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Food and
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para la
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CONFERENCE

Thirty-eighth Session

Rome, 15-22 June 2013

International Year of Quinoa 2013

Executive Summary

This report highlights the progress and processes put in place to celebrate the International Year of Quinoa, as well as the alliances and commitments made by member countries, and the role played by FAO in facilitating these processes.

Quinoa holds the promise to be an ally in the fight against hunger and malnutrition, under the framework of the Zero Hunger Challenge, because of its high nutritional value, its adaptability to different agro-ecological zones, and its gastronomic and commercial potential.

Suggested action by the Conference

- Encourage countries, academia, the private sector, non-governmental organizations and consumers to join in the celebration of this International Year of Quinoa.
- Provide financial support and take action related to the globalisation of the International Year of Quinoa, and the generation of projects and programmes that promote sustainable production and local consumption of quinoa, especially in countries suffering from hunger and malnutrition.

Queries on the substantive content of this document may be addressed to:

Mr Salomon Salcedo

Senior Policy Officer (RLC)

Tel: +56 2 923 2181

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a FAO initiative to minimize its environmental impact and promote greener communications.
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I. Background

1. The United Nations General Assembly through Resolution 66/221, on 22 December 2011, declared 2013 to be the International Year of Quinoa (IYQ) in recognition of the Andean peoples who have maintained, controlled and protected quinoa as a food for present and future generations.
2. The resolution was proposed by the Government of the Plurinational State of Bolivia, and sponsored by Argentina, Australia, Azerbaijan, Brazil, Cuba, Ecuador, El Salvador, Georgia, Guyana, Honduras, Iran (Islamic Republic of), Liberia, Mexico, Nicaragua, Paraguay, Peru, the Philippines, Seychelles, Uruguay and Venezuela. It specifically noted the need to work together during the celebration of the IYQ, calling on member countries to join in this effort, and inviting the FAO to facilitate the implementation of the IYQ.
3. The UN Assembly's declaration of the IYQ highlights quinoa (*Chenopodium quinoa* Willd.) as a natural food with high nutritional value, and recognizes that thanks to the traditional knowledge and practices of indigenous Andean peoples, quinoa has been preserved in its natural state, including its numerous varieties, as a food for the current generation and the generations to come.
4. The main objective of the IYQ is to focus world attention on the role quinoa could play in food security and the eradication of poverty, in support of reaching the Millennium Development Goals.
5. To achieve this goal a Master Plan was developed, which is a dynamic tool based on three components: information and communication; research, technology and marketing; and mechanisms for cooperation and mobilization of funds. It is meant to be implemented at the national and international levels through a series of specific and concrete activities aimed at developing these three aspects.
6. The Master Plan proposes the formation of the IYQ International Coordination Committee, which role is to establish technical and policy guidelines for the implementation of the IYQ.
7. FAO delegated to the Regional Office for Latin America and the Caribbean (RLC) in Santiago, Chile, the task of facilitating the IYQ and establishing the Technical Secretariat with support from the FAO headquarters in Rome.

II. Progress in the implementation of the Master Plan for the International Year of Quinoa

8. The IYQ International Coordination Committee (IYQ-ICC) has been formed with the following structure:
 - Presidency: Bolivia
 - Vice Presidencies: Ecuador, Peru, and Chile
 - Rapporteurs: Argentina and France
9. Other countries are welcome to join, as well.
10. After public consultation and approval by the IYQ-ICC, "*A future sown thousands of years ago*" was adopted as the slogan of the IYQ.
11. The Website <http://www.fao.org/quinoa-2013/en/> was launched in the six official languages of FAO and its content will be expanded and updated throughout the IYQ.
12. The President of the Plurinational State of Bolivia, Mr Evo Morales, and the First Lady of Peru, Ms Nadine Heredia de Humala, were nominated by FAO as Special Ambassadors of the International Year of Quinoa.
13. One of the flagship activities in this phase was the global launch of the IYQ held on 20 February 2013 in New York, with the participation of the UN Secretary-General, Mr Ban Ki-moon, the President of the Plurinational State of Bolivia, Mr Evo Morales, the First Lady of Peru, Ms Nadine Heredia de Humala, and the FAO Director-General, Mr José Graziano Da Silva, where it was highlighted that quinoa promises to be an **ally in the fight against hunger and food insecurity**.
14. The launch received very good global press coverage, which has generated expectations that quinoa could be produced in countries such as Italy, Korea, Lithuania, Moldova, Yemen, countries in Central America and others.

15. Parallel events and activities related to the launch have been developed in several countries around the world.
16. Within the structure of the IYQ-ICC, a Fundraising and Cooperation Mechanisms Commission has been formed, which is responsible for obtaining extra-budgetary resources as stipulated in the resolution. Although to date it has not raised any extra resources, core activities such as the Quinoa Fair, which will travel to several continents, the World Congress on Quinoa, and the International Competition for Technological Innovation in Quinoa, among others, are being financed by the Governments of Bolivia, Ecuador and Peru, respectively.
17. The FAO, in its role as facilitator and Technical Secretariat of the IYQ, has produced concept notes for raising funds and is making efforts with donors and negotiating with strategic partners for the implementation of activities at the international level.
18. The Technical Secretariat, in partnership with universities and research institutes, is generating scientific information on quinoa and there will be a series of publications such as the "State of the art of quinoa in the world", catalogues of different quinoa varieties, and updates of quinoa variety descriptions, among others.
19. Technical and promotional material has been produced and constitutes the input for the communication campaign, which will be implemented in the course of the celebration of the IYQ.
20. In coordination with the programme "Chefs against hunger", an international quinoa cookbook is being developed with the participation of chefs from around the world.
21. Different countries are forming National Committees and identifying focal points in order to globalise the IYQ celebration. Member countries such as Argentina, Bolivia, Chile, Colombia, Ecuador, France and Peru have already formed their National Committees, becoming pivotal strategic stakeholders in coordinating the vision of the IYQ with local realities.
22. The International Year of the Quinoa is the first step of an on-going process and a catalyst for knowledge management and the generation of medium- and long-term programmes that promote sustainable production and local consumption of quinoa to contribute to the food and nutritional security of member countries.

III. Challenges

23. FAO's lead role in facilitating IYQ implementation involves a significant amount of work, which is additional to activities scheduled and approved under the current Programme of Work and Budget. UN General Assembly Resolution 66/221 stresses that any activities that may arise from the implementation of the present resolution should be met through extra-budgetary resources and calls upon governments and relevant regional and international organizations to make voluntary contributions and to lend other forms of support to the Year, and also invites non-governmental organizations, other relevant stakeholders and the private sector to make voluntary contributions.
24. Considering the experience gained in leading the implementation of previous International Years (Rice 2004, Potato 2008), it was estimated that extra-budgetary resources totalling around US\$2.8 million over three years would be required to successfully implement the IYQ and to provide catalytic support to national and regional initiatives. Thus, a first multi-donor trust fund project was developed with the specific aim to enable donors and partners to support FAO's work related to the preparation and distribution of printed and audiovisual promotional IYQ materials. Other trust fund projects will be established depending on the interest of donors to contribute.
25. Notwithstanding some first expressions of interest to make contributions to the already established multi-donor trust fund project, it appears that considerably more extra-budgetary financial resources will still be needed to ensure the success of IYQ 2013. In the event that extra-budgetary support falls short of the total estimated requirement, the planned activities will need to be scaled back accordingly.