



WORLD FOOD DAY

2009 REPORT

(4 SUB CENTRES)

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PREAMBLE

World Food Day (WFD) which is observed on the 16th of October every year is celebrated in more than 150 countries and commemorates the founding of the Food and Agriculture Organization (FAO) of the United Nations in Quebec City, Canada in 1945. The Food and Agriculture Organization had chosen “**ACHIEVING FOOD SECURITY IN TIMES OF CRISIS**” as the **2009 WFD theme**. In Fiji, the focus is on the *promotion of locally grown fresh nutritious fruits and vegetables*.

Overall objectives:

- *FOOD FOR ALL* becomes a human right for present and future generations.
- Improve the nutritional status of the population of Fiji.
- Observance of and promotion of activities pertaining to sustainable food and nutrition security in accordance with Food and Agriculture Organization (FAO) in the 1996 Rome Declaration on World Food Security and the World Food Summit Plan of Action (WFS-POA).

Specific objectives:

- To create awareness on malnutrition, hunger and poverty.
- To focus attention on agriculture and food production so that the food supply meets the food demand.
- To provide a vantage point for training of community, students, teachers, youths, etc.
- To combat hunger, malnutrition and poverty in vulnerable areas.
- To observe WFD as an annual event.

Purpose is to:

- Promote and improve household food security.
- Promote healthy diets and lifestyles.
- Celebrate WFD as an annual event to eradicate hunger, malnutrition and poverty as designated by FAO and achieve the Millennium Development Goal on Poverty.

The results of the 2004 National Nutrition Survey and the goals clearly justify the need to address the food and nutrition problems in Fiji:

- Improve growth and reduce underweight in children.
- Reduce prevalence of high birth weight (HBW) in children.
- Further reduce the incidence rates of diarrhoea, skin infections, parasitic infestation and other infections.
- Further reduce the prevalence of anaemia.
- Reduce the prevalence of overweight and obesity in children and adults.
- Reduce the incidence rates of Low Birth Weight (LBW) babies.
- Reduce prevalence rates of (Non Communicable Diseases) NCD risk factors.
- Improve healthy lifestyles and diet.
- Improve family food production and household food security.

The Food Balance Sheets show that there has been a proportional shift towards less energy provided by carbohydrates and more energy derived from fat and protein. The significant over supply of dietary energy as well as qualitative changes in the energy contribution of specific nutrients may help to explain the rapidly rising incidence of non- communicable diseases in Fiji.

The poverty report of 1996 had indicated that 25% of the populations were living below the poverty line, meaning that a significant percentage of families in Fiji's population cannot afford nutritious meals and this number has probably increased with the recent political crisis.

ACKNOWLEDGEMENTS

2009 World Food Day (WFD) Celebrations, at the 4 sub centres, were a success due to the support and notable financial assistance from the following:

- o Ministry of Health (MoH)
- o Secretariat of the Pacific Community, Nabua (SPC).
- o Food and Agriculture Organization (FAO), Rome, Italy.
- o Ministry of Education (MoE)

Special acknowledgement for the support, assistance, sponsorship (donations in cash or in kind), and provision of security services by the following individuals/groups/organizations at the 4 sub centres:

- o Management and staff of Technical Vocational Education and Training (TVET) of Ministry of Education (MoE) - Suva.
- o The Administrator and staff of Nausori Town Council.
- o Commissioner Central and staff of Provincial Development and National Disaster Management.
- o Management and staff of the Central Division Police Force, Nausori.
- o The management and staff of the following divisions of the Ministry of Agriculture and Primary Industries (MAPI):
 - Information and Communication Section
 - Extension Division
 - Research Division
 - Animal Health and Production
 - Agro Forestry Section
 - Land Use Section
 - Land and Water Resource Management (LWRM)
- o The management, staff and students of the participating schools.
- o Fiji Red Cross Society Ltd, Suva.
- o AgChem Fiji Ltd, Lami.
- o Food companies:
 - Rewa Co-operative Dairy Co. Ltd.
 - Nestlé (Fiji) Ltd, Lami).
- o The management and staff of the following media organizations for support for WFD 2009:
 - Fiji Times Ltd, Suva
 - Fiji Daily Post Co Ltd
 - Fiji Broadcasting Communications Ltd, Suva
 - Communications Fiji Ltd, Suva
 - Fiji Television Ltd, Suva
 - Ministry of Information, Suva
 - Sun (Fiji) News Ltd, Suva
 - Shanti Dutt- Fiji, Suva
- o Divisional Health Services:
 - Western
 - Central/Eastern
 - Northern

The assistance, support and active participation through practical displays during World Food Day (WFD) by various sectors, that is the government, non-government and regional organizations, private firms, food producers, individuals, academics, consumers, researchers and donor agencies had highlighted the potential role each organization can play towards the eradication of hunger and poverty in Fiji. Special thanks must go to the Chairpersons and members of the 4 sub centre committees, the staff of the National Food and Nutrition Centre (NFNC), and the many other sectors/individuals/organizations for their contribution to the success of the 3 sub centre programs in Central Division and 1 in Eastern Division.

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LIST OF ACRONYMS

CFL	Communications Fiji Limited
CDU	Curriculum Development Unit
FBCL	Fiji Broadcasting Corporation Limited
FAO	Food and Agriculture Organization
FPAN	Fiji Plan of Action for Nutrition
FSMed	Fiji School of Medicine
GO	Government Organizations
LWRM	Land and Water Resource Management
MAPI	Ministry of Agriculture & Primary Industries
MoH	Ministry of Health
MoE	Ministry of Education
NCD	Non Communicable Disease
NFNC	National Food and Nutrition Centre
NGO	Non Government Organizations
NRWA	Nausori Rural Women's Association
SBU	School Broadcasting Unit
SPC	Secretariat of the Pacific Community
TVET	Technical Vocational Education and Training
WFD	World Food Day
WFDNC	World Food Day National Committee

This report has been edited by the following National Food and Nutrition Centre (NFNC) staff: Ms Jessie Tuivaga (Information Officer), Ms Alvina Deo (Nutritionist), Ms Penina Vatucawaqa (Research Officer)

1.0 SUMMARY

World Food Day (WFD) which is observed on the 16th of October every year, is celebrated in more than 150 countries and commemorates the founding of the Food and Agriculture Organization (FAO) of the United Nations in Quebec City, Canada in 1945. In Fiji the focus is on the *promotion of locally grown fresh nutritious fruits and vegetables*.

The National Food and Nutrition Centre (NFNC) had been coordinating the WFD program from 1981. Early this year the Centre handed over the role of coordinator of the World Food Day celebration to the Ministry of Education (MoE). The Manager and Food Security Officer represented the National Food and Nutrition Centre in the WFD National Committee (WFDNC) and attended 6 (six) meetings organized at Technical Vocational Education and Training Office, Ministry of Education (MoE), Suva

This year, the national centre for WFD celebrations was observed at Lovu Sangam School, Lautoka on 16/10/2009. The Chief Guest was the Divisional Education Officer, Western, who highlighted the importance of food security during crisis or crises. A total of eight (8) sub centres with 4 in Central, 2 in Northern & 2 in Eastern organized cluster based programmes. Activities at all centres included demonstrations, displays, competitions, oratory contest and entertainment. Government and non government organizations NGO also participated and set up displays at WFD centres throughout the country. Media support was through TV advertisement with Mai TV, newspaper coverage/press release, radio (live, recorded & text messaging), talkback shows in Hindi, English & Fijian and WFD information provided through Websites of government and non government organizations.

Funding support for WFD was from Food and Agriculture Organization (FAO), Ministry of Health (MoH) and Ministry of Education (MoE). 300 copies of WFD Certificates were prepared, printed and distributed to National and sub centres and was awarded to competitors and participants in World Food Day activities. 3000 copies of local WFD posters were prepared and printed. All WFD materials were distributed by Ministry of Education to all centres as well as to government, non-government and community organizations. The certificates and the posters were designed and printed by the Secretariat of the Pacific Community, Nabua. The assistance, support and active participation through practical displays during World Food Day (WFD) by various sectors, that is, government, non government and regional organizations, private firms, food producers, individuals, academics, consumers, researchers and donor agencies had highlighted the role played by each towards the eradication of hunger and poverty in Fiji as well as the help each can provide in building this nation's capacity to improve the quality and safety of the food products. The materials sent by Food and Agriculture Organization i.e. the International poster, media and publicity materials, leaflets and Information note on WFD theme as well as the Director General's WFD message were sent to all WFD centres throughout the country with the help of Technical Vocational Education and Training Section of Ministry of Education.

Food and Agriculture Organization in Rome, Italy and the Sub Regional Representative for the Pacific, in Apia, Samoa, provided the technical and financial support for the 29th observance of World Food Day in Fiji. The Ministry of Health, Ministry of Agriculture, Suva, Ministry of Education and Secretariat of the Pacific Community, Nabua and a number of organizations for contribution in cash or in-kind for the success of World Food Day 2009.

2009 WORLD FOOD DAY CELEBRATION REPORT OF 4 SUB CENTRES

2.0 OBJECTIVE

The main objective of the celebration was to heighten public awareness on the problem of hunger, malnutrition and poverty, as well as focus attention on agriculture and food production.

3.0 WFD 2009 THEME

The 2009 WFD theme chosen by the WFD National Committee was “**ACHIEVING FOOD SECURITY IN TIMES OF CRISIS IN FIJI**”.

At a time when the global economic crisis dominates the news, the world needs to be reminded that not everyone works in offices and factories. The crisis is stalking the small-scale farms of the world too, where 70 percent of the world's hungry live and work.

On the occasion of World Food Week and World Food Day 2009, let us reflect on those numbers and the human suffering behind them.

Crisis or no crisis, we have the know-how to do something about hunger. We also have the ability to find money to solve problems when we consider them important. Let us work together to make sure hunger is recognized as a critical problem, and solve it.

The World Food Summit proposed by FAO in November 2009 could be fundamental for eradicating hunger.

4.0 WFD CENTRES

This report only covers the activities of the following 4 sub centres which were provided funding support by the National Food and Nutrition Centre, 1 Clarke Street, Suva.

- Waituri Community Hall, Nausori
- Vunisea Hospital, Kadavu
- Drekena Village, Tailevu
- Rt Mocevakaca Memorial School Compound, Matuku, Lau

This year only certificates of Merit were prepared and distributed to the centres from Ministry of Education.

Total amount paid to the 4 sub centres by NFNC was \$2317.45. Funds were provided by Ministry of Health, Suva.

Venue/Date	Contact Persons & Address	Chief Guest	Highlights of the Activities
Waituri Community Hall, Nausori 7/10/2009	Mrs Sharda Segran, President, Nausori Rural Women's Association (NRWA) Email: ssegran@live.com	Minister of Health, Mr Neil Sharma (<i>Minister's speech reference: appendix 2</i>)	Activities: <ul style="list-style-type: none"> • Oratory contest • Backyard garden competition • Group display • Quiz Total participation was 280 (<i>40 Members of NRWA, 8 GO & NGO, 6 schools</i>) Funding support: MoH & NRWA
Drekena Village, Tailevu 16/10/2009	Ms Asenaca Siga, Dietician, Wainibokasi Hospital, Nausori. Phone: 3477521	Roko Tui Rewa	Main activity: garden competition for men, women and youth groups Tools & seeds: supplied by (SPC) Members of the 3 groups (men, women & youths) attended the programme with representatives from GO & NGO Funding support: MoH & Food Companies
Vunisea Hospital, Kadavu 30/10/2009	Ms Natasha Hussein, Dietician Vunisea Rural Hospital, Kadavu Phone: 3620788	Police Inspector, Mr Paulo Lilicama	Activities: oratory contest, role plays, garden produce display & essay competition. These activities were organized for different categories for students Total participation was 400 including students & teachers (from 4 schools), representatives from GO & NGO and community. Funding support: MoH
Rt Mocevakaca Memorial School Compound, Matuku 30/10/2009	Ms A. S Rika, Matuku Hospital Phone: 6030364	Tui Matuku Rokobale B Mocevakaca	Activities: oratory contest, best march, handicraft display, competitions (drawing, cooking, crop display, best compound, best village worker, outstanding community hall/school/village & best work place. Total participation was 300 including, students, teachers from 4 schools, government representatives and community. Funding support: MoH

5.0 NFNC ROLE, NATIONAL COMMITTEE AND WFD MATERIALS (INTERNATIONAL & LOCAL)

5.1 NFNC handed over the role of WFD coordinator to Ministry of Education and remained actively involved by:

-  Securing of WFD funds from FAO and MOH.
-  Obtaining the WFD theme, information note, international brochure and poster from FAO.
-  Being a member of the WFD National Committee.

5.2 The WFD National Committee was represented by members from the following Organizations:

- ❖ Ministry of Education
- ❖ Ministry of Agriculture and Primary Industries
- ❖ National Food and Nutrition Centre
- ❖ Consumer Council of Fiji
- ❖ Fiji School of Medicine
- ❖ Media organizations

5.3 The following materials were produced by the national committee for WFD:

-  300 copies of WFD Certificates of Merit were prepared, printed and distributed to National and sub centres and awarded to competitors and participants in World Food Day activities.
-  3000 copies of local WFD posters were prepared, printed and distributed to all centres as well as to government, non-government and community organizations, and all schools throughout the country.

Both these materials were distributed by TVET, MOE, Suva.

5.4 Food and Agriculture Organization (FAO) provided the following:

- ❖ International posters on WFD/TeleFood 2009 theme, "*ACHIEVING FOOD SECURITY IN TIMES OF CRISIS*".
- ❖ WFD Message of the Director General of Food and Agriculture Organization, Rome, Italy, information note, brochure on theme, WFD guidelines for 2009 and a total of FJ\$1565.69 (US\$840) for WFD activities in Fiji.

The materials received from FAO were sent to the organizations and WFD centres throughout the country by Ministry of Education.

6.0 PUBLICITY/PUBLIC AWARENESS (*MEDIA REPORT*)

6.1 Introduction

Purpose of World Food Day Media Committee:

To determine how the public and private/civic sectors can work together to improve the health benefits with improved food security including imported and processed food.

WFD Centres and Media

Awareness programmes included all centres between October 9th and October 30th i.e. the national celebration at Lovu Sangam Primary School, Lautoka and the eight sub centres from Eastern, Western, Northern and Central Divisions that organized cluster based programmes:

- Vunimoli Islamia School
- Bocalevu Muslim Primary School
- Drekena Village, Tailevu
- Agriculture Hall, Vunisea, Kadavu
- Syria Park, Nausori
- Nausori Rural Women's Association, Waituri Community Hall, Vuci Rd, Nausori
- Christian Community Church in Nasinu
- Rt Mocevakaca Memorial School Compound, Matuku

6.2 Media Team and Role

The Media Team consisted of:

Mrs Jimaima Schultz

Mrs Dhana Lachmi

Mr Nacanieli Takele

Mr Naisa Koroï

Mrs Gade Waqa

Mr James Antonio

Manager, NFNC

Food Security Officer, NFNC

Acting Senior Information Officer, MAPI

Acting Media Officer, Consumer Council of Fiji

TROPIC Coordinator, FSMed

Senior Agricultural Officer, MAPI

The role of the team was to provide information about World Food Day to the general public and other stakeholders through wide and positive media coverage.

6.3 Media Coverage

Successful Media Activities:

- Prepared press releases, on specific dates to all media outlets.
- The media team also participated in various radio programmes with School Broadcasting Unit (SBU), Naya Jiwan (a faith group - radio broadcast), Fiji Broadcasting Corporation Limited (FBCL) and Communications Fiji Limited (CFL) through live and recorded radio broadcasts.
- Organized with key organizations for availability of WFD information through their respective websites.
- A WFD flyer, including information on centres observing programmes, was prepared by media team and FBCL and forwarded via email to the committee members and re-distributed to all media contacts via email.

- Organized and implemented a text competition with compliments of Vodafone Fiji and the FBCL. The Vodafone text competition was hosted by FBCL. This competition covered questions related to World Food Day and food security with mobile phone prizes awarded to numbers: 9209092 on Radio Mirchi; 9656937 and 8479941 on Bula FM; and 9252067 on Radio Fiji Gold. A graph was also produced by FBCL denoting the percentage of people texting in for the competition. The graph indicated that from Monday 12 October to Friday 16 October, all three radio stations were hitting above 50%; the highest exceeding 80% on Radio Mirchi (Hindi station) and Bula FM (Fijian station). A copy of the graph was presented in the last meeting of the national committee.
- The WFD TV advertisement was in Mai TV and scheduled from Thursday 8/10/2009 to Sunday 11/10/2009 in 13 programmes.

See table below for press releases sent to media outlets.

Media	Title	Date Published	Type
Fiji Times	Mothers put families before own health	Friday, Oct 9	Press release
	Minister critical of 'shame' lunches	Monday, Oct 19	Statement
	Act now for food security	Monday, Oct 5	Press release
	Importance of World Food Day	Wednesday, Sept 3	Media release
	Food crisis calls for consumer responsibility	Monday, Sept 28	Press release
Fiji Daily Post	Importance of World Food Day	Wednesday, Sept 3	Media release
	Food crisis calls for consumer responsibility	Monday, Sept 28	Press release
Fiji Sun	Mothers put families before own health	Friday, Oct 9	Press release
	Minister critical of 'shame' lunches	Monday, Oct 19	Statement
	Act now for food security	Monday, Oct 5	Press release
Xinhua News, China	Food crisis calls for consumer responsibility	Tuesday, Sept 29	Press release

6.4 Recommendations/Suggestions

- Preparation and distribution of the posters and certificates. All WFD materials should be ready for distribution in 1st week of September so that they are available, e.g. in remote areas, for the programmes by the respective area committees.
- Better collaboration and contribution towards press releases from the individual committee members
- The Fiji Broadcasting Commission Limited (FBCL) has to confirm and respond to an offer letter by the WFD committee concerning the radio station's interest to brand the World Food Day annual event. A meeting which is to take place between the WFD committee chairman and the CEO of FBCL will be held early next year.

7.0 WEAKNESSES AND SUGGESTIONS

Some of the comments were made by the centre committees, participating schools and community at these centres.

Weaknesses	Suggestions
<p>Delayed preparation and dispatch of the WFD materials. WFD centres' committees were unable to distribute the materials on time, e.g. for oratory contest the certificates of participation are distributed on the day of the contest. Key organizations including hospitals/health centres, government & non government organizations, all secondary & primary schools were not given posters before October 16th.</p>	<p>Immediately after the release of the WFD theme by FAO i.e. in February/March commence the meetings & begin the designing of the materials, circulate/incorporate the comments, print in August & distribute in 1st week of September. Secretary to make a final check to the designed materials & then give to the Chairperson for signing before forwarding for printing. All comments/suggestions raised in the meeting should be addressed.</p>
<p>Lack of Government support and allocation of fund.</p>	<p>WFD is a national activity coordinated by MoE in conjunction with other Ministries and organizations. As such; it needs the support and financial commitment of government in terms of allocating funds for the program.</p>
<p>Transport problem faced by the National Coordinator to deliver or pick materials.</p>	<p>Transport should be provided by the Secretariat i.e. MoE to the WFD Secretary/Coordinator to attend to the WFD activities such as designing, seeking quotations, printing, collection & distribution of the WFD materials e.g. posters to organizations and also for visit to the centre programmes.</p>
<p>Late approval and dispatch of the fund by MoE. Committees had to remove some activities from their WFD programmes due to the late release of funds.</p>	<p>Early approval and release of fund, by MoE, to all centres with the materials. All centre committees should seek sponsorship from their local stakeholders for WFD activities in their respective areas.</p>
<p>Lack of registered WFD committees around the country. New committees are formed every year.</p>	<p>Area level committees should remain functional, begin planning for innovative programs and raising funds by at least 2nd quarter and submit their requests in July for timely action.</p>
<p>Lack of publicity from beginning of the year for community support & participation.</p>	<p>WFD committees to plan from the beginning of the year for wide media coverage of WFD programmes.</p>
<p>Lack of implementation of the nutrition policy in schools, regarding gardening and junk food sale.</p>	<p>Control of school WFD programmes to be continued by Ministry of Education in conjunction with the simultaneous promotion of the Nutrition Policy in schools.</p>
<p>Vulnerable groups suffering from food and nutrition related problems benefit less from programme.</p>	<p>WFD funds should also be given for PROJECTS aiming at improving the health status of the people.</p>
<p>Key organizations were not notified or invited to the WFD programmes e.g. SPC which designed & provided funding support for the WFD certificates & posters</p>	<p>National secretary should notify about the key organizations to the WFD centres to include in their list of guests & also for display set up. <i>All key organizations must be notified by centre committees.</i></p>

8.0 BUDGET

INCOME AND EXPENDITURE STATEMENT WFD 2009

Income:

Food and Agriculture Organization (Apia, Samoa)	\$1566.00	
Ministry of Health	\$4980.00	
Total Income		<u>\$6546.00</u>

Expenditure:

i) 4 Sub Centres:

Drekena, Tailevu	\$ 697.00	
Rt Mocevakaca Memorial School, Matuku	\$ 650.00	
Vunisea (Kadavu)	\$ 570.00	
Nausori Rural Women's Association	\$ 400.00	

Sub Total (i) **\$2317.00**

ii) TV Advertisement (Mai TV) \$3600.00

iii) Transport/Accommodation/Meal Allowance. \$ 559.00

iv) Freight Charges \$ 63.00

v) Meeting (Media Committee) \$ 28.00

Sub Total (ii to v) \$4250.00

Total Expenditure **\$6567.00**

REFERENCES

1. 2004 Fiji National Nutrition Survey, Main Report, (2007) National Food and Nutrition Centre, Suva, Fiji.
2. Brochure on the WFD/TeleFood 2009 theme, *ACHIEVING FOOD SECURITY IN TIMES OF CRISIS*
3. Food Balance Sheet Reports, National Food and Nutrition Centre, (2006) Suva, Fiji.
4. The poverty report of 1996, United Nations Development Programme.
5. 1996 Rome Declaration on World Food Security and the World Food Summit Plan of Action (WFS-POA).
6. 2009 Reports of the 4 World Food Day sub centres (*Matuku, Vunisea, Drekena and Waituri*).
7. 2009 Minutes of the World Food Day National Committee meetings, Technical Vocational Education and Training, Ministry of Education, Suva, Fiji.
8. 2009 World Food Day media committee report.

FAO DIRECTOR-GENERAL'S MESSAGE ON THE WORLD FOOD DAY/TELEFOOD 2009 THEME
Achieving food security in times of crisis



The events of the last three years have been particularly tragic as they have demonstrated the fragility of our global food system. For the first time in history, more than one billion people are undernourished worldwide. This is about 100 million more than last year and it means that one in every six persons suffers from hunger every day. This recent increase in hunger has not been the consequence of a poor global harvest, far from it, but was caused by the world economic crisis, which has reduced incomes and employment opportunities of the poor and significantly reduced their access to food. It is for this reason that the theme chosen for World Food Day and TeleFood this year is: *Achieving food security in times of crisis*. At a time when the fallout from the global economic crisis still dominates the news, it is important to remind the international community that the crisis is stalking the small-scale farms and rural areas of the world, where 70 percent of the world's hungry live and work. The current crisis is historically unprecedented in several ways. First, it follows a global rapid and sharp increase in staple food prices, during 2006-2008. The recent downward adjustment should not be interpreted as the end of the food crisis. In sub-Saharan Africa, 80 to 90 percent of all cereal prices monitored by FAO in 27 countries remain more than 25 percent higher than before the food price crisis began two years ago. In Asia and Latin America and the Caribbean, prices are monitored in a total of 31 countries, and between 40 and 80 percent of cereal prices remain more than 25 percent higher than in the pre-food-crisis period. And at a local level, in certain countries, prices for basic food products have not decreased at all. Furthermore, production is still hampered by the increase in the cost of inputs - 176 percent for fertilizers, 70 percent for seeds, 75 percent for animal feed, making agricultural investment extremely difficult. Such increases put these vital inputs far beyond the reach of millions of farmers. Second, from a financial and commercial point of view, developing countries are now more financially and commercially integrated in the world economy, which implies that a drop in global demand or supply and in credit availability has immediate repercussions on developing countries. Third, because of the global nature of the crisis, the normal mechanisms used by households to cope with economic shocks are stretched thin. Foreign Direct Investment, including in agriculture, is forecast to decline by more than 30 per cent in 2009. Reduced employment in urban areas may force job-seekers to return to rural areas. Migrants' remittances, which had previously seen annual growth rates up to 20 per cent, totaling US\$ 300 billion in 2008, might experience a decline of around 5 to 8 percent in 2009. Foreign Aid to the poorest 71 countries is expected by the International Monetary Fund to decline by about 25 percent. Credit on financial markets might not be available due to tighter risk assessment and it will carry increased risk premium. The stark fact is that unless substantial and sustained remedial actions are taken immediately, the World Food Summit target of reducing the number of hungry people by half to no more than 420 million by 2015 will not be reached. Fortunately, there are encouraging signals of a shift in policy.

The Joint Statement on Global Food Security at the L'Aquila meeting of the G8 in July this year approved a radical change in strategy with the priority of increasing the production of smallholder farmers in food-deficient developing countries. For this reason, the mobilization of US\$ 20 billion over three years is foreseen for the financing of such a programme. Now this pledge needs to be translated into concrete action. It is a step encouraging the international donor community to devote an increased percentage of Official Development Assistance to agriculture, and hopefully to reach the 1980 level of 17 percent. It is important to recall that this was the level of investment which saved Asia and Latin America from looming famine in the 1970s. A similar level of resources is now needed to feed the more than one billion people suffering from hunger and to ensure that the world's population, set to grow to more than nine billion in 2050, will have enough to eat then. It is not only financial resources that are needed. Beyond the factors that exacerbate the current crisis, there is a whole series of fundamental problems that need to be resolved, in particular how aid is channeled and how to make it reach smallholder farmers effectively, as well as reform of the world food security governance system for more coherence in the action of governments and development partners, the share of national budgets dedicated to agriculture and private sector investment. It is vital, particularly in times of crisis, that support to agriculture not be reduced. Only a healthy agricultural sector, combined with a growing non-farm economy and effective safety nets and social protection programmes will be sufficient to face the global recession as well as eradicate food insecurity and poverty. The World Summit on Food Security to be held in Rome from 16 to 18 November aims to keep the challenge of food insecurity on top of the international agenda so that the right to food, the most basic of human rights, is respected.

On this World Food Day, let us resolve once and for all that achieving food security, in times of crisis or not, is indeed a global priority.

**KEYNOTE ADDRESS BY MINISTER OF HEALTH,
DR NEIL SHARMA FOR THE WFD CELEBRATION AT WAITURI COMMUNITY HALL, NAUSORI
ON 7 DECEMBER 2009**

I am very honoured to be invited here today to officially open the World Food Day celebration organized by the Nausori Rural Women's Association for the 29th observance of this activity throughout the world.

I am deeply encouraged by the support shown by our community here in Nausori for this occasion. Your presence this morning and in particular the presence of the school children gives an important dimension and added significance to this annual event. I say this with all sincerity being aware of the widely accepted phenomenon that children, by their very nature, are usually the first to show the symptoms of either a lack of, or poor quality food that the child's mother consumed during pregnancy. One may ask as to what is the significance of the World Food Day? The availability of sufficient food and nutrition for a healthy and productive life to all people at all times or food security for them, can no longer be taken for granted, and in fact has become a global issue that the world leaders through the United Nations have collectively put in place programmes and set aside resources to combat this issue of food security. Just to put World Food Day 2009 in perspective, there are now 1.02 billion malnourished people in the world, meaning that almost one sixth of all humanity is suffering from hunger. In Fiji, according to Professor Warden Narsey (10 June 2007), the national incidence of poverty in Fiji is about 34%. Against an estimated population of 850,000 this works out to a staggering number of 289,000 people. While this figure may seem unbelievable to some of you, the observation by the Director of the Fiji Council of Social Services as recorded in the Pacific Magazine issue of October 2005 quoted "an increase in the number of people going house-to-house asking for food and money in the past year is an indication of rising poverty levels in the country". The growing numbers of beggars on our streets also indicate that poverty is increasing and slowly worsening in this country. Although absolute poverty is not quite visible in Fiji, where people die from extreme hunger and poverty, however, there is no denying the fact, that poverty as a result of limited access to basic necessities of life like land, clean water, shelter and food supply is also affecting our peoples' ability to provide a decent living for their families in this country. Statistics from the 2004 National Nutrition Survey revealed that many people in Fiji do not meet their daily food needs. This could lead to micronutrient diseases such as deficiencies in Vitamin A and iron. The survey also showed that 46.7% of the population do not meet the minimum energy requirement of 1850 kcal/day (FAO, 2003-2005 estimate); and only 37.6% of the adult population are of healthy weight. The poverty report of 1996 had indicated that 25% of the populations were living below the poverty line, meaning that a significant percentage of families in Fiji's population cannot afford nutritious meals. The Food Balance Sheets show that there has been a proportional shift towards less energy provided by carbohydrates and more energy derived from fat and protein. In addition, energy from cereals (rice and wheat products) has continued to increase compared to energy from traditional root crops. Fiji has become dependent on imported food, and this will naturally have impact on the price. We are responsible for our own food security to ensure everyone is well fed. However, this becomes difficult when we are faced with circumstances beyond our control, especially during natural disasters or when there is a global recession. In January, Fiji suffered from destructive floods and the local vegetable and fruit supply were badly affected.

In Fiji the cyclone season is approaching and in this regard, policies must be in place to ensure people can either grow or buy sufficient food. This year's theme focuses on food security or Food For All as an universal right to all mankind. It means that every person – woman, man and child – must have access at all times to food, or to means for the procurement of food, that is sufficient in quality, quantity and variety to meet their needs, is free from harmful substances and is acceptable to their culture. A right to food approach complements food security considerations of availability, access, stability and utilization with concerns for human dignity and cultural acceptability, and for empowerment by means of participation, non-discrimination, transparency and accountability. This enables individuals, particularly the hungry and marginalized, to actively look for means of the realization of their right to food and to hold government accountable for food security commitments it has taken. They become subjects of legal rights instead of being objects of assistance. In 1996 the World Food Summit produced a global commitment to cut the number of hungry and malnourished (estimated at 854 million) by half by 2015.

**KEYNOTE ADDRESS BY MINISTER OF HEALTH,
DR NEIL SHARMA FOR THE WFD CELEBRATION AT WAITURI COMMUNITY HALL, NAUSORI
ON 7 DECEMBER 2009**

This, by the way, is the target of the Millennium Development Goal One which is to “Eradicate Extreme Poverty and Hunger”. This is quite a huge responsibility that requires a huge and genuine effort not only by the International Community, but by Regional Governments, National Governments and by all members of the society – individuals, civil society organizations, NGOs and the private sector. That is why today, many governments, international organizations and development agencies are at the forefront of this fight by assessing the impact of their activities and promoting policies and programmes that have a positive impact on food security. From a regional perspective, the Interim Government embraces the key objectives of the regional Pacific Plan (PP) for which it is party to and the United Nations Millennium Development Goals (MDGs) on re-engineering which include the following:

- Economic growth;
- Sustainable development
- Good governance; and
- Poverty alleviation.

From a national perspective, and within the framework of the Government’s mandate, the Ministry of Health is working with the partner organizations to achieve a food secure Fiji, through the Food Summit planned from 14-16th October 2009. The Pacific Plans objectives and the Fiji Government’s mandate blend well and harmonize with each other. We need an organized and a concerted effort to tackle food insecurity at all levels by the society. For its part the Fiji government where applicable, has pursued some of its programmes jointly with the assistance of international agencies like the FAO, the Taiwan Technical Mission the Peoples Republic of China, the Republic of India, the Republic of Indonesia in areas of technology transfer, introduction of high yielding varieties with the long term objective of increased productivity. Focus need to be on identification of agricultural produce that could be grown locally in order to reduce imports and for overall food security exercise it is important to put in place quality control measures to look into the quality of imports coming into the country to compete with our local manufacturers. On the occasion of World Food Day 2009, let us reflect on those numbers and the human suffering behind them. Crisis or no crisis, we have the know how to do something about hunger and also have the ability to find money to solve problems when we consider them important. Let us work together to make sure hunger is recognized as a critical problem, and solve it.

The World Food Summit proposed by FAO for November 2009 could be fundamental for eradicating hunger. Finally, I would like to thank the World Food Day National Committee and the Nausori Rural Women’s Association for their excellent organization and the various institutions particularly business houses who have contributed towards the successful staging of this World Food Day in Nausori.

On that note it is with great pleasure that I now formally declare today’s World Food Day celebration at Waituri Hall, Nausori, open.

Thank you, vinaka vakalevu and dhanyabaad!

WORLD FOOD DAY RESOLUTION

The NWFDC unanimously endorsed the continuation of the activities highlighted by Dr Will Parks in the resolution of the Symposium on October 14th, 2005 at Civic Centre, Lautoka City to achieve the WFD objective.

Health and health related problems highlighted at the Symposium were:

- Highly concerned
 - i) With the rising levels of non-communicable diseases and associated risk factors prevalent among Fiji's population.
 - ii) With the increase in consumption of imported carbohydrates, fruits and vegetables.
- Alarmed
 - i) That the high levels of fats, salt and other food additives are not indicated on food packaging.
 - ii) That some local foods currently consumed by many people have unknown nutrient values.
- Concerned
 - i) With the decreasing availability of farm produce that can withstand natural disasters.
 - ii) That many parents and schools value foods that cost money rather than healthy, naturally produced foods.
- Disturbed that most vegetables sold in Fiji's markets today may have pesticide residues because of its widespread/indiscriminate use by growers for the control of crop pests.
- Worried that in many instances it is not lack of knowledge but lack of encouragement and empowerment amongst key stakeholders.
- Acknowledging that appropriate nutrition contributes significantly to the promotion and maintenance of individual, community and population health.
- Understanding that "health" defined as mental, physical, social, financial, and spiritual well being should be our collective goal.
- Appreciating that all these problems will require greater coordination and collaboration among the government and non-government sectors.
- Recognizing that the principles and approaches of Healthy Islands promote teamwork and can be used as an entry point to optimize resources and sustain health-promoting action.

RECOMMENDATIONS

1. Promotion of backyard gardening in all healthy settings including workplaces and churches is strengthened and that planting of fruit trees be reinforced in view of decreased supply for home use (National Health Promotion Council, Ministry of Health, Ministry of Agriculture, Fijian Affairs and Churches).
2. Churches are encouraged to integrate and emphasize healthy behavior teachings in their respective programs (Church groups).
3. The World Health Organization and Fiji Guidelines on fruits and vegetables are promoted widely (Ministry of Health, WHO).
4. Labeling of consumable products to include ingredients is made compulsory for all locally produced and imported products (Ministry of Trade & Commerce, CODEX).
5. Enforcement officers are identified to specifically undertake policing of products as in #4.
6. Stringent measures are placed on farmers using chemicals on their crops and that those using chemicals strictly follow instructions – including the waiting period (Ministry of Agriculture).
7. The Health Promoting Farm concept is widely promoted (Ministry of Agriculture, Ministry of Health).
8. Production and consumption of local foods especially fruits, vegetables and carbohydrates be actively encouraged (Ministry of Agriculture, Ministry of Health).
9. The potential for introducing incentives for farmers to produce local foods especially fruits, vegetables and carbohydrates be investigated (Ministry of Agriculture, Ministry of Health, Ministry of Finance, Ministry of Trade and Commerce).
10. Traditional ways of farming and food preservation and revitalized usage of traditional crops be encouraged with regard to disaster preparedness (Ministry of Agriculture, Sugar and Land Resettlement, NFNC and USP).

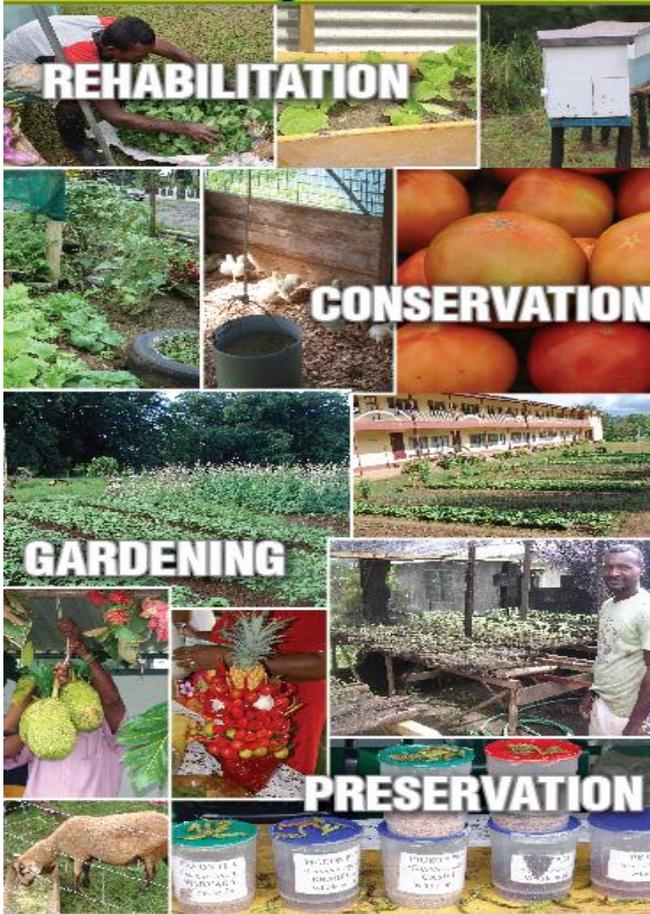
WORLD FOOD DAY CERTIFICATE

APPENDIX 4



WORLD FOOD DAY 2010 Calendar

"Achieving Food Security in Times of Crisis in Fiji"



JANUARY							FEBRUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
31					1	2		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28						

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
30	31					1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30			

JULY							AUGUST						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30	31				

OFF SEASON PLANTING	PUBLIC HOLIDAYS
October - March • Bele • Rourou • Pumpkin • Sajjan • Chauraiya • Okra • Karamua • Roselle • Winged Bean	New Year's Day Friday, 1st January Prophet Mohammed's Birthday Monday, 1st March National Youth Day Monday, 22nd March Good Friday Friday, 2nd April Easter Saturday Saturday, 3rd April Easter Monday Monday, 5th April Ratu Sir Lala Sukuna Day Friday, 28th May Queen's Birthday Monday, 14th June Fiji Day Monday, 11th October Diwali Friday, 5th November Christmas Day Holiday Monday, 27th December Boxing Day Holiday Tuesday, 28th December
MAIN SEASON PLANTING April - September • Tomatoes • Rockmelon • Cucumber • Beans • Watermelon • Cowpeas • Lettuce	

SEPTEMBER							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	31					1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30

NOVEMBER							DECEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
	1	2	3	4	5	6					1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11	
14	15	16	17	18	19	20	12	13	14	15	16	17	18	
21	22	23	24	25	26	27	19	20	21	22	23	24	25	
28	29	30					26	27	28	29	30	31		

WORLD FOOD DAY PHOTOS

APPENDIX 6

Photos of WFD sub centre



Minister for Health, Dr Neil Sharma, was Chief Guest at Waturi, Nausori.



MoH staff carried out screening & counseling at Waituri Community Hall, Nausori



Preserved food display by Nausori Rural Women's Association, Nausori.



National Food and Nutrition Centre display during 2009 World Food Day Celebration.