day website
www.fao.org/world-food-day

Publications

Plates, pyramids, planet- Developments in national healthy and sustainable dietary guidelines: a state of play assessment

Eating well for good health-Lessons on nutrition and healthy diets

Family nutrition guide:

Strengthening nutrition action: A resource guide for countries based on the policy recommendations of the Second International Conference on Nutrition (ICN2)

Influencing food environments for healthy diets

Strengthening sector policies for better food security and nutrition results: Food systems for healthy diets

Proceedings of the FAO/WHO International Symposium on sustainable food systems for healthy diets and improved nutrition

High Level Panel of Experts on Food Security and Nutrition report – Nutrition and food systems

FAO Social media guidelines:
http://www.fao.org/communications/policy/social-media

FAO social media accounts

Facebook:  https://www.facebook.com/UNFAO
Twitter:  https://twitter.com/FAO (Primary/Corporate account)
          https://twitter.com/FAOKnowledge (Corporate account)
          https://twitter.com/FAONews (Corporate account/Media)
LinkedIn:  https://www.linkedin.com/company/fao
Instagram:  https://www.instagram.com/unfao/
YouTube:  https://www.youtube.com/playlist?list=PLzp5NgJ2-dKgHsPHXcBHDyMkKU4sgqDQ
Weibo:  https://weibo.com/unfao?refer_flag=1005055014_
WeChat:  Search "FAOChina" on WeChat
CONTACTS

World Food Day team

Part of the FAO Office for Corporate Communication, the WFD team is responsible for developing content for distribution around the world and for working to increase awareness of this international celebration. The team also coordinates the celebration of WFD at FAO headquarters and other related activities for global outreach. We are available for regular consultation with country representations to help develop and optimize national and regional WFD campaigns.

General information: World-Food-Day@fao.org

Coordinator – Clara Vélez-Fraga

Content, Outreach – Aoife Riordan
Partnerships and Outreach – Vanessa Curcio
WFD Italy, Outreach – Katia Meloni
Marketing and Outreach – Laura Hernández Borrás
Content – Florencia De Castro

Art Direction – Andrea Carega, Guido Chiefalo, Emma Gilardi
ANNEXES

ANNEX 1 - Actions for healthy diets

WHAT YOU CAN DO TO KEEP HEALTHY AND HELP ACHIEVE #ZEROHUNGER

Diets vary greatly from place to place based on food availability, affordability, eating habits and culture, yet, there is a general consensus on what makes up a healthy, balanced diet no matter where we live. Here’s a list of simple actions to help you make healthy eating and #ZeroHunger a way of life.

CHECK OUT THE RECOMMENDATIONS IN YOUR COUNTRY’S DIETARY GUIDELINES!

Dietary guidelines in your country provide advice on how to make sure you get enough nutrients to be healthy and prevent chronic disease. Food and Agriculture Organization (FAO) supports countries in the development, updating and implementation of these dietary guidelines, which are also used to develop nutrition policies and education programmes.

WHAT TO ADD

Eat plenty of fresh and seasonal vegetables and fruits on a daily basis and find ways to add more legumes, nuts and whole grains to your diet. Legumes and nuts are great sources of plant-based protein. What’s more, legumes can be cheaper than animal proteins. They’re also kinder on our planet because they require less water to produce. Try also to eat fish species that are more abundant.

WHAT TO REDUCE

We need to cut back on industrially processed foods high in fat, sugar and/or salt, and try not to eat excessive amounts of meat and other animal-source products. Whenever you can, try to switch ‘white’ refined starches for their brown, more nutritious equivalents (brown rice, wholemeal flour and brown bread etc.).

GET TO KNOW YOUR FATS

While unsaturated fats (found in fish, nuts, and in sunflower, soybean, canola and olive oils) are part of a healthy diet, you need to watch your intake of industrially-produced trans-fats found in fried foods, among others. At the same time, we need to limit the amount of saturated fats we consume (found in fatty meat, butter etc.).

REDUCE YOUR FOOD PRINT

Consider the environmental impact of the foods we eat. Some foods require a significant amount of water to produce. You could try replacing one meat meal a week with another source of protein – like legumes for instance – or an all-veggie meal. Try also to avoid buying foods that have excessive amounts of packaging.

DIVERSIFY FOR BIODIVERSITY

Diversify your diet by adding traditional, locally grown and seasonal foods, in an effort to support biodiversity. Learn about their nutritional values and look up some recipes to cook meals using these ingredients.
TAKE ACTION AT WORK OR IN YOUR COMMUNITY
Talk to your employers about making sure that there are healthier meal choices in vending machines at work or even in a cafeteria, if you work in a big organization that has one. Encourage local officials to make sure there are healthier choices available in child-care centres, schools and youth clubs.

GET LABEL LITERATE
Learn to understand food labels so you can choose a healthy diet. Labels provide information on energy (usually calories) and key nutrients such as salt, sugar and fat. The ingredients list helps you understand how nutritious a product is. Food labels also help us to make sure our food is safe to eat. Sometimes food is still safe to eat after the “best before” date, whereas it’s the “use by” date that tells you when it’s no longer safe to eat or drink.

BE A CRITICAL CONSUMER
Don’t let packaging sway you: pay attention to the nutritious value of food, not what it looks like, or how nice the packaging is. Pay attention to common words used to advertise foods like “zero,” “low in” and “light.” They’re often used to make food sound more nutritious, but it isn’t always true.

REKINDLE OLD TRADITIONS
In most cultures, meals are consumed, in the company of family and friends. Today, many of us spend too little time preparing meals at home due to busy lifestyles and we rely increasingly on street food vendors, supermarkets, fast food outlets, or takeaway restaurants. Eating in company is important for our health and the health of your children. Researchers have linked this with lower rates of obesity and eating disorders in children and adolescents, and general wellbeing.

MAKE PHYSICAL ACTIVITY PART OF YOUR DAY, EVERY DAY
For adults, the general recommendation is to dedicate at least 2.5 hours to physical activity each week. This includes leisure time, sports, walking or cycling to work, or physical activity you carry out during the week, both at work or at home. Children and youth should dedicate at least 60 minutes to physical activity each day, through play, sports, commuting or physical education.

HAVE A CONVERSATION WITH THE PEOPLE AROUND YOU ABOUT RESPECT FOR FOOD
Food connects us all. Help people re-connect with food for a #ZeroHunger lifestyle and what it stands for by sharing your knowledge with the people around you; at home with your family, with friends and at work. For example, learn to cook and swap recipes, grow your own food at home, participate in a community garden or organize dinners with friends.

HOW CAN CIVIL SOCIETY ORGANIZATIONS HELP US?
Civil society organizations (CSOs) provide vital links between individuals and communities whose voices are not always heard. They monitor and work with other stakeholders such as private sector entities and governments to support the wide dissemination of information on the importance of healthy diets through health programmes, education campaigns, events and networks. CSOs can also help you to take a more active role in legislative and political processes for the prioritization of healthy diets on the public agenda.
WHAT CAN GOVERNMENTS AND INSTITUTIONS DO TO HELP ACHIEVE HEALTHY DIETS AND #ZEROHUNGER?

Given the significant amount of money spent on health problems related to malnutrition, strategies and policies to ensure the availability and affordability of healthy diets make good business sense for countries and their governments. Here is a series of actions public entities can carry out now to help achieve healthy diets and #ZeroHunger.

LAY THE FOUNDATIONS FOR HEALTHY DIETS WITH DIETARY GUIDELINES

Governments should set, enforce and regularly update national food-based dietary guidelines, and integrate them in food security and nutrition strategies to guide interventions such as school food and nutrition programmes, public food procurement and food assistance. Dietary guidelines need strong political support and buy-in from a range of institutions and different target audiences (from health professionals to the general public).

RESPECT THE CODEX

The Codex Alimentarius provides guidelines on nutrition labelling and advice on how to make labels more accessible, appealing and legible. Codex guidelines are used by most countries to establish their own food standards and as the basis for nutrition labelling regulations. Nutrition labelling policies need to be enforced and monitored rigorously, and backed by public awareness and education efforts to bring about behavioral change.

WORK ACROSS POLICY AREAS

Governments should focus on addressing the main drivers of food insecurity and malnutrition through an integrated, nutrition-sensitive, cross-policy approach to healthy diets, that also considers the Right to Food Guidelines. Working across sectors leads to synergies between agriculture, nutrition, health and education, which impacts positively on nutrition. Nutrition-sensitive policies and programmes should be aligned with national food-based dietary guidelines and used to strengthen legal frameworks for food security and nutrition.

FROM FEEDING TO NOURISHING

Governments need to reorient agricultural priorities to focus less on high-yielding varieties and more on nutritional quality and diversity, with the overall objective of making a variety of nutritious foods both accessible and affordable. This requires increased investment in effective and sustainable interventions from production to consumption stages of the food system including financial incentives and regulated environments for food businesses and manufacturers.

SUPPORT FAMILY FARMERS

By recognizing solutions rooted in food production (agriculture, livestock, fisheries, etc.), governments need to protect family/small-scale farmers and promote sustainable agricultural approaches that protect biodiversity and natural resources, improve productivity and income, and increase the resilience of farmers to challenges such as climate change.
EDUCATE AND COMMUNICATE
Consumers have the right to adequate food. They need to be encouraged to make healthier food choices through ongoing mass-media, public awareness campaigns, and nutrition education in schools, community interventions and point of sale information, including clear and consistent food labeling practices. Governments need to invest in a workforce of nutrition practitioners and empower civil society and ombudsman-type institutions that can also protect consumers’ rights.

PARTNER WITH ACADEMIA AND INVEST IN YOUTH
Academia are incubators of knowledge and innovation that can be channeled towards efforts to achieve healthy diets and Zero Hunger. Academia have a responsibility to use their knowledge to reconnect youth, the world’s future change makers, with the importance of healthy diets. Strategic partnerships with academia and research institutions can generate significant and relevant information to help governments address the challenges faced in achieving food security and good nutrition, and foster stronger national education curricula and vocational training that promote healthy diets.

INNOVATE
By working with academia and the private sector, countries can drive research, innovation and technology transfer to find ways to meet the nutritional needs of a growing population while also preserving natural resources, biodiversity and ecosystem health. The associated risks of innovative technologies and industrialized systems to human and environmental health must always be considered to avoid negative side effects such as antimicrobial resistance.

REACH OUT TO FAO
Governments and public entities can benefit from the knowledge and expertise of the Food and Agriculture Organization’s (FAO) leading specialists in the fields of agriculture, nutrition, climate change and more. FAO and other specialized UN agencies can provide solid statistical and monitoring data, help formulate and implement agriculture and food policies, national nutrition strategies and legislation. FAO provides practical policy guidance on food security and nutrition through instruments such as the Right to Food Guidelines. FAO also co-leads the implementation of the United Nations Decade of Action on Nutrition (2016-2025) that provides governments and their stakeholders with a unique opportunity to emphasize nutrition action towards a #ZeroHunger world. Learn more about the development of policies and programmes that support the achievement of SDGs.

WHAT FARMERS AND AGROBUSINESSES CAN DO TO MAKE HEALTHY DIETS AVAILABLE AND AFFORDABLE AND HELP ACHIEVE #ZEROHUNGER
The women and men who work in agriculture play a vital role in providing nutritious, affordable food. Whether they work on small family farms or in small food enterprises, their decisions will help shape the future of food and nutrition. Their knowledge and traditional practices are vital in a world where food production faces many challenges such as climate change and limited natural resources. These actions are a starting point for farmers and agribusinesses who want to make healthy diets available and build a #ZeroHunger world.
QUALITY, NOT JUST QUANTITY
Farmers need to consider a reorientation of agricultural priorities and move from an emphasis on producing high yields towards producing a diversity of nutritious foods such as fruits, vegetables, legumes and nuts in an effort to meet the population’s dietary requirements.

TAKE A NUTRITION-SENSITIVE APPROACH
With a growing population expected to reach in nine billion in 2050, farmers need to find new, more productive ways to diversify crops and farm food. Nutrition-sensitive agriculture aims to make more diverse and nutritious food available and affordable. It also aims to make food more nutritious by enhancing micronutrient content in foods through plant breeding and improved soil nutrient content and promotes sustainable production practices like conservation agriculture, water management and integrated pest management.

PRESERVE NATURAL RESOURCES
Farmers play a vital role in managing natural resources. While striving to diversify and produce diverse and nutritious foods, farmers need to manage natural resources sustainably and efficiently to help ensure their future availability and protect the environment. Agrobiodiversity is a way to respect natural ecosystems as it helps to maintain healthy soils, regulate pests and diseases, improve pollination and decrease the impacts of climate change by decreasing carbon dioxide in the atmosphere.

UNITE AS COOPERATIVES
Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives. This is a way to receive technical assistance, learn about new food production methods, and gain access to finance and modern technologies. Cooperatives promote closer cooperation between farmers and research institutions and help smaller farmers to have a voice in policy-making.

ADAPT TO CLIMATE CHANGE
Climate change is happening. Adopting a Climate-Smart Agriculture approach to farming can help farmers to face climate challenges, by helping them to use natural resources, such as soil and water in a sustainable way, to grow more nutritious food. Farmers should use seeds that are more resistant to drought and disease, breed livestock that is suited to warmer temperatures, create stormproof ponds and cages for fish, and plant trees that are heat- and drought-tolerant.

LEVERAGE THE POWER OF TECHNOLOGY
Modern digital technology and software, such as mobile device apps, can help farmers to access useful information on farming approaches for healthy diets and also to mitigate and fight the effects of pest or disease outbreaks or extreme weather events by allowing them to share information rapidly, access up-to-the-minute data and discover innovative farming solutions.

REDUCE FOOD LOSS
By finding ways to maintain quality and freshness and reduce post-harvest losses, farmers can increase their income and reduce prices at the consumer end. Farmers need to gain access to participate as much as possible in available training, gain access to adequate storage facilities and keep up to date with the latest developments in technology.
WHY NOT TRY AQUACULTURE?
Where possible, turn to local, small-scale fishery production as a source of income and affordable, vitamin-rich food for local communities. Fish provides protein, vitamins, minerals, and polyunsaturated omega-3 fatty acids (generally not found in staple foods).

WHAT PRIVATE BUSINESSES CAN DO TO MAKE HEALTHY DIETS AVAILABLE AND AFFORDABLE AND ACHIEVE #ZEROHUNGER
Companies and private enterprises need to positively influence the food environment to help provide affordable healthy diets and achieve #ZeroHunger. Whether you’re a food manufacturer, financial institution, media house or provide food to staff, you can make a difference, regardless of the size of your business – start with these actions.

MAKE NUTRITIOUS FOODS AVAILABLE
Food companies and manufacturers need to develop and provide affordable and nutritious foods to consumers and aim to provide greater dietary diversity and quality. Nutrition needs to be prioritised along the food chain by limiting the levels of saturated fats, trans fats, added sugars and salt in existing food products, as well as developing new products with better nutritional value that respond to public health concerns.

LABEL CORRECTLY
Food companies and manufacturers should provide consumers with adequate and understandable product and nutrition information and avoid nutrient claims (“high in”, “enriched/fortified with”) that may not reflect the overall nutritional quality of a product and may instead misinform consumers, e.g. the level of sugar in breakfast cereals can be excessive even if vitamin and fibre levels are good.

ADVERTISE NUTRITIOUS FOODS
Food companies and manufacturers need to phase-out advertising and promotion of foods high in fat, sugar and/or salt, especially to children and adolescents, and avoid other promotional tactics such as nutritional claims or store discounts that affect purchase decisions.

SPREADING INNOVATIVE TECHNOLOGIES
It is crucial that important advancements in innovative technologies for the breeding of safe and nutritious varieties of crops are shared, particularly with low-income countries. Private businesses also need to foster the transfer of knowledge to improve storage, preservation, transport and distribution technologies, and infrastructure to reduce seasonal food insecurity and food and nutrient loss and waste.

PROMOTE FINANCIAL INCLUSION
If your company operates within the financial sector, you can support local economies in their efforts to produce diverse, nutritious foods by putting financial tools in the hands of economically marginalized communities and exploring ways to provide credit or money to households for farming inputs from local markets.

PARTNER WITH ACADEMIA
Academia are incubators of knowledge and innovation that can be channelled towards efforts to make healthy diets available and achieve Zero Hunger. They are home to
the world’s future change makers. Strategic partnerships with academia and research institutions can generate significant and relevant information to assist businesses in addressing the challenges posed by hunger, obesity and other forms of malnutrition.

**SPREAD THE WORD**
Media houses, or any business with a communication network, can leverage their reach to educate the public about healthy diets, while helping to draw attention to issues related to hunger, obesity and other forms of malnutrition.

**CHAMPION FOOD SAFETY**
Food businesses and manufacturers must strive to achieve better food safety and quality along the food chains, especially in low-income countries. The risks of innovative technologies and industrialized systems to human and environmental health must be assessed and taken into consideration, for example, any negative health consequences such as antimicrobial resistance stemming from a dependency on an excessive use of chemical inputs that are used to ensure high productivity or prevent disease.

**PROMOTE HEALTHY DIETS TO STAFF**
Big enterprises need to recognise the benefits of offering nutritional counselling, courses, talks, publications on nutrition or gym memberships to staff, or building on-site fitness centres and recreation areas. Smaller businesses can review the food choices offered in on-site cafeterias, encourage staff to exercise during breaks or even request that nutritious foods are available in vending machines.

**REACH OUT TO FAO**
Join the leading global businesses who have partnered with us to develop technologies, share their expertise, provide help and assistance aimed at creating a world with nutritious and diverse foods, for present and future generations. Find out more [here](#).

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[www.fao.org/WFD](http://www.fao.org/WFD)  
contact: [world-food-day@fao.org](mailto:world-food-day@fao.org)