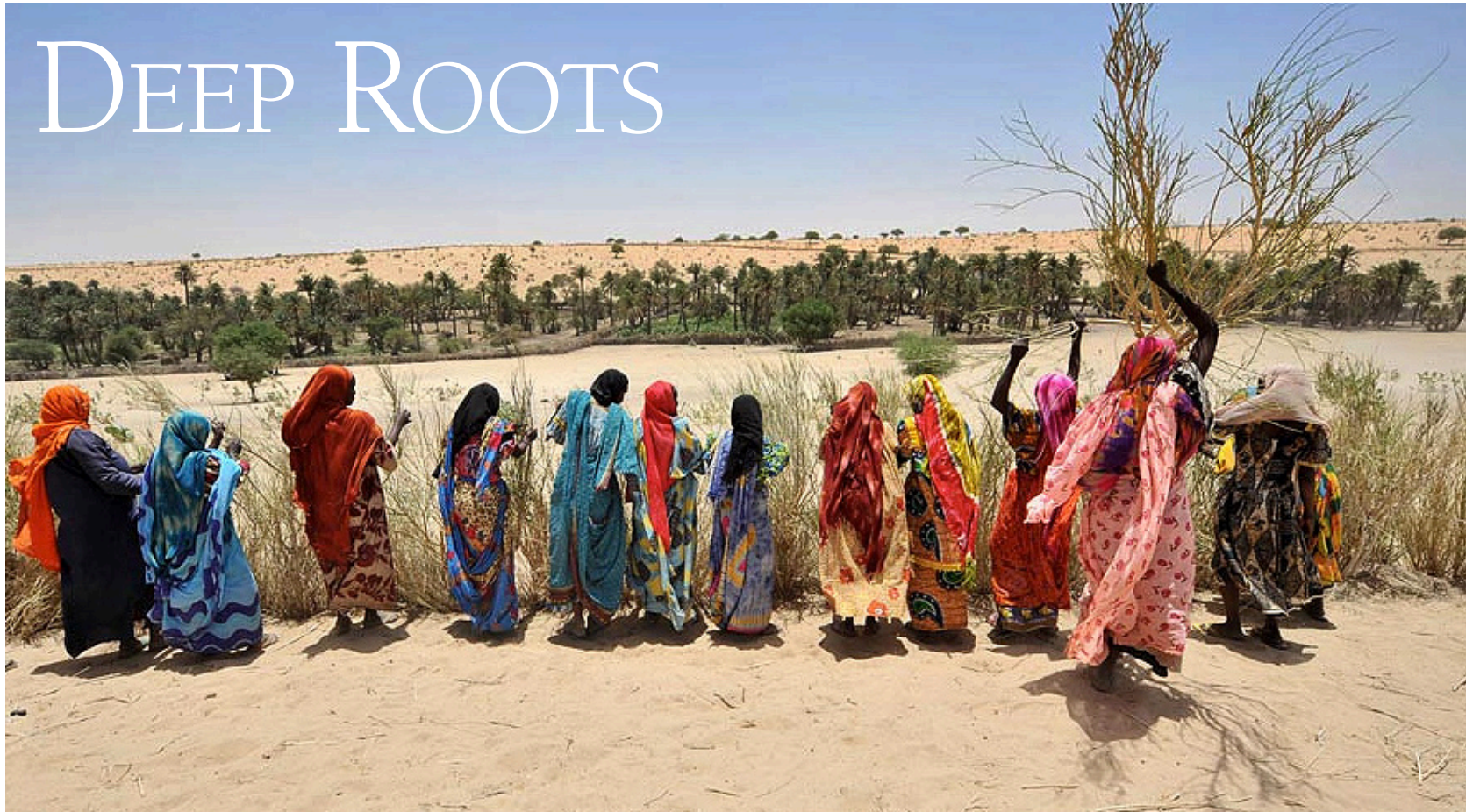


DEEP ROOTS



A co-publication between Tudor Rose and FAO
for the International Year of Family Farming in 2014



2014
International Year of
Family Farming



Food and Agriculture
Organization of the
United Nations



Tudor Rose

Tudor Rose and FAO are collaborating to publish a book for the International Year of Family Farming in 2014

This innovative co-publishing agreement has been formed to combine the professional publishing and marketing skills of Tudor Rose with the global knowledge, extensive intergovernmental setting and international development agenda of FAO.

It will enable both entities to advance their shared commitment to the importance of family farming as both agents and beneficiaries of improving food security and promoting sustainability. Tudor Rose has worked on previous publications for the United Nations, full details of these publications are included on the concluding pages of this document.

DEEP ROOTS will be a fully illustrated 300-page book with over 100 authors relating their work in family farming policy development and actions at international, regional, national, municipal and local levels of activity. Their commentaries will draw upon experiences around the world, reflecting how Governments, civil society and other stakeholders focus on family farming to achieve social development goals and advance the well-being of societies.

DEEP ROOTS will reflect the progress and challenges in these fields, highlighting good practices in a wide variety of countries and regions. By focusing on the experiences and livelihoods of people, especially those in vulnerable situations, the book will strive to project the benefits of focusing on family farming in overall development efforts. It will also emphasize how family-oriented policies

PRINCIPAL THEMES

- Family farming and world food security.
- Family farming and traditional food products
- Family farming and balanced diets
- Family farming safeguarding the world's agro-biodiversity
- Family farming and the sustainable use of natural resources
- Family farming boosting local economies
- Family farming and policies aimed at social protection and well-being of communities

and programmes can contribute to achieving sustainable development goals.

This co-publication between Tudor Rose and FAO will amplify the international dialogue being conducted for the International Year of Family Farming in 2014 and beyond. This innovative endeavour is a striking example of sharing respective resources to engage governments, international and civil society organisations, academics and other shareholders in sharing their perspectives on family farming and displaying the extent and variety of their efforts to make the world a better place by focusing on family farming. The book will be available as a digital edition from September 2014, and a printed hardback book from October 2014.



“Family farmers used to be considered part of the problem. Instead, they have an important role to play in ensuring a more sustainable future in which the right to food is a reality for every person. They are part of the solution to the world’s problems of food insecurity.”

Statement by José Graziano da Silva,
Director-General, FAO in Family Futures

Achieving food security for all is at the heart of FAO's efforts — to make sure people have regular access to enough high-quality food to lead active, healthy lives.

Our three main goals are: the eradication of hunger, food insecurity and malnutrition; the elimination of poverty and the driving forward of economic and social progress for all; and, the sustainable management and utilization of natural resources, including land, water, air, climate and genetic resources for the benefit of present and future generations.

To meet the demands posed by major global trends in agricultural development and challenges faced by member nations, FAO has identified key priorities on which it is best placed to intervene. A comprehensive review of the Organization's comparative advantages was undertaken which enabled strategic objectives to be set, representing the main areas of work on which FAO will concentrate its efforts in striving to achieve its vision and global goals.

FAO's Strategic Objectives:

- Help eliminate hunger, food insecurity and malnutrition
- Make agriculture, forestry and fisheries more productive and sustainable
- Reduce rural poverty
- Enable inclusive and efficient agricultural and food systems
- Increase the resilience of livelihoods to disasters



**Food and Agriculture
Organization of the
United Nations**



“The United Nations chose 2014 as the IYFF in order to recognize and bolster the central role family farmers play in improving food security and promoting sustainability.”

Statement by José Graziano da Silva,
Director-General, FAO in Family Futures (UNDESA/Tudor Rose 2014)

**The International Year
of Family Farming >**

THE INTERNATIONAL YEAR OF FAMILY FARMING



The 2014 International Year of Family Farming (IYFF) aims to raise the profile of family farming and smallholder farming by focusing world attention on its significant role in eradicating hunger and poverty, providing food security and nutrition, improving livelihoods, managing natural resources, protecting the environment, and achieving sustainable development, in particular in rural areas. The goal of the 2014 IYFF is to reposition family farming at the centre of agricultural, environmental and social policies in the national agendas by identifying gaps and opportunities to promote a shift towards a more equal and balanced development. The 2014 IYFF will promote broad discussion and cooperation at the national, regional and global levels to increase awareness and understanding of the challenges faced by smallholders and help identify efficient ways to support family farmers.

FOUR KEY OBJECTIVES OF THE INTERNATIONAL YEAR

1. Support the development of policies conducive to sustainable family farming by encouraging governments to establish the enabling environment (conducive policies, adequate legislation, participatory planning for a policy dialogue, investments) for the sustainable development of family farming.
2. Increase knowledge, communication and public awareness

3. Attain better understanding of family farming needs, potential and constraints and ensure technical support
4. Create synergies for sustainability

THREE GLOBAL LINES OF ACTION

The IYFF will focus on three global lines of action that will be implemented in the context of the national processes and agreements, in collaboration with relevant partners.

1. Promotion of dialogue in policy decision-making processes
2. Identification, documentation and sharing lessons learned and successful experiences of existing pro-family farming policies at national and/or other levels to capitalize relevant knowledge on family farming
3. Communication, advocacy and outreach

Master Plan

A Master Plan has been drafted to outline the vision and objectives of the IYFF. This document is based around three key questions:

What is family farming?

Why is family farming important?

How can the IYFF safeguard, support and empower family and smallholder farmers?

This useful tool identifies and explains the four key objectives of the IYFF and three main lines of action for a successful implementation of the international year. Download the full document [here](#)

www.fao.org



“As the agency tasked with leading the implementation of the IYFF on behalf of the United Nations, FAO is in charge of moving this shared vision forward.”

Statement by José Graziano da Silva,
Director-General, FAO in Family Futures
(UNDESA/Tudor Rose 2014)

**Other publications
in this series >**

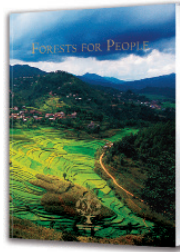
The United Nations, Tudor Rose, and a range of institutional and commercial organizations have collaborated to produce a series of books on key public sector issues.



DIGITAL EDITION

FUTURE PERFECT

A co-publication in 2012 between Tudor Rose and UNDESA, *Future Perfect* was published for launch at Rio+20, the United Nations Conference on Sustainable Development. *Future Perfect* is intended to inspire all stakeholders – governments, major groups of society, the United Nations system and other intergovernmental organizations as well as millions of private citizens everywhere – to make their own contributions and commitments to a sustainable future



DIGITAL EDITION

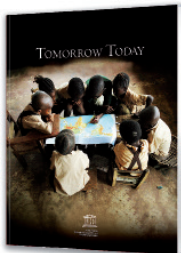
FORESTS FOR PEOPLE

Forests for People is a fully illustrated 300-page book for the International Year of Forests. With over 100 authors relating their work in sustainable forestry, it launches in January 2012 at the closing ceremony of Forests 2011.



FREE FLOW

A co-publication in 2013 between Tudor Rose and UNESCO to celebrate the International Year of Water Cooperation. The book provided a comprehensive view of water projects and initiatives dedicated to realizing water security through transboundary water management and cooperation



DIGITAL EDITION

TOMORROW TODAY

Tomorrow Today was published for UNESCO in 2010 as part of ongoing efforts in promoting the United Nations Decade of Education for Sustainable Development (DESD) (2005–2014). Fully illustrated, it features more than 75 authors relating their work in education for sustainable development.



DIGITAL EDITION

FAMILY FUTURES

Family Futures is a fully illustrated 200-page book for the 20th Anniversary of the International Year of the Family. With 80 authors relating their work in confronting family poverty, ensuring work-family balance and advancing social integration and intergenerational solidarity, the book was launched at UN HQ on 15th May 2014 as part of the annual observance of the International Day of Families.



RISK RETURNS

Published in April 2011 for launch at the 3rd Global Platform for Disaster Risk Reduction: (8–13 May 2011), *Risk Returns* is the latest of a series of volumes for The Secretariat of United Nations International Strategy for Disaster Reduction (UNISDR).