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# TeleFood

## Key facts

TeleFood has generated more than US\$28 million in donations.

More than 2 700 TeleFood projects have been approved in 130 countries since 1997.

While most are in Africa, there have been projects in Asia, Latin America and the Caribbean, the Near East, the Pacific and Europe.

TeleFood projects are small and self-sustaining, costing between US\$5 000 and US\$10 000.

TeleFood projects target the poorest of the poor in order to improve their means of production, enable them to produce more food, generate cash income and allow them better access to food.

## Helping the hungry feed themselves

TeleFood is a lively annual campaign of events such as broadcasts and concerts designed to raise awareness of hunger in the developing world and to raise the funds for micro-projects that will help the hungry help themselves. The campaign is a direct link between the people who want to help and the families and communities afflicted by hunger.

## How TeleFood raises money

TeleFood funding comes from individual donations and corporate sponsorships. Since 1997 when it first began, TeleFood has raised funds for projects to fight hunger with dozens of concerts, sporting events, television programmes and other activities. Support for TeleFood comes from direct financial contributions, volunteers to help organize broadcasts and events, and celebrities who perform at fund-raising events or lend their names to the cause. Since its start, TeleFood has generated more than US\$28 million in donations.



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*A TeleFood project supports processing produce for market in Dominican Republic.*

## Small projects that make a difference

TeleFood funded projects provide direct assistance to food-insecure communities. These small-scale projects help people increase their income, work more productively and either grow or purchase the food they need for a healthier life.

TeleFood projects are based on a few guiding principles:

- They are small in scale and directly receive supplies and materials such as seeds, farming tools, water pumps and small animals.
- The projects target specific needs, they are sustainable and environmentally safe, and are designed to continue to produce benefits without additional assistance.
- They are linked to other development projects to ensure sustainability and access to technical supervision.
- The projects are submitted by FAO member countries or by communities themselves, and are approved by FAO technical experts. The average cost of a project is about US\$7 500, with a ceiling of US\$10 000. Funds are used exclusively to provide materials such as seeds, tools,

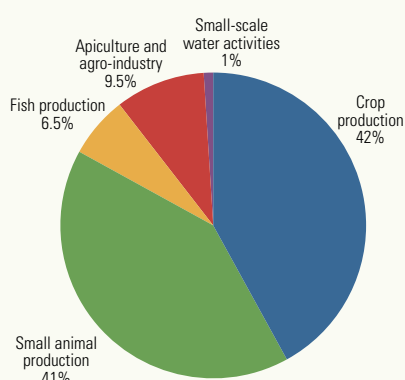
starter livestock, field supplies and non-motorized equipment. TeleFood funds are not used to cover administrative costs.

- Project categories are crops, livestock and fish.

Crop production projects typically cultivate cereals, roots, tubers, fruits and vegetables. Small animal projects usually produce poultry, rabbits, goats, sheep or pigs. Fish projects focus on small-scale fish culture and on improving artisanal fisheries.

These small projects improve the diets of families by providing them with healthful foods, and increase their incomes when they produce a surplus to sell in local markets.

TeleFood projects by type



Source: FAO

## Emphasis on women and youth

Women produce most of the food in the rural areas of developing countries, where the majority of the world's hungry people live. By targeting women, TeleFood-funded projects increase food production and processing and ensure greater food security for families. School garden projects teach young people about growing food while providing them with something nourishing to eat.

## School gardens for good nutrition

Hunger and malnutrition inhibit growth and reduce a child's ability to learn. School gardens provide food for nutritious school meals. They encourage attendance and increase a child's academic performance. Beyond providing food to eat, the gardens serve as a lesson in agriculture, nutrition and economics. TeleFood projects provide seeds, tools and fertilizer for the gardens. The modest income generated by selling the surplus pays for materials for the following season.

Natalie Felix, 18  
Dominican Republic



*"In the mornings I help pluck chickens raised with help from TeleFood. My area is distressed. After the sugar industry collapsed young people needed more work so projects like TeleFood are important. I hope to enter university and become an engineer or paediatrician."*

Manisa Ranarijaona, 11  
Madagascar



*"In the TeleFood school garden we grow peaches and bananas. Today we planted a leafy vegetable. Our teachers encourage eating vegetables in the hungry period before harvest. I want to be a farmer to build on what I have learned in our school garden."*

K.V. Leelasekara, 56  
Sri Lanka



*"Some of us pick herbs together to dry and sell for traditional medicine. A TeleFood solar herb dryer is the secret of success. Through selling herbs, I am building a house and our daughters attend university."*

Aynur Cabuk, 13  
Turkey



*"I go to boarding school in Polatli. As class vice-president, I wake other students for breakfast. The cafeteria cooks tomatoes and peppers we grow in TeleFood greenhouses. We learn new techniques that we teach others in the village."*

### TeleFood projects by region

Region	Number of countries with TeleFood projects	Number of projects in the region
Africa	43	1 306
Asia	18	345
Europe	10	133
Latin America/Caribbean	33	627
Near East/North Africa	12	222
Pacific	14	163

Source: FAO



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