



Our Ref.:

Your Ref.:

Milano, 15 May 2015

Dear Friends,

I am so glad to talk to you today. Glad and proud at the same time. You know why?

Well, because I want to invite you to open the door to your creativity and think about solutions that can make our world a better place to live in.

This year, like every year, FAO and the United Nations Women's Guild of Rome will run the World Food Day Poster Contest. Students from around the world are invited to create a poster illustrating the World Food Day theme. I warmly invite you to take part in it!

The 2015 World Food Day theme is about "Social Protection": a blend of solutions that women and men, communities, organizations and institutions come up with to build support for each other and help each other move out of hunger and poverty, especially in rural areas.

In our world of progress and technology millions of people, especially children and young people of your age, still die in many countries because they don't have enough food to eat or because, even if they can eat enough, they still can't afford to get the nutritious foods they need for good health.

You might find it hard to believe that in our century people are still dying of hunger and malnutrition, but this is reality for many poor or disadvantaged people.

Hunger is still part of this world and so is poverty. Poor families cannot provide for themselves and for their kids. They are not able to afford food for them and hungry children find it hard to concentrate and learn. People who don't get enough to eat or who don't eat well are not healthy and don't have enough energy to work; without work they don't earn money and become even poorer. Poverty and hunger are tightly linked in a vicious circle that we can and need to stop.

I invite you to think about that. I want you to give some thought to the situations those poor people have to face and tell us how you think things could be done better. I want you to give space to your creativity and tell us how you think we could free them from the grip of poverty and hunger; how their lives could be transformed.

Imagine this, create a poster with your ideas and send your work to the Organization for Food and Agriculture of the United Nations! The winners this year will receive a special award in recognition of their talent, their creativity and their inspiring ideas.

I believe that if children and young people everywhere become aware, informed and involved in the fight against hunger, we will one day achieve our goal of a world free of hunger and malnutrition.

So, please, look around you, learn and get inspired. Our future also depends on you!

Yours,

Roberto Baggio

A handwritten signature in black ink, appearing to be 'Roberto Baggio', with a large, stylized 'R' and 'B'.