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FOOD COMES FIRST



WORLD FOOD DAY - 16 OCTOBER

FOOD COMES FIRST

The purpose of this booklet is to illustrate what the first World Food Day meant to FAO and to millions of people in more than 150 countries. Through a myriad of activities, they expressed their conviction that food comes first. These activities, and the ideas and hopes that motivated them, provide an inspiration for action on future World Food Days.

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FOOD COMES FIRST

The call to observe 16 October 1981 as the first World Food Day echoed around the globe. Observances were arranged in at least 150 countries by the poor and the wealthy alike, by governments and by non-governmental organizations, by city dwellers and rural workers.

Thousands of activities turned the spotlight on the people who, if anything, are responsible for the very existence of the Food and Agriculture Organization of the United Nations. The farmers, fishermen and foresters who gather the harvest of the world make up the hidden constituency of FAO. They are people who, if they had a chance, would vote wholeheartedly for the policies we advocate, the help we give, the action we take.

Even the poorest farmer, fisherman or forester belongs to a world community of food producers. It is to this community, which draws its members from both rich and poor countries, that World Food Day is dedicated. It is an important community, for nearly half of the world's economically active population works in the agricultural sector. Without the farmers, the fabric of human life would soon unravel.

As long as most food was consumed by the people who grew it, or at least within sight of the fields where it was grown, the harvest carried genuine meaning for all. But the rapid growth of cities and the industrialization of agriculture – phenomena no longer confined to the Western world – have attenuated those links between the primary producers and the ultimate consumer, diminishing public sensitivity to the fragile ecologies that sustain us, and introducing an urban bias into the governance of most human affairs, including agriculture.

Since its foundation in 1945, FAO has sought to maintain this essential awareness of the centrality of food and agriculture to national and international development. We have sometimes felt deep frustration as urban bias has worked against the interests of the world's food producers and rural workers.

Today, perhaps more than at any other time, we must face the need to inform people and governments that they must put food and agriculture high on their list of priorities. We must achieve world food security through intergovernmental agreement. We must assert the right of food producers to receive adequate returns for their heavy investment of labour and capital. Above all, we must strive to ensure for all people their basic human right to an adequate supply of food, of good nutritional quality and at prices that are fair both to them and to those who work the soil.

Even if the meaning of the harvest is now beyond the comprehension of many, World Food Day is an annual reminder to all of the debt owed to the world's food producers. It is a day on which, every year, we can strive to put priorities in the right order: food comes first.

Edouard Saouma
Director-General

WORLD FOOD DAY

Overcoming hunger and malnutrition requires a long-term effort by governments and people in all countries. To mobilize renewed support for this effort, the 147 nations represented at the Conference of the Food and Agriculture Organization in 1979 decided to establish World Food Day on the anniversary of the founding of FAO, 16 October 1945. This Day was to be observed first in 1981 and annually thereafter. It was to be a means of heightening public awareness of the nature and dimensions of world food problems, and to develop further the sense of national and international solidarity in the struggle against hunger, malnutrition and poverty.

FAO informed government agencies, non-governmental organizations (NGOs) and individuals throughout the world about the decision, stating that:

“World Food Day is about people – those who produce food and those who buy and sell it. It is especially about those who are unable to grow or buy sufficient food for the well-being of their families. World Food Day provides people – and their organizations – with the opportunity to consider the issues, to take stock and to intensify action.”

Global, and even national, food problems are complex and are often presented in a way that is beyond the comprehension of the ordinary citizen. Similarly, the efforts of governments and of FAO to achieve national and world food security are often so technical that they have little meaning in everyday life.

It is easy to evoke an emotional human response by presenting images of severely undernourished children. It is far more difficult to describe the enormity and complexity of world food problems and their solutions in a readily understandable manner. One of the purposes of World Food Day is to enhance understanding by presenting the issues in terms that are relevant to everyday life. This is the task confronting FAO and its many partner organizations around the world.

The first World Food Day was the target date for intensifying national food and nutrition education programmes. New efforts aimed at eradicating hunger and malnutrition were launched. The consequences of rising food costs and wastage were debated. Many thousands of schools organized essay and poster competitions among their students. Universities and colleges arranged seminars. Farmers' and rural workers' organizations discussed their needs and opportunities. Agricultural development institutions and projects invited people in their thousands to visit and discuss their aims and achievements. Fund-raising organizations mounted special appeals in favour of agricultural development projects.

Many senior political figures took the opportunity to stress the fundamental importance of food and agriculture to national development and independence. They outlined government policies, achievements and yet-to-be-achieved goals.

When planning began in 1980, it was clear that the possibilities for action were unlimited. What would happen in a village or town or capital would depend entirely on the initiative and creativity of concerned individuals, organizations and government agencies, wherever they were.

This publication illustrates what happened in 1981. The challenge now is to build upon the experience gained in order to deepen the impact and extend the practical results in future years.



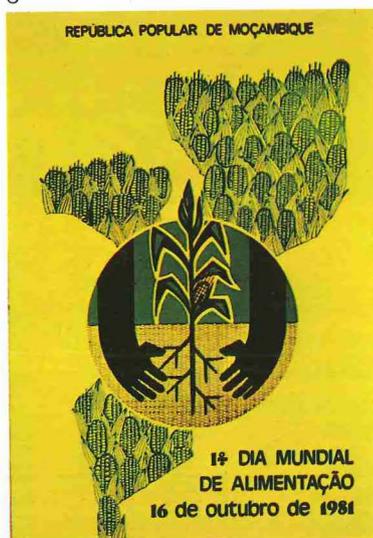
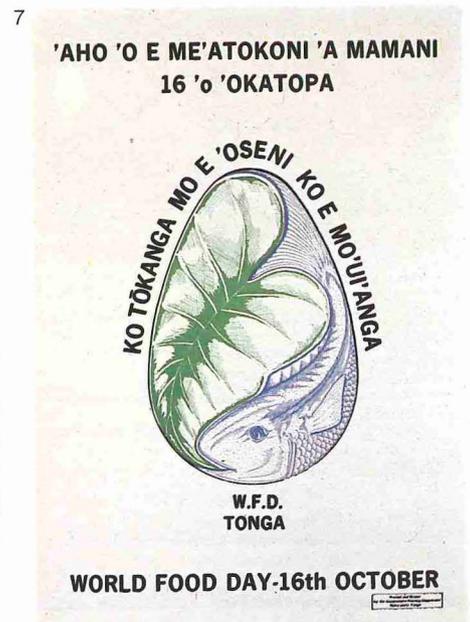
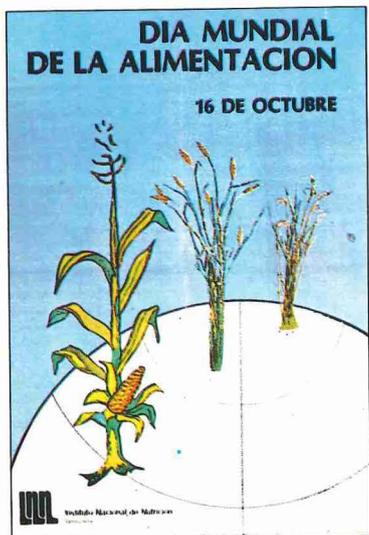
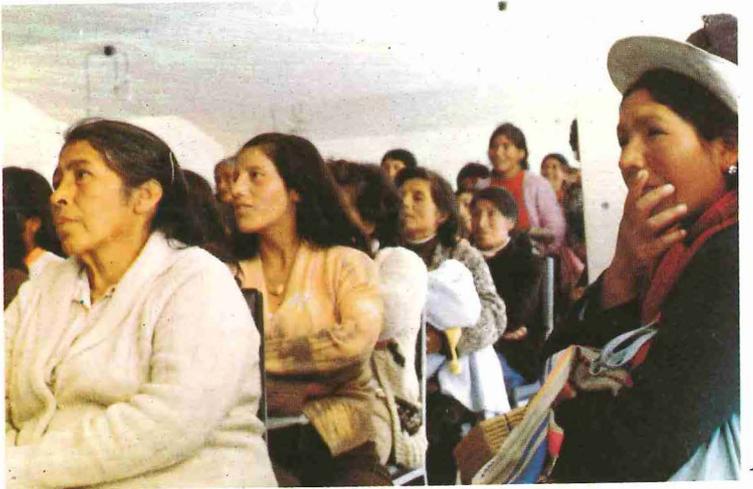
THE BALANCE SHEET OF HORROR

Mr Willy Brandt, Chairman of the Independent Commission on Development Issues, spoke at FAO Headquarters in Rome on World Food Day. He described the "balance sheet of horror":

"We have learned that about 800 million people in the world live in a condition known by the experts as 'absolute poverty'. The fact that no one seems able to quote anything like a precise figure height-

ens the awful truth underlying this anonymous suffering. Yet, behind every digit in this total, however great it may be, lies the fate of a human being with a right to life, a right to unimpaired health and a

1. Members of a local women's organization attending a lecture on nutrition in Huancayo province, Peru
2. WFD poster from Venezuela
3. WFD poster from Mozambique
4. WFD stamp from Ghana
- 5 and 6. WFD stamps from Ethiopia, part of a special series of four
7. WFD poster from Tonga
8. WFD stamp from Ghana
9. The staff of the Paphos Irrigation Project conducted tours of their work sites for farmers and local officials on WFD in Cyprus



right to an existence imbued with dignity, a human being capable of playing a meaningful role in our human society, a human being who could take part in the things which make life worthwhile ... the fate of every single hungry person in the areas of mass poverty ... constitutes a crime against the values, the principles and the goals which allegedly inspire the lives of those of us who do not suffer from hunger.

A feeling of desperation and hatred is now spreading among people who perceive that everything does not need to be the way it is. Even in the countries where people get enough to eat, a sense of indignation is growing about the failure to take action, about the incompetence of a number of governments and the complacency of a number of bureaucracies, about the indifference of our fellow humans".

FAO's Director-General, Mr Edouard Saouma, spoke of the personal tragedies of hunger:

"The young man's recollection of the death of his weak undernourished mother, an unborn baby still struggling in her womb. The bewilderment of parents who, through a combination of ignorance and poverty, wean their children too soon on foods that are inadequate for healthy physical and mental development. The family group who, each day, must forage for food and any other usable item among the rubbish of the city. The poor farmer who has to sell his land to meet the family's debts after successive

crop failures through drought and pestilence."

Most of the poorest people are found in the least developed countries. Two thirds of these countries, but not necessarily the most populous ones, are in Africa. By the year 2000, four out of five Africans living south of the Sahara and one thousand million people throughout the world could be living in absolute poverty.

Such facts must be set against a situation where food production targets in developing countries have not been met over two decades. In 1980, food and agricultural production in over 60 developing countries failed to keep pace with population growth. Fifteen countries produced less food than they did in 1970.

While many developing countries have failed to meet agricultural production targets, most of the industrialized nations have not reached the targets set for international aid. Only a handful of countries have contributed 0.7 percent of their GNP to official development assistance.

The situation among developing countries, particularly the poorest of them, is more serious now than at any time since the world food crises of the early 1970s.

The position of the developing countries has been weakened even further by the recession in the industrialized world, which has reduced both the volume and the value of their exports. Developing countries are falling prey to the forces of the market-place, selling less for less. At the same time,

poor countries must pay more for imported goods and essential energy supplies. As FAO's Director-General said, "A free market economy is all very well; provided it does not simply make the rich richer and the poor poorer."

These are the stark facts and figures, global as well as terribly human, that were in the forefront of the minds of many people around the world, including those gathered at FAO Headquarters, on the occasion of the first World Food Day, 16 October 1981.

THINKING FOOD

The world "thought food" on 16 October 1981. In more than 100 countries, the scene was set by speeches and statements by presidents and premiers, ministers and other eminent personalities. Many set out the facts facing nations; others spoke of the challenge to grow more food or to help others to do so. Many presidents and prime ministers sent messages to the Director-General expressing their appreciation and support for FAO's leadership in the world struggle for food and agricultural development.

The following quotations illustrate some of the main themes of the first World Food Day.

Increasing agricultural production

"The production battle and war on waste are a patriotic and revolutionary duty."

H.E. The Colonel Chadli Benjeddid, President of Algeria.

"... a large number of our population is still very poor and lives life beyond subsistence level ... The ultimate aim is to increase, both in quantity and quality, the agricultural production, and to raise the standards of living and of food consumption among our people as well as the status of Thai farmers."

H.E. General Prem Tinsulanonda, Prime Minister of Thailand.

Supporting the producer

"As far as our country is concerned, the food problem is essentially the problem of the farmer.

Farmers are producers of food as well as its main consumer. In order to solve the food problem, the Government must support and help the farmers both politically and economically in their production effort."

Lin Hujia, Minister of Agriculture of China.

Food self-reliance

"What we are discussing today is not 'wanting to eat', but 'being able to eat', and this ability can only be demonstrated by a country, a people, in its capacity to produce, to produce still more, to feed itself and to feed itself better."

Mr Gilles Laubhouet, Secretary of State for Agriculture of the Ivory Coast.

Food strategies

"Here in Nigeria, it will be fair to say that the domestic food supply situation has not reached a crisis point. Nevertheless, the issue of adequate food production has become a matter of public concern ... our food imports have crossed the one billion Naira mark ... per capita food consumption is below optimum levels ... unprecedented levels of rural-urban migration and the ageing farming population. These problems can, no doubt be traced to lopsided planning of the past and the grossly inadequate public and private investment and interest in the agricultural sector."

Hon. Alhaji Ibrahim Gusau, Minister of Agriculture of Nigeria.

"The nation's development is and

will be in the countryside ... Our approach to the food problem comprises three basic aspects: (1) increasing production and productivity; (2) eliminating agricultural imports; (3) reinforcing agrarian reform."

Mr R. Hipólito Mejía, Secretary of State for Agriculture of the Dominican Republic.

Women and food

"Women carry out most of the production, storage and preparation of food as well as the marketing of surpluses. Children, particularly girls, also perform many of the tasks involved. But because of lack of access to appropriate technical information and resources, their efficiency has been limited and their productivity lowered."

Mrs Sarojini Varadappam, President of All-India Women's Conference.

Distribution

"... the problem is in making distinctions and understanding that it is not that there is no food; the problem is that wealth and purchasing power are not distributed fairly, so that all may have access to and be able to acquire the goods they need to feed themselves."

Mr Carlos Vallejo, Minister of Agriculture and Livestock of Ecuador.

Using local resources

"The situation in Sierra Leone today is that there are more con-

sumers of food than there are effective producers. This imbalance has contributed to some of the food problems in our community ... A permanent solution calls for a more dedicated effort in tapping our resources and modifying our eating habits with a view to accepting other varieties of our local foodstuffs."

H.E. Dr Siaka Stevens, President of Sierra Leone.

Supporting the developing world

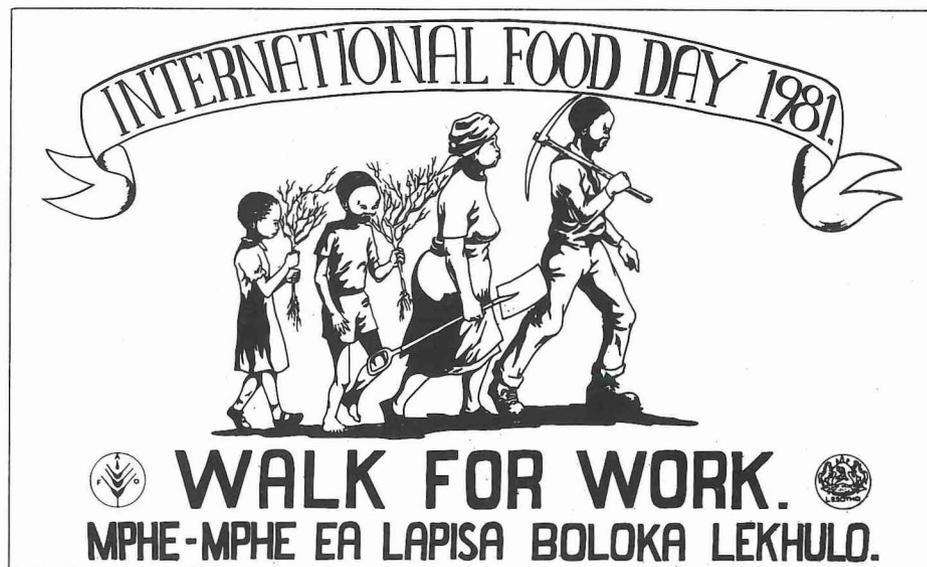
"Today, many nations lack either the natural endowments or the system of incentives to private enterprise that are critical to successful agriculture. Many millions of people, particularly in the Third World, and where government policies have denied land ownership and market incentives to their farmers, are suffering from hunger and malnutrition."

Mr Ronald Reagan, President of the United States of America.

"As well as emergency measures and development programmes, it is essential to inform people of the scale and nature of the phenomenon of malnutrition, and to involve them concretely in action taken."

Mr François Mitterrand, President of France.

The Prime Minister of Italy, Senator Giovanni Spadolini and his Foreign Minister, Senator Emilio Colombo, participated in the ceremony to observe WFD at FAO Headquarters. In his speech, Senator Spadolini stressed the determination of Italy to promote a more equal distribution of the world's re-



WFD poster from Lesotho

sources in order to narrow the gap between the industrialized and the less wealthy nations. He outlined his Government's plan to increase assistance to developing countries and pledged that Italian foreign aid would reach 0.7 percent of gross national product by 1990, if not earlier.

In several countries, national parliaments convened special debates on world food and agricultural problems. In Venezuela, a debate on hunger in the world was conducted in the Venezuelan Chamber of Deputies on 6 October 1981. To help disseminate information on the problems involved in the world food crisis the Chamber agreed that a special document be published, containing the statements made by the various political parties represented in the Venezuelan parliament that had participated in the debate. In addition, it was requested that the Senate be invited to participate in a solemn, joint session of the

Chambers of the Congress of the Republic to commemorate the first World Food Day.

More than 27 United States senators co-sponsored the Hunger Elimination and Global Security Act, which had been initiated by Bread for the World, a leading NGO. Introducing it on World Food Day, Senator Hatfield from Oregon stated that it was intended to "streamline and toughen that portion of the (US) foreign aid program which is ostensibly humanitarian." To him, the bill signalled "the first step toward an eventual total separation of political and military aid from humanitarian aid." The Senator from Missouri, Mr Danforth, affirmed that "US development assistance too often fails to reach the poorest people in a country." The bill "requires that at least 50 percent of US assistance be used to finance productive facilities and other goods and services to be used primarily by the poor."

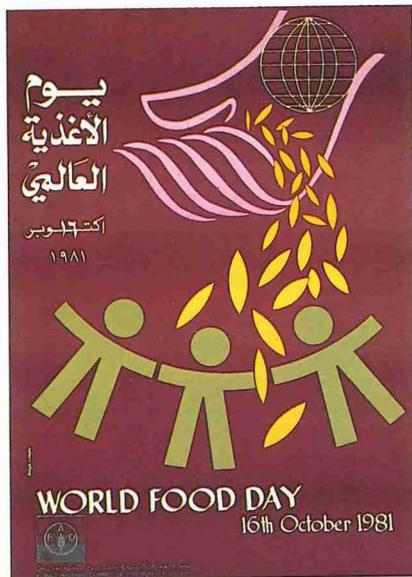
- 1 and 2. WFD stamps from Kenya illustrating irrigation schemes and livestock breeding. They are part of a special series of four stamps.
3. Preparing for the official opening of a WFD agricultural show in central Java, Indonesia
4. WFD poster from Kuwait
5. In Mauritania, farmers demonstrate how to prepare chickens for consumption and for marketing.
- 6 and 7. WFD stamps from Sierra Leone, representing two special series depicting key national crops and their cultivation
8. WFD stamp from Poland
9. WFD poster from Colombia



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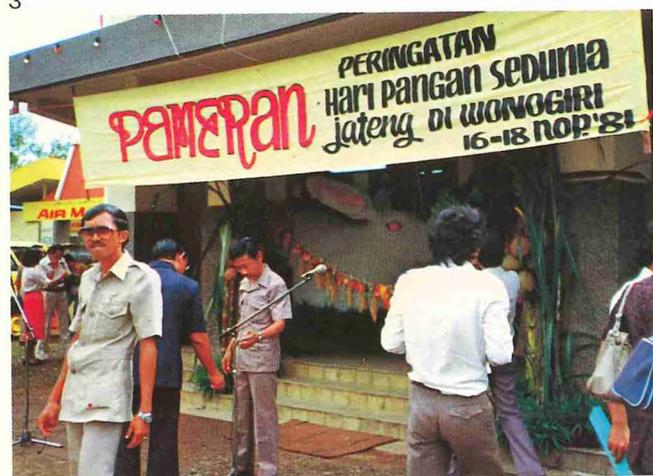
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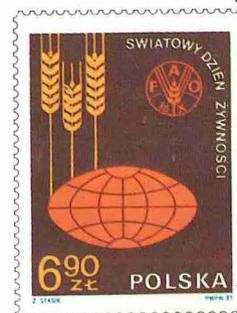
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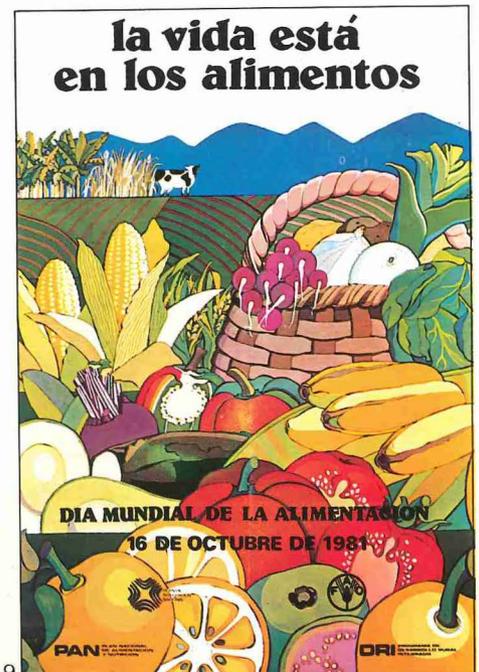
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DOING THINGS

The number and range of activities organized around the world on World Food Day were enormous. The concern and creativity of individuals, organizations and government agencies were more than amply demonstrated. To describe all these activities would be impossible. Even to list them would fill more space than is available.

Many activities on World Food Day were intended to inform, educate and motivate others to take concrete action against hunger. The resulting action invariably took a practical form, not only on World Food Day itself, but also in the following weeks and months and in the years to come.

Generous contributions by the Governments of the Libyan Arab Jamahiriya and Switzerland enabled FAO to provide modest amounts of "seed" funding to a number of WFD organizers in developing countries. They were, in turn, able to raise other contributions from local sources for printing and other expenses.

World Food Day was not to be a day on which to think, followed by a day on which to forget. From Bahrain to Zimbabwe, Cyprus to Senegal, Saudi Arabia to Upper Volta, World Food Day organizers presented food issues in ways that could be readily understood by their audiences, and arranged activities in which they could participate.

Government officials in, for example, Haiti, Maldives, Mauritania, Suriname and Swaziland listened

to food producers and discussed ways of solving their difficulties and the constraints to their increased production.

Women's organizations in the Central African Republic, Papua New Guinea, Somalia and elsewhere focused their organization skills on demonstrating the most nutritious ways of preparing locally produced foods.

Farmers and rural workers' organizations in several countries, including Honduras and Paraguay, convened national and district conferences to discuss their specific problems, and to prepare recommendations for the consideration of national authorities. Seminars and workshops were held on university and college campuses in many countries, including Argentina, Belgium, Benin, Hungary, Israel, Morocco, Norway, Qatar and Zaire.

Tens of thousands of schools in many countries incorporated food and nutrition into their teaching programme. In Trinidad and Tobago, the finals of a national World Food Day schools' quiz contest were televised. Schoolchildren in Australia, Iraq, the Netherlands, the Sudan, Togo and many other countries were provided with special informative materials on World Food Day. At least 50 countries, including Jordan and Viet Nam, organized World Food Day schools' writing contests.

Renewed efforts were made to promote and support home and school gardens in several coun-

tries, including Burundi, the Comoros and Kuwait, as a means of increasing the supply of nutritious vegetables and fruits for home consumption.

Considerable attention was paid to opening up agricultural and food research stations and rural development projects to the general public. Direct beneficiaries of these projects, as well as people from cities and towns to whose long-term interests they are essential, were able to look, question and discuss. It may be fair to claim that, as a result, such activities, and the assistance provided to many of them by FAO, are now better known in Cameroon, the Congo, Djibouti, Dominica, Guatemala, Rwanda and the Syrian Arab Republic.

In the industrialized countries, great efforts were devoted to increasing public awareness of world food problems, and to raising money and other forms of support for rural projects in developing countries. Fund-raising activities were arranged in most countries, including Denmark, the Federal Republic of Germany, Ireland and Portugal.

The examples that follow illustrate the positive nature of so many of these events.

"Agricultural Month" in Guyana - "Agriculture for Development and Defence"

"From agriculture must ultimately come the higher wages and the

better quality of life that we seek in both public and private sector. In the present realities of the world only agriculture can provide economic recovery and alleviate any possibility of the social collapse that often seems to follow close in the wake of economic failure. A strong economy and a stable society are the pillars of a strong, vigorous nation; therefore, agricultural production is our real first line of territorial defence."

Chief Agricultural Officer, in a pamphlet introducing Agricultural Month.

Traditionally observed in September, Agricultural Month will in future be held each October, with World Food Day as its focal point. It was launched in 1981 by the Minister of Agriculture at a ceremony attended by hundreds of farmers. Throughout the month, programmes of activities were carried out in each of Guyana's 10 regions. Seminars, with the full participation of farmers, were conducted on a range of subjects, such as groundnut cultivation and pest control in banana and plantain production, demonstrations on fertilization and the pruning of citrus crops, the mixing and application of pesticides to vegetables, and the budding and grafting of citrus and avocado plants. Market Days were an integral part of the programme, and many of these discussions took place in the markets themselves. Similar events were arranged throughout Guinea-Bissau and in several other countries.

Chile - home and school garden competitions

More than 100 families and six schools actively participated in home and school garden competitions on the occasion of World Food Day. The competitions were organized by FUNDA, a Chilean NGO based in the southern region of Aysen, with the aim of promoting horticultural production to face local problems of hunger and malnutrition.

The activity was planned with the active involvement of peasant extension workers from several agricultural cooperatives established in the region. Tools, equipment and seeds were awarded to winners.

The Director of FUNDA stated that this kind of activity linked with World Food Day provided an opportunity to analyse the reality of food production in Aysen, the state of nutrition, the potential for food production and the obstacles faced by producers in obtaining a qualitatively and quantitatively better output.

Improved vegetable farming in Yemen Arab Republic

The Yemen Arab Republic largely depends on imported foods, including vegetables, costing more than \$1.1 thousand million a year. To help reverse this trend, an FAO-assisted project launched a new programme on World Food Day designed to encourage vegetable cultivation as a cash crop *and* as a much needed source of protein, minerals and vitamins.

The programme "An integrated extension approach to improving vegetable farming in the Tihama region" amply demonstrates what can be accomplished through the joint efforts of farmers, the community, and national and international staff. The Ministry of Agriculture and Fisheries Resources supplies fertilizers; private dealers and the Central Agricultural Research Station at Taiz provide seeds. A grant from the Swedish Save the Children Fund helped to purchase additional seeds at the outset. Project staff, aiming to reach farmers directly with needed technical advice, began special radio broadcasts in August 1981 - 10 minutes, twice weekly, for two months - on the economics of vegetable cultivation, nursery management, and the care most suitable for tomatoes, peppers and the like.

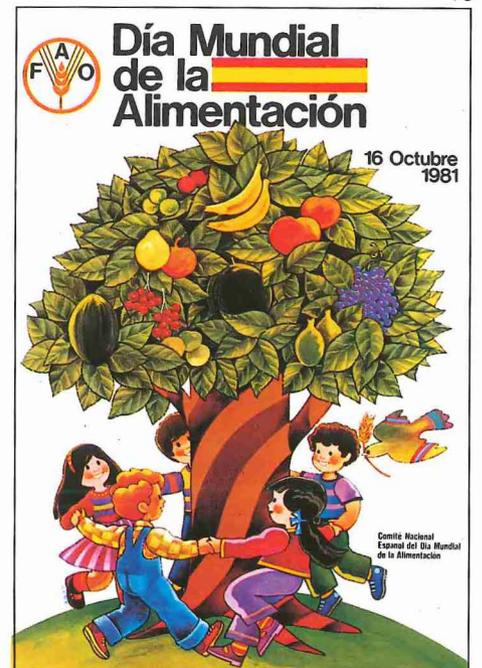
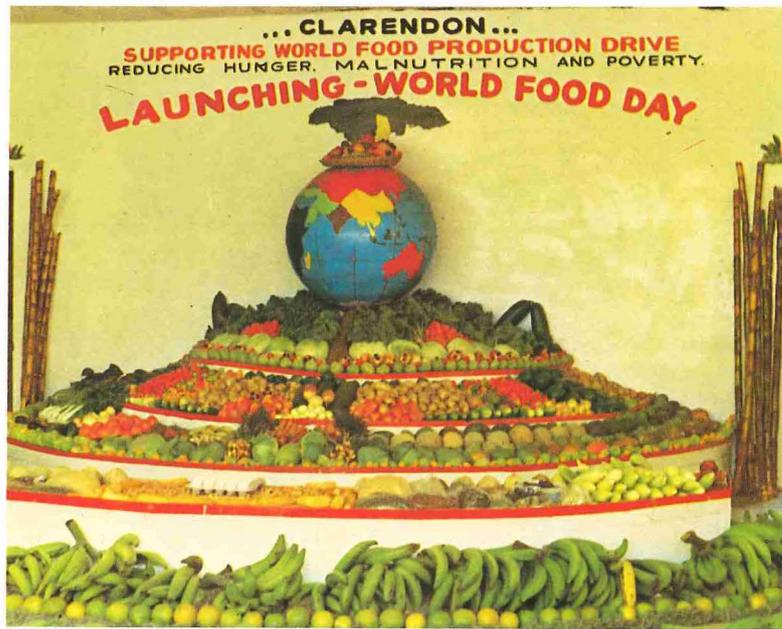
The benefits to the Tihama region are long-term, but its people already are enjoying more fresh produce at less cost. The old Arabic saying, "If you plant the Tihama, you will have food until Judgement Day," may come to pass as the people's efforts are rewarded.

Burma's salute to food producers

"... all countries are responsible for food sufficiency. All countries must join in and grow more food..." from Doh But Folk Drum Song.

An important feature of the World Food Day ceremony in Rangoon was the awarding of prizes to farmers for achievement of the

- 1 and 2. WFD stamps from the Bahamas, part of a special series of four stamps dedicated to animal husbandry
3. WFD stamp from Iraq
4. WFD stamp from Upper Volta
5. WFD stamp from Gabon
6. Attractive display of local produce at Jamaica's Denbigh Agricultural Show, which launched WFD activities
7. WFD stamp from São Tomé and Príncipe, issued on colourful presentation sheets. This is part of a special series of four stamps depicting key national crops.
8. WFD stamp from India
9. WFD stamp from Hungary
10. WFD poster from Spain



highest yields per hectare of Burma's 10 most important food crops: paddy, maize, wheat, gram, butter bean, groundnut, sesame, sunflower, sugar cane and potato. Farm implements were presented as prizes by the Minister for Agriculture and Forests and the FAO Representative. The Minister said, "We are endeavouring to increase food production not only for the self-sufficiency of the country, but also to contribute toward the security of food to the hungry population of the world. We are also determined to continue with this endeavour in the future."

National Farmers' Rally in Dacca

Some 3 000 farmers coming from all over Bangladesh participated in the National Farmers' Rally on 16 October. In addressing the Rally, the Acting President reaffirmed the goal of doubling food production by 1985, and commended food producers for their efforts to meet this challenge. Farmers' representatives and the FAO Representative also spoke.

Farmers' rallies were also held at *thana* (provincial) level throughout the country.

Nicaragua - "Agrarian Reform"

Land titles were handed over to peasants and agricultural cooperatives at the official World Food Day ceremony in Wiwili, attended by some 4 000 peasants. The event, taking place at the historical site where the struggle for land reform through the establishment

of agricultural cooperatives was initiated, launched the National Agrarian Reform Law approved by the Government in July 1981. The Law is one of the cornerstones of the programme of the "Frente Sandinista" approved in 1969, which stated that land should be given to those working it. The land given to peasants in Wiwili was previously owned by the State.

This process of structural reform is benefiting individual peasants and cooperatives, in that they are receiving titles of property free of charge, the only restriction being that the land cannot be sold or divided. The Agrarian Reform Law is also promoting the strengthening of social structures of production (especially cooperatives) as the best way to improve food production.

Model farms in The Gambia

Increasingly irregular rainfall and prolonged periods of drought have adversely affected crop yields in The Gambia during the last 10 years. While rainfall averages 1 000 mm annually, it is concentrated in the first four months of the rainy season - June to October.

Most crops are extremely vulnerable, but early maturing crops such as millet and maize have proved well able to withstand these difficult climatic conditions. The problem, however, is that seeds are in limited supply and are prone to low yields unless sufficient fertilizers are applied.

In order to increase the availability of seeds, the Government



Mr Sae-Hwan Kim, whose outstanding achievement in rice production is mentioned below

decided to mark World Food Day by establishing small seed production farms in each of the 35 Districts. Farmers will in future be able to purchase seed produced in their locality. The farms will also demonstrate to the sceptical that new seeds do, indeed, produce higher yields.

On World Food Day, the Ministers of Agriculture, Water and Local Government paid visits to the model farms to help with the first harvest and to address gatherings of farmers on the occasion.

The king of rice production

Mr Sae-Hwan Kim, a farmer from

Sangha-ri village, was honoured as the Republic of Korea's "king of rice production" as part of World Food Day national activities. During 1980, Mr Kim achieved record yields of 10580 kilograms of paddy per hectare (7407 kg of polished rice), ranking at the top of the Republic of Korea's 15000000 farmers.

Peru - field day

On 16 October, a Field Day was arranged by an FAO-assisted project in Matahuasi (near Huancayo) to pay tribute to those producing food and to introduce new technology on several aspects of potato production.

Nearly 200 peasants discussed potato sowing and manuring, a balanced diet based on potatoes and storage of seed potatoes, all of profound importance to their health and incomes.

Pakistan - one-day cattle show at Bahadurnagar

It is very important to create special pride among farmers in their good animals, even if they cannot seek immediate economic gains from them. The FAO-assisted Livestock Development Centre at Bahadurnagar organized a one-day cattle show, during which milking competitions for buffaloes and cows were held. This proved very successful, and 1000 farmers turned up to participate, to watch and to speak with project staff. The project was able to identify potential high-yielding animals



During Food Week in Mali, cooking demonstrations showing varied uses of traditional foods attracted wide public interest.

for future breeding and animal husbandry activities.

Focus on youth involvement in Jamaica and Mauritius

"Youth in Agriculture" was the theme of the World Food Day observance in Jamaica, where special efforts were made to provide young farmers with the encouragement and recognition they deserve.

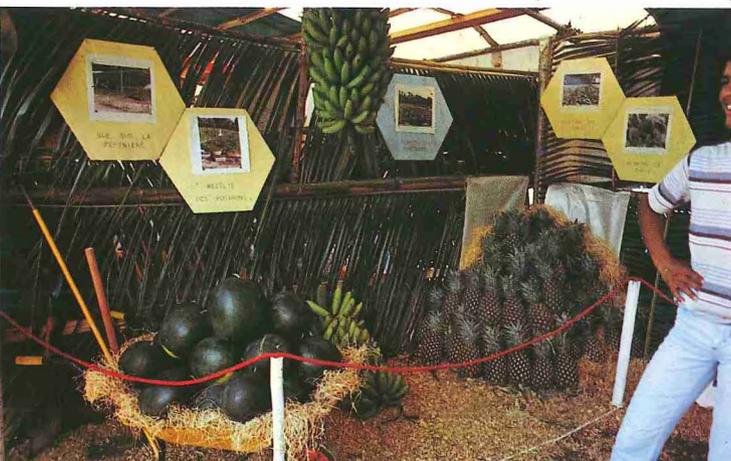
The main event at the World Food Day ceremony was the national 4-H Club Exhibition, with prizes awarded to the "best" young farmer and for the champion home garden. The event was an unqualified success: an estimated

10000 people – mostly young – attended.

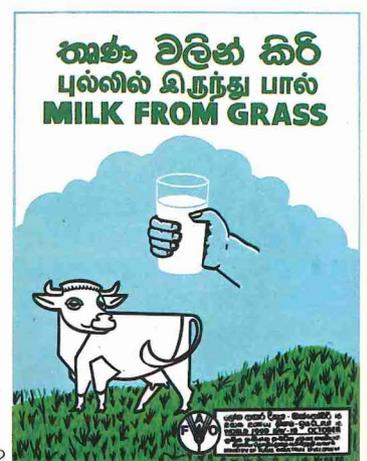
The Jamaican Government, with FAO assistance, has established a WFD Fellowship to promote the advanced study of agriculture. Each year, an outstanding graduate of the Jamaican School of Agriculture will receive a two-year fellowship for study leading to a BSc at the University of the West Indies. In the long term, the fellowship will assist in meeting the need for more trained personnel to implement national agricultural development plans.

Youth also played a key role in Mauritius, where the Rural Youth Movement, the National Federa-

1. WFD stamp from Cyprus
2. 50-zloty WFD coin from Poland
3. 100-forint WFD coin from Hungary
- 4 and 5. WFD stamps from Trinidad and Tobago, part of a special series of six stamps issued
6. Locally produced fruits and vegetables were featured at the Grand'Anse Experimental and Food Production Centre in the Seychelles.
7. In Vientiane, Lao, a 10-day agricultural exhibition was inaugurated on WFD.
8. WFD stamp from Malta
9. WFD stamp depicting maize, part of a special series from Malawi
10. 20-ngwee WFD coin from Zambia
11. 2-rupee WFD coin from Nepal
12. WFD poster from Sri Lanka



6



12

tion of Young Farmers' Clubs and the Council of Agricultural Youth Clubs were represented on the National WFD Committee. Activities initiated by these groups included a fruit-free planting campaign, a field day with visits to kitchen gardens and rabbit-raising projects, a forum on food production, an essay contest on "Food problems and possible solutions in the 20th century", and the establishment of an integrated Agricultural Training Centre at Belmare, aimed at providing both theoretical and practical training to young farmers.

Listening to food producers

National and local seminars and workshops were held in many countries. Some were noticeable for the absence of those engaged in producing food, even though that was the main topic of discussion. Others, of course, were specialized meetings of nutritionists or scientists or policy-makers. Where farmers and fishermen did participate in such meetings, the discussions seem to have been invariably direct and to the point, proving once again that those who till the land and fish the seas know what they need and are never frightened to say so, given the chance.

Among the conclusions and recommendations of a seminar of "workers in food production", held in Barbados, are the following:

"In order to change attitudes toward agriculture it is recommended (that) there should be a nation-

al approach toward the promotion of agriculture in much the same way as is now done for tourism focusing, for example, on its contribution to employment, income, foreign earnings, etc. ... Agricultural education should start at school ... Government should give favourable consideration to requests from Rastafarians and other such groups for allocation of land ... assist farmers to organize themselves."

"The Government should guarantee minimum prices for small farmers and guaranteed markets for crops ... (establish) improved systems for collection of marketing intelligence ... incentives for fishing including cooling systems for catches ... programmes for utilization of local foodstuffs by animals."

In Ghana, the Rural Self-Employed Workers' Organization Division of the General Agricultural Workers' Union held a six-day workshop on "Food Production and Rural Employment". Their conclusions were submitted to the First Rural Workers' National Convention on 13 October 1981. Among them were the following:

"... there should be a progressive land reform to make it easier for the rural self-employed peasant farmers who are the real tillers of the land ... but find it difficult to have a continuous access to farm land in an atmosphere of security of tenure."

"... the Government and all agencies concerned should design more effective credit and lending

facilities and make these available to the real tillers and other small-scale rural producers and fishermen."

"... (we) humbly appeal to all bodies concerned to take a serious view of the points raised ... in order to enhance dignity of rural labour, increase (in) food production and rural development as effective means of eliminating hunger, poverty and economic depression of our community."

Women and food

Women, too, came together on World Food Day to stress, once again, their central role in food production, processing and preparation and their demand that this be reflected in policies and in practice.

In New Delhi, women's leaders met in a seminar organized by the All-India Women's Conference to consider these issues. Among their conclusions and recommendations:

"It was urged that women ... be involved in formulation of policies and implementation of programmes concerning food production, its distribution, and nutrition ... Women should be put on vigilance committees at all levels to check various malpractices in public (food) distribution systems ... Voluntary agencies and student groups should act as communicators to educate and inform people, especially in ... poor areas, on matters of health, nutrition and sanitation ... Development of food processing plants at village level

... to improve women's participation in such work ... Malnutrition ... should be tackled on a war footing ... emphasis should be placed on the use of locally available foods instead of processed foods, especially for preparation of weaning and supplementary infant diets."

Religious organizations

Religious leaders in many countries joined in the appeal to "think food". The General Synod of the Church of England urged all dioceses to observe World Food Day in partnership with community groups, focusing on the Brandt report proposals. In mosques, throughout the Islamic world, Friday services were dedicated to World Food Day themes. Pope John Paul II delivered a message to FAO's Director-General on the occasion of World Food Day. The General Assembly of the United Presbyterian Church of the United States passed a Resolution in support of World Food Day, which has been added to the church's liturgical calendar.

At the local level, the involvement of religious organizations and church-affiliated groups concerned with hunger gave impetus to consciousness-raising as well as fund-raising activities. In several countries, churches helped organize "hunger lunches", introducing food issues to a wider public. Denmark's Dan-Church Aid promoted World Food Day at its annual conference of NGOs, and linked World Food Day with autumn harvest celebrations.



In north Senegal, *peul* women pound millet seeds - one of the many tasks carried out by women in food preparation and production.

Discussing national policy

Uruguay - "The University and World Food Day". A meeting on food issues was held at the Uni-

versidad de la República on 14 October 1981, during which a special booklet, *The University and World Food Day*, was presented and discussed.

AFRIQUE ET MONDE

Journée mondiale de l'alimentation

FRATERNITE MATIN PAGE 25
VENDREDI 16 OCTOBRE 1981

كـمـابـيـة المـسـتـجـابـات

وزير الاشغال في يوم الغذاء العالمي :

برنامج عربي اسلامي
متكامل للامن الغذائي
October 15, 1981.

M. Gilles Laubhouet:

NOUS ŒUVRONS

POUR UNE AUTOSUFFISANCE



**"DEVELOPMENT FOR THE
RURAL POOR MEANS
DEVELOPING AFRICA"**

A WORLD FOOD DAY (WFD)

APEAL BY THE

PAN-AFRICAN FEDERATION OF
AGRICULTURAL TRADE UNIONS
(PAFATU)

JOURNEE MONDIALE DE L'ALIMENTATION

**Raising women's
status helps
alleviate hunger**

اليوم الغذائي العالمي

في لبنان

تحقيق غسان صايغ وفؤاد الليل

Halte au gaspillage !

**"EL PARAGUAY TIENE CAPACIDAD
PARA SUS PROPIAS NECESIDADES"**

Μετάλλια ΟΗΕ
σε ελληνικούς
γεωργικούς
φορείς

**La pauvreté, cause
essentielle de la faim**

WORLD FOOD DAY

WORLD FOOD DAY

Fiji more fortunate

A WORLD Food Day is being observed this year throughout the world to focus attention on the world problems of hunger and malnutrition.

A message from Mr Jonati Mavoa, Minister of Agriculture and Fisheries.

THE National Food and Nutrition Committee has organised a number of activities for the first World Food Day which is being celebrated by more than 100 countries today

Resursele Terrei și cerințele noii ordini internaționale

الدستور

الصفحة الثانية - الجمعة 16/10/1981

تحت الرعاية الملكية السامية الاردن يحتفل بيوم الغذاء العالمي

وزير الزراعة يؤكد استعداد الاردن للاسهام بدور فعال في مواجهة النقص في الغذاء عن طريق زيادة الانتاج

Oct. 16 h

Suharto on World Food Day

MALI MALI MALI MALI MALI MALI MA

Tendency to depend only on rice will endanger food supply

La Reforma Agraria, ya no es un sueño

12 au 17 Octobre : s nationale de l'alime

Page 4, GULF MIRROR October 10 — C

GULF

Taking a food — ar

On left hand side of page (from top to bottom): Fiji, Romania, Sudan, Indonesia, Nicaragua. In the centre of the page (from top to bottom): Colombia, Barbados, Canada, Mali, Bahrain. On right hand side of page (from top to bottom): Italy, Denmark, Argentina, Brazil, Kenya.

NTACION

IN MARGINE ALLA PRIMA GIORNATA MONDIALE DELL'ALIMENTAZIONE CELEBRATA IL 16 OTTOBRE

ción de tierras:
sta a la pobreza

C'è cibo per tutti; perchè la fame?

air comes off at park

Le risorse sono mal distribuite, molti Paesi sono esposti all'imprevisto - Certe situazioni angosciose sono state sanate, tuttavia il numero dei sottanutriti sale e sfiora un decimo della popolazione del pianeta - Unico rimedio pratico: produrre di più

r: High waste
production

Små landbrug i u-lande vigtige i kamp mod sult

WESTERN PRODUCER, THURSDAY, OCTOBER 15, 1981

ings hunger home

Der er brug for en mere intensiv indsats på såvel nationalt som internationalt plan, og derfor har FAO proklameret den 16. oktober som Verdensfødevaredagen

ECONOMIA

CONVICCION · Domingo 18 de octubre de 1981 · Pág. 15

MALI MALI

SUPONIENDO QUE HAYA RECURSOS Y PERSONAL TECNICO, EL PROBLEMA ESTRIBA EN PROYECTOS DE DESARROLLO AGRICOLA

emaine
tation

El hambre en el mundo se soluciona con una mejor distribución de los recursos

Hoje é o Dia Mundial da Alimentação

Preocupação: gastos com alimentos estão subindo

ard look at
d the lack of it

Food 'is key to freedom'

Next Friday has been designated World Food Day by the UN. JOHN HAVELOCK-DAVIES looks at the work of the UN's Food and Agriculture Organisation and at the appalling numbers of starving people that continue to mount despite the fact that the world has enough food to prevent malnutrition.

Los agricultores pobres son cada vez más pobres y los ricos cada vez más ricos

16 de octubre, Día Mundial de la Alimentación

THE RISING NEPAL

(OCTOBER 15, 1981)

On The Occasion Of World Food Day

The Challenge Of Self-Sufficiency

—Singha Raj Uprety

Page 18 THE NATION, Friday, October 16, 1981

When food denotes the strength of a nation

économie

les petits agriculteurs de plus en plus pauvres

人民日报

RENMIN RIBAO

发展粮油食品具有广阔前景

Dünya Gıda Günü nedeniyle Ankara'da sergi açıldı

الإمارات تحتفل بيوم الغذاء العالمي
توعية المزارعين لزيادة الإنتاج الغذائي

Prioridad a la Alimentación de Toda la Poblacion

Women in cities can help boost rural milk coops

Deficit reduced by 10 lakh tons: Sattar

Food output to be doubled by '85

The Canberra Times

Moving to bridge the world food gap

The publication shows that the work of professionals at university level is directly or indirectly linked with the different stages from food production to food consumption. The complex process of human nutrition starts with the utilization of basic foodstuffs and continues through a long chain until its conversion once again into food products ready for human consumption. As the links of this food chain must be well integrated, it is indispensable that at each stage a professional with vast knowledge of the respective subject matter be involved, so as to gain the fullest potential from natural resources and food products to satisfy basic human needs.

Such an integrated approach is set out in the publication, with specific contributions from the following faculties: Agronomy, Architecture, Economy, Law, Biological Sciences, Engineering, Medicine, Chemistry, Dentistry and Veterinary Medicine.

The case of Fiji. A two-day National Food and Nutrition Seminar was held with representatives from key ministries and organizations to discuss the draft of a new Food and Nutrition Policy for Fiji.

Fiji's Development Plan Seven called for the drafting of a "practical and acceptable National Food and Nutrition Policy", with special focus on the most vulnerable groups in Fiji society - women and children, the urban poor, the unemployed, the poorly endowed rural communities. Until recently, Fiji's agricultural policy has been princi-

pally aimed at increasing production and improving returns to producers. Little attention has been paid to the quality, nutritional balance and distribution of food to consumers. Trends that have spurred a new emphasis on better nutrition as an integral part of national policy include a shift away from breast-feeding, increasing frequency of iron-deficiency anaemia (especially among pregnant women), below-standard meals in Fiji's boarding schools, and generally an overall increase in the incidence of adult malnutrition.

The National Food and Nutrition Committee, assisted by FAO and UNDP, is devising such a policy, as well as a National Food and Nutrition Development Programme and Action Plan for its implementation. In cooperation with the Ministry of Health, one of its first tasks was to conduct a detailed survey to identify those groups suffering from nutritional deficiencies. A key element in the Government's strategy is public education, and the Committee publishes a regular newsletter focusing on such subjects as how to feed a family, getting the greatest possible food value for money spent; the dangers of increasing dependency on food imports, including fish; best foods for babies; vegetable gardening techniques, and so on. The Seminar constituted a most important step in the finalization of policy and action.

Panama - "Basic food basket." A seminar/workshop on the "Basic food basket" was held in Panama

to define priorities in the economic, political, social and cultural fields and to substitute food imports with locally produced food.

All FAO experts stationed in Panama participated in the seminar, during which a special message from the FAO Director-General was received. The UN system offered its full assistance in promoting the idea of the "Basic food basket".

A governmental committee is now preparing the next step to be undertaken toward the implementation of the programme on the "Basic food basket" elaborated during the workshop. It has been agreed to hold a review seminar on World Food Day 1982.

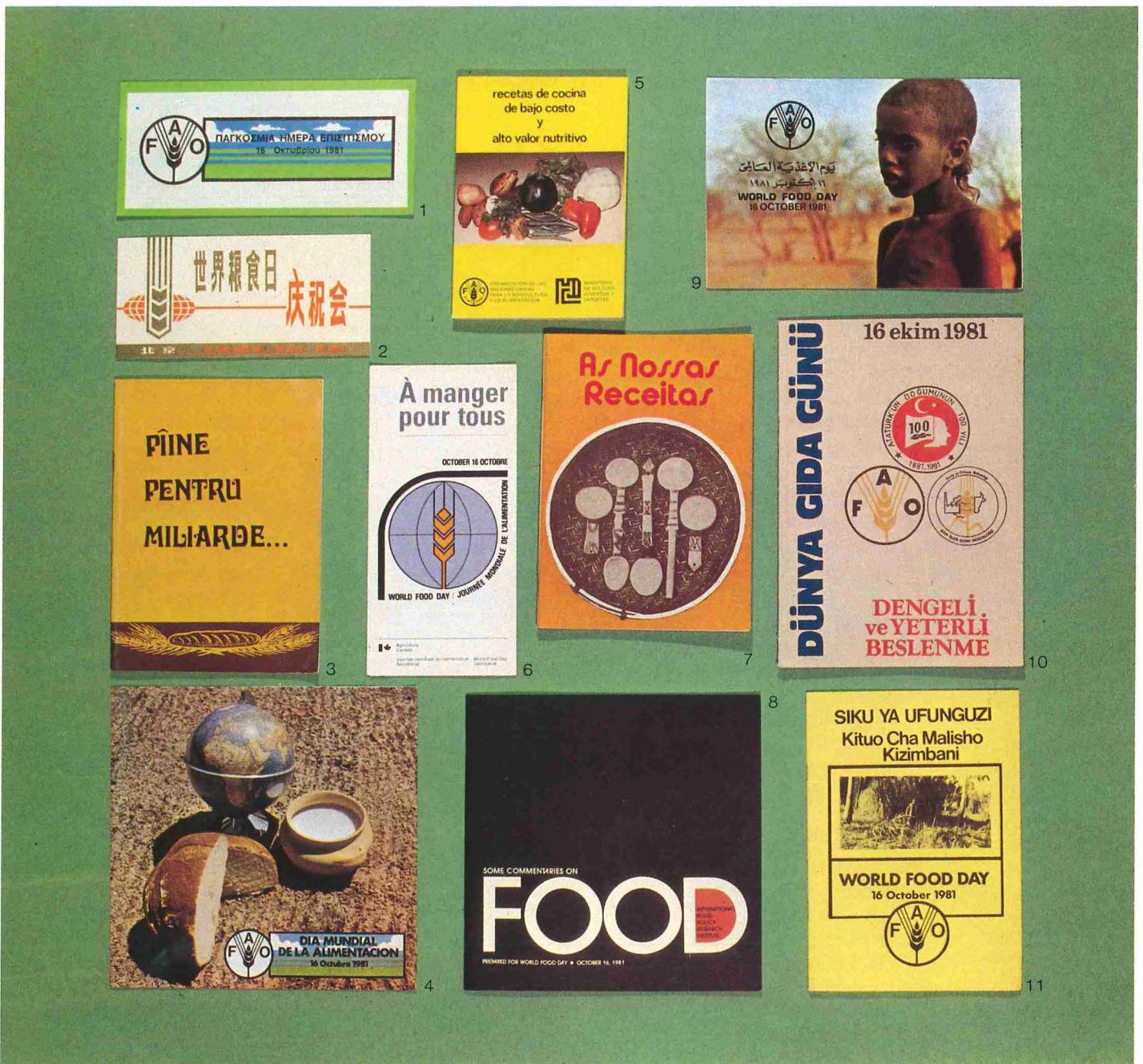
World Food Day in industrialized countries: mobilizing support for development. A development project in Bhutan benefited from funds raised by the Swiss *Hungerlauf*, or "Hunger Race". Each runner/jogger obtained sponsors - persons committed to donate a specified amount of money for each kilometre run. Categories in the event included men, women and youth to the age of 16.

Hungerlauf was sponsored by World Runners, a running club with international membership, whose purpose is to "communicate through jogging, running and competing that the end of world hunger is an idea whose time has come". A similar race was also held in San Diego, California, and others are planned elsewhere.

Jumbo jumble drive. In the United Kingdom, *Sunday Magazine* and

1. WFD brochure from Greece, widely distributed to schools and NGOs
2. Programme for the WFD commemorative ceremony in Beijing, China
3. *Piine pentru miliarde*, or "Bread for billions", an essay by Dr Teodor Marian on the causes of world hunger, was published as part of Romania's contribution to WFD.
4. Brochure produced by the Spanish National WFD Committee includes advice for a more balanced diet, with special attention to the variety and quantity of food consumption.
5. This collection of low-cost, highly nutritive recipes was the outcome of a national cooking contest in Costa Rica inspired by WFD.
6. Canada's French-English brochure bears the national WFD slogan, "Food for All/ A manger pour tous"
7. This booklet of recipes, contributed by men and women in Mozambique, emphasizes the economical use of locally grown foods.
8. The International Food Policy Research Institute in Washington, D.C., published this set of commentaries on key food policy issues.
9. The Ministry of Industry and Agriculture in Qatar produced and distributed this booklet dedicated to WFD.
10. WFD publication from Turkey providing information on better nutrition
11. Illustrated WFD booklet in English and Swahili distributed to farmers and the public visiting the Kizimbani Forage Unit in Zanzibar, Tanzania. It explains the Unit's work in applied research, aimed at increasing milk and meat production at the smallholder level.

SOME WFD PUBLICATIONS



Oxfam organized what was described as the "biggest-ever jumble sale" to raise funds "to help some of the 420 million hungry people in the poor world to help themselves". The appeal, which raised about \$50 000, was described by the organizers as follows:

"... well aware that Britain is itself in the depth of a recession – with three million unemployed and millions of others dependent on social welfare – we are making this an appeal with a big, big difference.

We are not asking you for a penny in cash. Instead, we want you to turn out your attic, the spare-room cupboard, the garden shed, the garage and take along to your nearest Oxfam shop the sort of things you see illustrated here. As long as they are complete and usable they can all be sold in Oxfam's 600 High Street shops. On this occasion, second-hand clothes are not required. Other objects and knick-knacks will raise money more quickly. But odd balls of wool or fabric cuttings could make something small and useful.

Gardeners could thin out the clobber in their sheds – pots, garden canes, duplicate tools and potted cuttings or garden produce.

Get the kids to sort out toys they are tired of – old jigsaws (complete), annuals, games, books. Whatever you can turn up will be welcome; and do please get it to your local Oxfam shop before Friday."

The appeal organizers also suggested other ways of helping:

"Although we don't want any of your cash, we'll be delighted to receive any money you can raise from others.

Slimmers – why not get your family and friends to sponsor you in a weight-loss effort from one Sunday to the next? Get them to pay £1 for every pound you lose and send the proceeds to Oxfam.

Odd-jobbers – young people willing to wash cars, clean windows, or do housework can easily charge 50p a task and send that to Oxfam, too.

An empty chair – set an extra place for lunch as a reminder of the less fortunate and, if you can afford it, send off the price of that meal to help fill the stomach of a stranger."

Newfoundland declares war on waste in Canada. Newfoundland's provincial government marked World Food Day by proclaiming 16 October as the first-ever "Wasteless Day" – a time to focus attention on the alarming amounts of food wasted every day in North America.

Schoolchildren learned how dramatically their diets differed from those of children in developing countries. School nutritionists gave special lessons explaining the energy requirements of the human body and the dangers of over-consumption. Preventing food waste was presented as an important, fundamental responsibility.

Radio and television programmes were dedicated to spreading the word about waste.

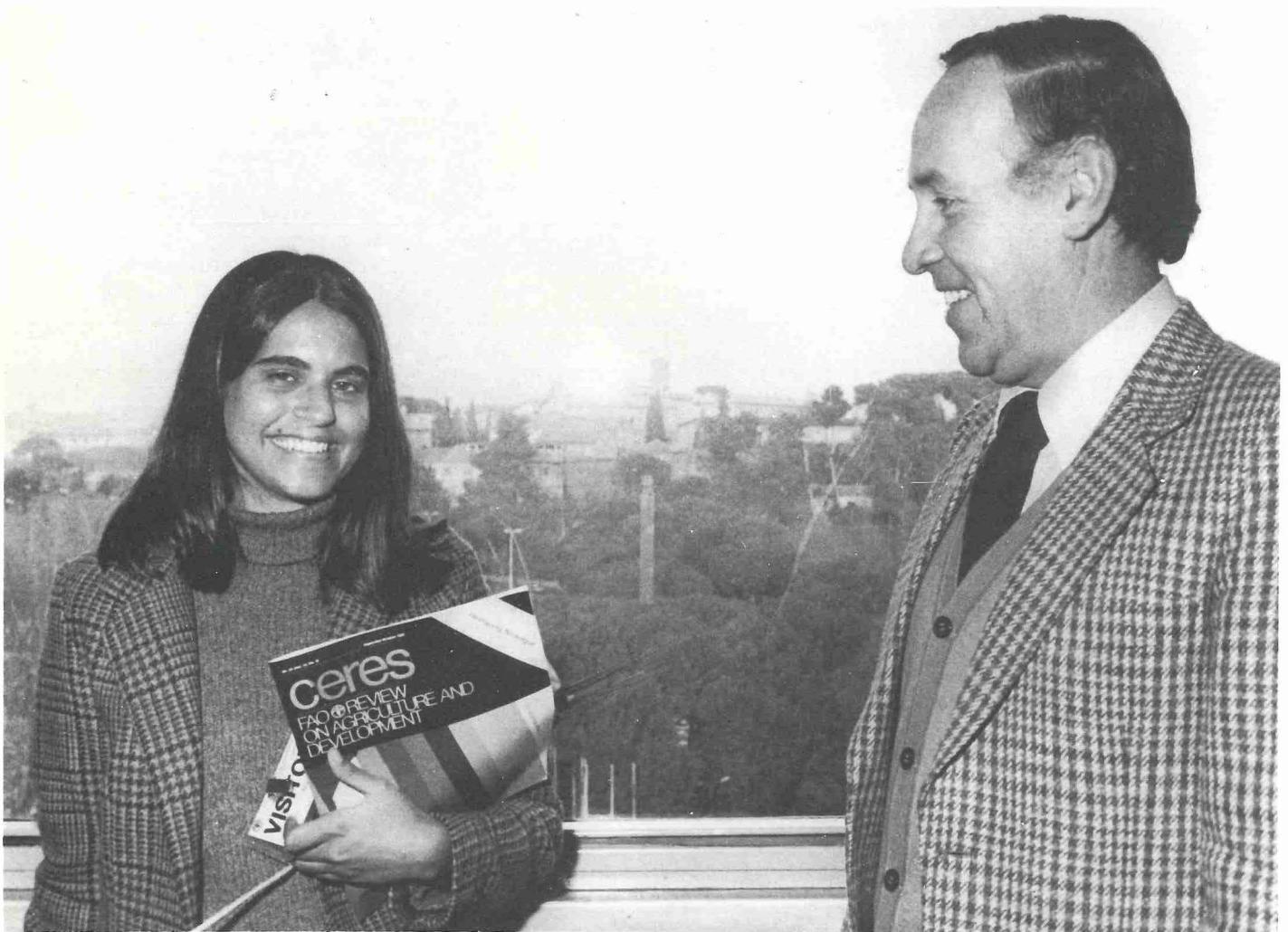
Spain – a World Food Day debate. The World Food Day Spanish National Committee arranged a four-day debate on the global aspects of world hunger as the main activity to observe World Food Day in Spain.

The introductory lecture was given by Mr Rafael Moreno, representing FAO, who referred to the geographical map of world hunger and the present balance between food resources and needs. Later, Professor Sicco Mansholt made a critical analysis of the agrarian policy of industrialized countries vis-à-vis hunger problems in the world. Afterwards, Professor Grisolia spoke on the contribution of biochemistry, biology and genetic engineering toward solving food problems. The debate was closed with a lecture by Jaime Lamo de Espinosa, Spanish Minister of Agriculture, on "Elements for a policy of world solidarity with the hunger problem".

The text of the lectures is being printed in a special issue of the magazine *Agricultura y Sociedad*.

USA - fast days in student dormitories. The National WFD Committee asked all WFD organizers how many people they fed on World Food Day. Responding, the organizers at the College of Liberal Arts and Sciences at the University of Connecticut described one of their activities.

"The Fast Days in dormitories (one meal skipped with proceeds for world hunger relief) goes very well. The independent dormitories, which closed completely for one meal by unanimous consent of res-



Eve Marie Amin, winner of the WFD school essay contest in Kenya, visits FAO Headquarters in Rome. At right is Rafael Moreno, Chairman of the Director-General's Advisory Committee on WFD.

idents, raised about \$2500. The WFD Committee decided on distribution of funds: Oxfam, 40%; American Friends Service Committee, Special Hunger Programmes, 40%; St Pauls Episcopalian

Church in Willimantic (food bank and free meals to needy), 20%. The University Horticultural Club acted as sponsor for the Fast Days."

Answering the specific question,

the organizers stated that they helped to feed "quite a few, we like to think. This will not settle the world food problems, so our main job of education continues, of course."

COMMUNICATING

As is obvious, very many of the activities described in this booklet were intended to inform and motivate people about the hard realities of national and international food problems.

Professional communicators working in the press, radio and television in virtually every country played a most important part in ensuring that these activities and their purposes were brought to the attention of very large numbers of people.

The world's news media reported speeches by national leaders and by internationally important figures at the ceremonies in capital cities, and at FAO Headquarters in Rome. Many of these statements were news stories in their own right. For example, parts of the FAO Headquarters ceremony were shown on national television in most Western European countries and as far away as Burma and the United States on the same day, thanks to modern satellite television communications.

Immediately after the first World Food Day, FAO Headquarters received a veritable storm of press clippings from nearly every country in the world. These newspaper stories illustrate the great importance that editors and journalists accord to the *issues* confronting the world. World Food Day is an opportunity to publish special newspaper and magazine supplements as well as feature stories giving the background facts and figures and describing some of the efforts of governments and of FAO

to overcome hunger. In Cuba, Czechoslovakia, Finland and Switzerland, for example, journalists came together in 1981 in seminars to discuss food problems in relation to their work.

Many radio and television networks broadcast special programmes for World Food Day. Some were aimed principally at farmers and rural families, some at food consumers, and some at schoolchildren. Many, such as the special television documentaries made in Afghanistan, Belgium, El Salvador, Japan, Lebanon, Liberia and Oman, were intended to inform the general public. Elsewhere – in Angola, Saint Lucia and Uganda, for example – special radio programmes were made for rural audiences.

In order to support this widespread interest, FAO had prepared and distributed a number of special feature stories and radio and television programmes. These were used by an unbelievably large number of newspapers and broadcasting stations in part or in their entirety in the course of special World Food Day output. For example, the 15-minute FAO radio programme, "A Day to Remember", was broadcast at least once in more than 70 countries, as well as by nearly all the main international radio stations.

FAO had also prepared a range of printed background material for the information of World Food Day organizers in participating countries. These pamphlets, which are listed at the back of this booklet,

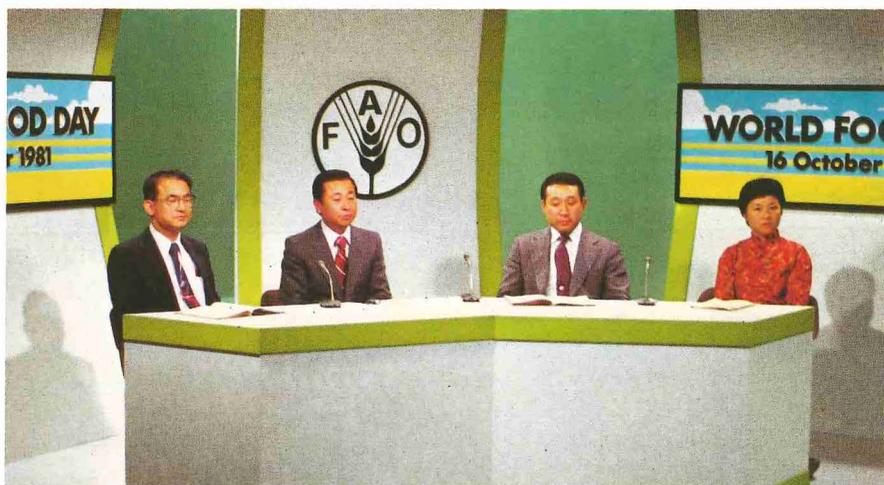
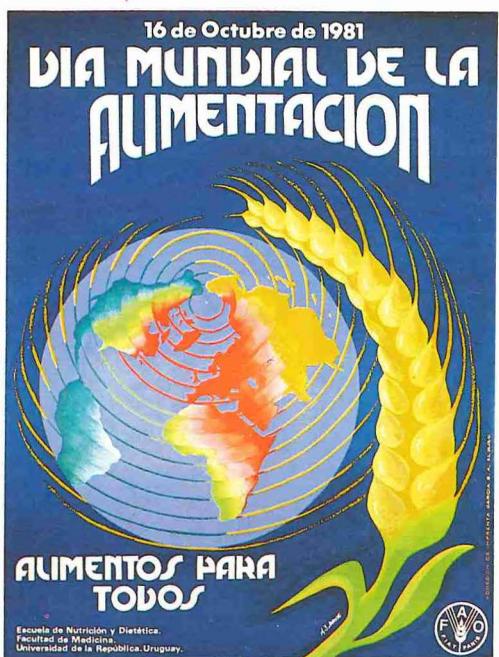
were intended for use as "raw material" for the production of booklets, teaching materials and so on by national and local World Food Day organizers. FAO publishes in Arabic, Chinese, English, French and Spanish, and it was hoped that some countries would also translate material into other indigenous languages.

This indeed happened, as can be seen from illustrations throughout this booklet.

World Food Day organizers and the media collaborated in a few countries to arrange and promote national activities in October. The "Marcha del Pan" in Colombia described later in this booklet and the "Jumbo Jumble Drive" in the United Kingdom are two excellent examples. The press also helped by reporting on the large number of special exhibitions arranged on World Food Day themes. Some of these are described and illustrated in the following pages.

FAO had suggested to World Food Day organizers that children and young people should be of particular importance when planning informational and educational activities. It was remarkable how many countries recognized the need to stimulate and assist educational systems better to incorporate food nutritional items into the curriculum. This led to the preparation of special teaching materials in, for example, Australia, Cape Verde, Malawi, the Philippines and Democratic Yemen. As has already been described, many countries, including Guinea and

1. WFD poster from Uruguay
2. Fruit-tree planting in Colombo, Sri Lanka, marked the establishment of the first municipal orchard on WFD. Similar tree-planting ceremonies were held in other Sri Lankan communities.
3. Television commentators present a special documentary film on food issues, produced and broadcast by NHK, Japan's national television network.
4. WFD stamp from Burma
5. WFD stamp from Jamaica
6. 20-cent WFD coin from Swaziland
7. WFD poster from Fiji
8. WFD stamp from the Congo



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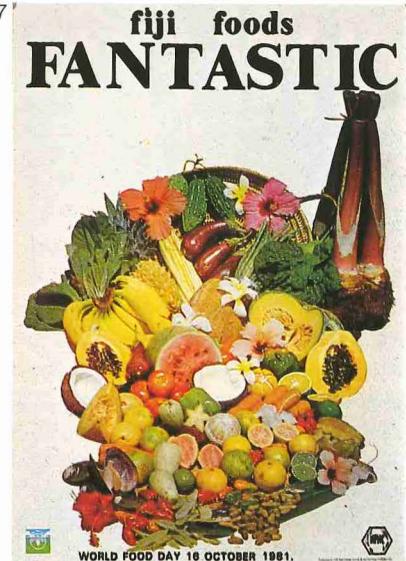
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Kenya, arranged national schools essay and artistic contests on World Food Day themes.

There is no doubt that, in future, this work with schools will be accorded very high priority. FAO, for its part, is considering how best to support such important initiatives.

Television for children - food for thought

"Merry-Go-Round" is a weekly news and current affairs television programme produced by the BBC for United Kingdom schoolchildren between eight and nine years old. Inspired by the idea of World Food Day, the producers made a special programme entitled "Food for Thought", which described the food problems of children in developing countries. It also reported on activities undertaken by United Kingdom children to mark World Food Day.

The programme presenter, Tom Karol, explained:

"Last month a giant jigsaw map of the world was put up in Norwich Cathedral. Lots of people were there to watch children from eight Norwich primary and middle schools pin up the area of the world which they had been finding out about ... Let's have a look at the map. You can see a line which divides the world into two halves, roughly South and North ..."

After describing different diets of children in the South and in the United Kingdom and the very much smaller amounts of food available for those in the South, Tom and his colleague Shireen Shah explained



Learning about dietary differences between the developing and the industrialized countries, schoolchildren in Norwich, United Kingdom, examine a giant jigsaw map of the world.

the effects of poor nutrition on children in the poor countries, and some of the things that could be done to improve the situation.

"Perhaps, if more people in this country knew about how people live in the Poor World, more would be done. So one of the ways you can help is by finding out for yourself ..."

The programme concluded:

Shireen:

"For most of this programme

we've talked as if the Poor World is always depending on the Rich World for food, but really this is far from the case ..."

Tom:

"... we tend to think we in the Rich World are always the teachers and the Poor World are the learners. That isn't the case at all ... The truth is that we in the Rich World need the Poor World just as they need us. We're all people of One World."

Cuba - seminar on food

The section of scientific journalism of the Union of Cuban Journalists (UPEC) organized a seminar on food production, distribution and hygiene, held at UPEC's headquarters in Havana on 6 and 7 October 1981. The agenda included discussions on the following topics: development of the fishery industry in Cuba and its future perspectives; main results obtained in animal health, genetics and reproduction; the state of nutrition; the national programme on food hygiene; and the development of food industry.

The seminar was chaired by the Vice-Minister of the Committee on Economic Cooperation and attended by representatives of the Ministries of Agriculture, Food Industry, Sugar, Fishery and Health, and members of the National Centre of Animal Health, and journalists specialized in scientific and technical matters in the various newspapers, radio and television media of Cuba.

Looking and thinking ... about fish-erfolk

The Bay of Bengal Programme (BOBP) was proud to inaugurate its photographic exhibition, "Glimpses into Small-Scale Fisheries in the Bay of Bengal", on World Food Day in Madras.

Over 100 photographs portrayed the living conditions of traditional fishing communities, the craft they use, the types of gear they deploy, as well as techniques of handling,

drying, selling and distributing fish.

BOBP aims to improve the quality of life of small-scale fisherfolk in the five developing countries that border on the Bay - Bangladesh, India, Malaysia, Sri Lanka and Thailand. Set up in 1979, its small staff of fisheries experts and national support personnel carry out experiments to demonstrate appropriate technologies for possible large-scale dissemination by Member Governments. In addition, it seeks to upgrade the role of women in fisheries and to promote technical cooperation between countries of the region. It is supported by FAO and the Swedish International Development Authority.

The photograph exhibit illustrated for fisheries experts and the public at large the variety and diversity of traditional fishing gear in the area; the raft *kattumarams* in Madras and boat *kattumarams* in Kanyakumari, the *vallam* of Tuticorin, the *nava* of Andhra Pradesh, the *balam* and *chandi* of Bangladesh, the *oru* of Sri Lanka and so on. It described the tasks of fisherfolk, - such as gear handling and hauling in the sea, net braiding, mending and drying on the shore, as well as the salting of fish in baskets and drying on the shore, the sorting and processing of catch, transport by headload, cycle, cycle-rickshaw and insulated van, fish being sold on pavements, in crowded bazaars, and at beach auctions - most often by women.

Some of the key accomplishments of the project were also highlighted pictorially:

- The development of new and better beachcraft to meet the needs of fishermen in Tamil Nadu, for example, where the surf is one of the most difficult in the world;

- The improvement of traditional fishing gear, including the introduction of high-opening bottom trawls that can tap underutilized fish resources and reduce the pressure on overharvested shrimp;

- Experimentation with cost-saving gear, such as thinner nets, which cost less money and catch more fish than nets of thicker twine, or substitution of polyethylene for nylon twine in the traditional bag-nets of Bangladesh;

- An aquaculture demonstration project in Thailand, including the culture of cockles, oysters and mussels, and training in aquafarming;

- Initiation of net-making by women to supplement their incomes in Juldia village, Bangladesh.

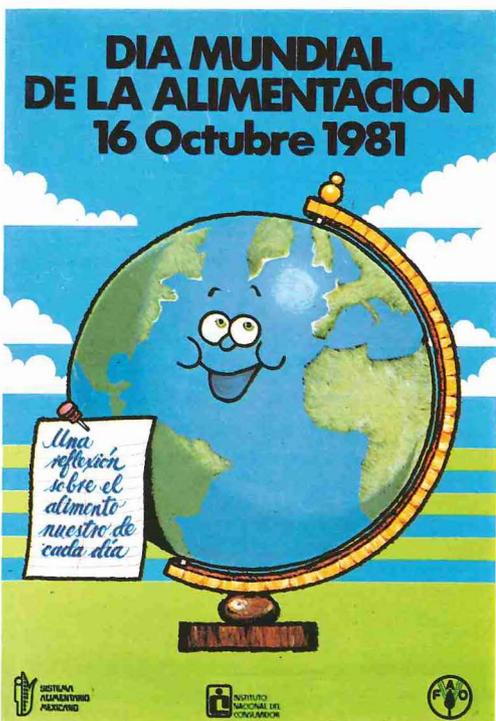
The exhibition will, during the coming year, visit the other countries covered by this Programme.

World Food Day exhibit at Brasilia Airport

On 16 October, a photographic exhibit on World Food Day and the utilization of new technological resources for agriculture was opened at the International Airport of Brasilia. The exhibit was organized jointly by EMBRATER, a branch of the Ministry of Agriculture in charge of rural extension and technical assistance, and the agency responsible for Brazilian

1. One of 26 different WFD posters from Mexico, produced by the Sistema Alimentario Mexicano and other organizations involved in WFD events
2. WFD stamp from the Syrian Arab Republic
3. WFD sticker from Indonesia
4. Correspondence stickers produced by FAO
5. WFD poster from Algeria
6. WFD poster from the Dominican Republic, announcing a national symposium on food
7. WFD stamp from Costa Rica
8. WFD sticker from Fiji

USES OF THE WFD LOGO



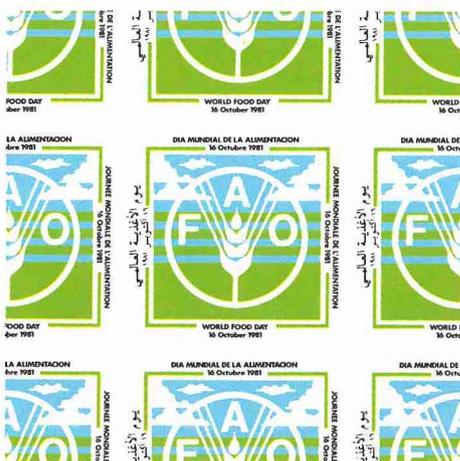
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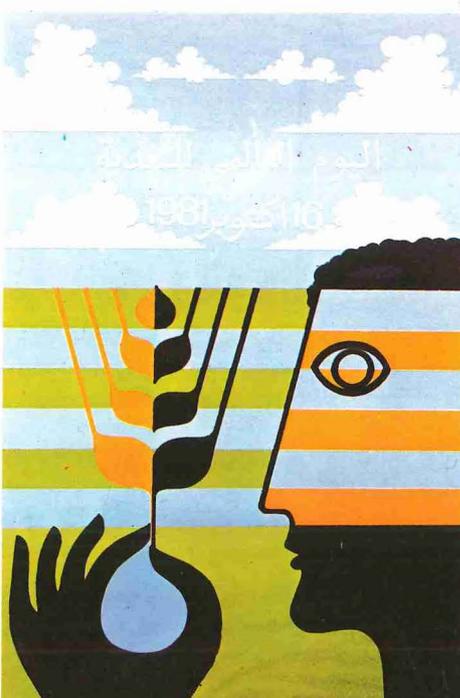
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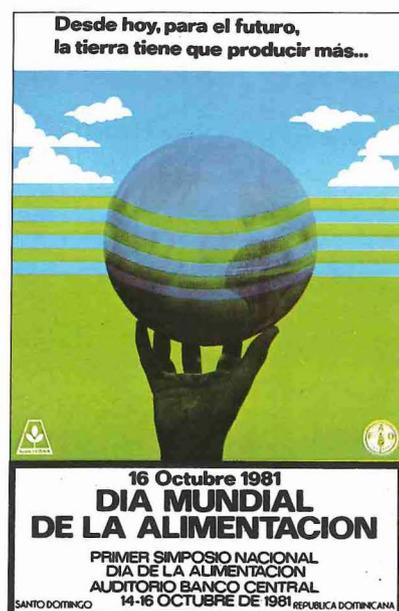
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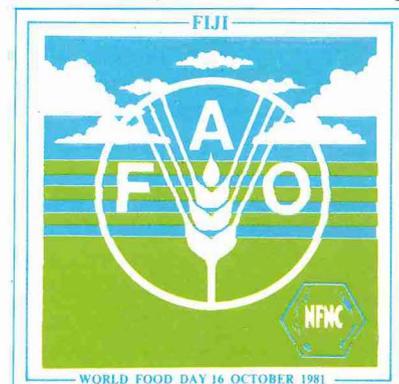




Photo exhibit at the International Airport of Brasilia

civil airports. The daily public attendance at the exhibit was some 15000 persons. Similar displays were arranged at airports in the United Arab Emirates.

In view of the success of this venture in Brazil, it has been decided to mount similar photographic exhibits in 1982 in all 64 civil airports. At the same time, advertising billboards will be used to show video tapes on World Food Day themes and food problems in the main airport on 16 October 1982.

World Food Day radio scripts

The preparation of radio materials to be transmitted by rural radio in developing countries was considered to be extremely important if rural families were to know about World Food Day.

The WFD Secretariat in Rome had prepared a series of radio scripts that were adapted for use in some 20 countries. Complementary to this initiative, some countries – Bolivia and São Tomé and Príncipe, for example – pre-

pared radio scripts which took into account national realities in order to reach their rural audiences in the most effective manner.

One of the scripts broadcast emphasized that:

“Fortunately, the developing world is in a condition to increase its capacity for food production. The programmes to achieve this potential depend on a greater participation of women, rural poor and landless peasants. The new job opportunities created and partici-

pation in decision-making will assure their access to food, which is a basic right. The consequent increase in self-reliance will contribute to reducing the heavy burden of dependence on expensive food imports."

The "Walk for Bread" in Colombia

A very interesting initiative executed in Colombia by the communication media was the so-called *Marcha del Pan*, a national food collection campaign conducted between 7 September and 16 October 1981.

The main objective was to inform public opinion on the nature of national nutrition problems.

The campaign was organized by the newspaper *El Tiempo*, the 74 radio stations comprising the "Circuito Todelar de Colombia", and two official agencies, namely the Food and Nutrition Programme (PAN) and the Colombian Institute for Family Welfare (ICBF).

Many daily newspapers, magazines, radio and television channels ran an active publicity operation that mobilized practically all public and private institutions in the country working in the agricultural, health, education and food industry sectors. All contributed, through the provision of food, the organization of conferences and seminars on nutrition or through the distribution of information on the subject at field level. The church and various professional associations joined the March by providing food and transport. A large number of people of all back-

grounds contributed, each according to his or her means.

By the end of the campaign, 2000 tons of food had been collected. This was distributed as follows:

- 50 percent was reserved for the infant and maternity-infant lunch-room programmes of the ICBF; and

- 50 percent was distributed by the ICBF through its provincial offices to clinics and maternity hospitals in each region with high levels of malnutrition. Together with the food aid, a pamphlet on ways to prevent malnutrition was distributed.

The Walk for Bread was of major importance in increasing the awareness of Colombians of the national and international dimensions of the problem of hunger. In view of the outstanding success achieved, it is planned to repeat the event on the next World Food Day.

International organizations

It is also important to highlight the role that many international organizations played in informing their national affiliates and their staff about World Food Day. Not only did the United Nations and other UN agencies inform their staff and encourage their participation, so did many international NGOs. The International Federation of Agricultural Producers, the international trades union federations, and the Young Women's Christian Association, for example, included World Food Day articles in their regular journals and en-

couraged their member organizations to take a leadership role in World Food Day plans.

A coin for every 22 people living on earth

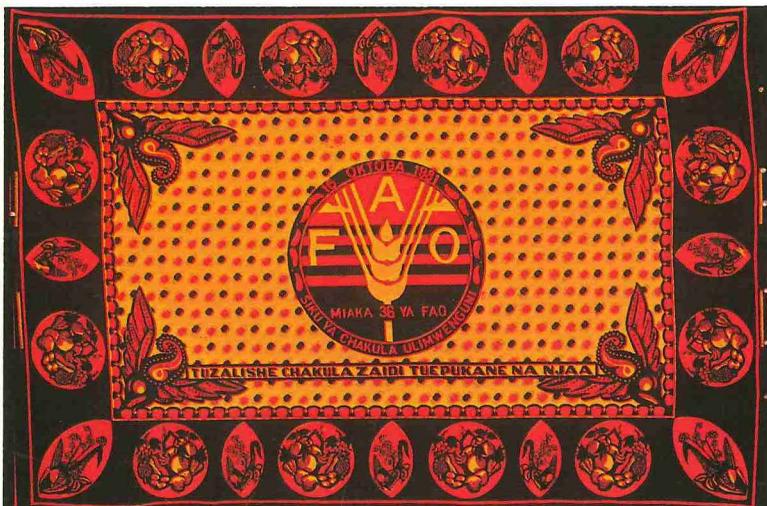
A total of some 200 million pieces of 60 different circulating and commemorative coins were issued by 33 countries for the first World Food Day. This is the largest coordinated international emission of coins in the history of coinage. Coins remain in use for some 15 years and are seen and handled by men, women and children of all ages every day. Those produced for World Food Day will serve as a lasting reminder of the importance of food and agriculture.

World Food Day was also commemorated in some 60 countries by the production of more than 120 postage stamps. Though having a much shorter circulation period than coins, stamps have the added advantage of being seen both in the country of posting and in the country of receipt of mail. The message of World Food Day was thus carried even to those few countries that did not observe it.

Altogether 80 countries - from Australia to Egypt and Ethiopia, to the Bahamas and Mexico, Botswana and Nepal - issued commemorative stamps and/or coins. Some chose to illustrate the World Food Day symbol only. Others used themes designed to inform about national policies and about food and agriculture. Some of the designs selected have been used as illustrations in this booklet.

1. This colourful kanga cloth was produced in Tanzania. The kanga is a popular women's dress in many African countries.
2. WFD sticker from Grenada
3. Models are wearing WFD T-shirts from, left to right, Kuwait, United States, the Niger and Vanuatu.
4. Ticket from the Mexican national lottery, specially printed with the WFD logo
5. WFD banner from Qatar
6. Aluminium lapel button from Canada
7. Turkish cigarette packet promoting WFD
8. Badge from Nepal, with WFD slogan "Save grain – increase production – eat a more balanced diet"

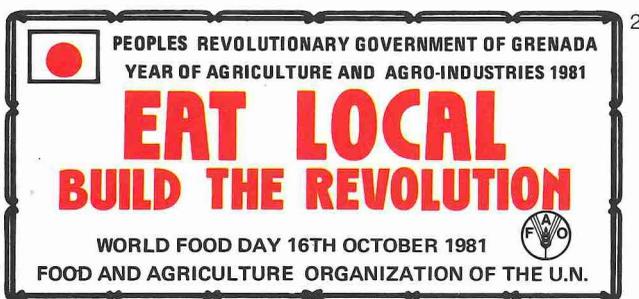
IDEAS FOR PROMOTING WFD



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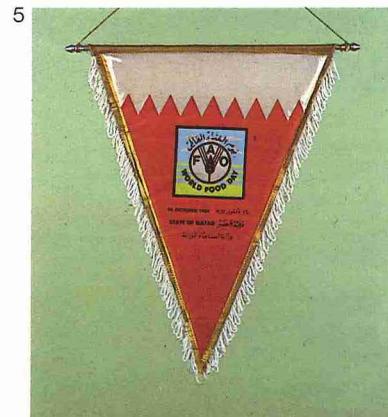


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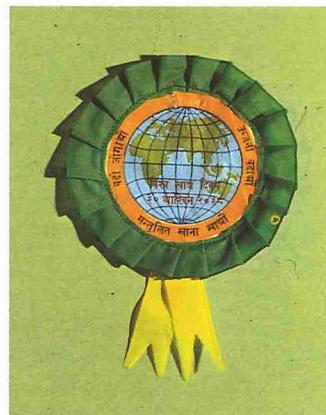
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PLANNING AHEAD

In November 1981, a nutritionist at the University of Wisconsin, Madison, United States, wrote that:

"I feel pretty good about the results of our first World Food Day efforts, so far ... For an eclectic, short-notice celebration, I think we did increase awareness of some students on campus to world hunger problems. I think we also touched the community.

As for plans for World Food Day next year, we should encourage another mini-fast. One thought I had for faculty and staff could be a departmental food drive, where staff are asked to bring in canned or dried foods (with suggestions for nutritious choices available) and for those foods to be sent to local food banks. This would involve more people and provide a personal donation.

Having more lead time, we can arrange for activities, speakers, films, etc., now in advance. And attract a wider audience if we do it right. We also need to increase publicity and allow for advance notice of activities. I think we could organize some interviews on the local radio stations and involve faculty in writing news articles on world food issues. If we give them enough time, we should get a few who are willing to get involved.

These are just a few quick thoughts. It's difficult to say what the world food situation will be like exactly, but chances are it won't get better. I'm sure we can come up with an exciting program to focus on the real problems and real solutions."

The feeling that the first World Food Day had started something big and important has been strongly expressed all around the world. Before the end of 1981, National WFD Committees and organizers in at least 50 countries had announced their planning ideas for 1982.

In retrospect, it can be seen that, in general, World Food Day activities were most extensive and had greatest impact where the government or major non-governmental organizations had established a strong and dynamic planning and coordinating mechanism. They were often directly supported by senior political figures and other eminent personalities, and were able to encourage different government agencies, development organizations, religious and educational bodies and the media to plan complementary development activities.

Equally important, in many cases the national committee had stimulated and supported action by local and community organizations and groups. Indeed, in countries as diverse as Guyana, the United States and Sri Lanka, for example, the great impact of the first World Food Day was only possible because activities were arranged at community level and in schools, colleges and on university campuses throughout the country.

Bringing the observance of World Food Day down to earth, to the local level, where the individual and the family can perceive na-

tional and global food problems in terms that are meaningful to everyday life, may well be the most important goal for World Food Day organizers in 1982 and 1983. FAO's Director-General has written to all Member Governments urging them to involve to the maximum extent possible the leaders of rural-based and food-related organizations of all kinds in the formulation and implementation of World Food Day activities at local and provincial as well as at national level. Such an initiative would help to ensure that the observance of World Food Day can reach every community in every nation.

This has more than just a symbolic purpose, for development depends upon full involvement of the people. If it is really to benefit people – by bettering their lives and increasing their capabilities – development cannot be imposed or imported. It must fill the needs of those it is meant to help; those who are affected by the changes it brings must be able to help steer its course; its results must be evaluated in terms of their impact on the poor majority.

The World Conference on Agrarian Reform and Rural Development (WCARRD), organized by FAO in 1979, spelled out in some detail what forms this participation should take, including better access to land and other natural resources; full rights for women and better understanding of women's needs and roles; and numerous measures to benefit small farmers and food producers. Since that

time, FAO has led global rural development efforts, encouraging Member Governments to implement the WCARRD Programme of Action, and incorporating a WCARRD orientation in its own programme.

With the establishment of World Food Day, FAO is encouraging a crucial component of people's participation: dialogue and discussion about the purposes of and strategies necessary for development. Such communication must flow in two directions – from the rural poor to development planners, and vice versa. What problems arise when correct information is not available is especially clear with respect to women: for years, development programmes have benefited men, often at women's expense, because planners often did not understand women's needs, and the women had few mechanisms available to express them.

World Food Day has proved already to be an effective mechanism for promoting two-way discussion on development needs. Many of the events that took place made it possible for development planners to explain their work to others; many others created the opportunity for the public to raise issues they considered to be important.

Planning for World Food Day identified numerous people interested in various aspects of food and development issues. During the coming one or two years, non-

governmental organizations may find it most useful to build networks with other organizations whose work may overlap with the concerns of those interested in rural development.

Groups with a natural potential interest in agriculture and rural development would include those dealing with renewable sources of energy – including those involved in forestry; those who work for international cooperation on use of the sea-bed; any people working on population problems, including fertility and migration; and, perhaps most basic of all, anyone interested in taking steps to alleviate rural poverty.

What could such network building involve? Sharing ideas, planning events, holding seminars, issuing information materials together. The kinds of events that took place on the first World Food Day can go on, with an additional issue-oriented focus. One of the most important reasons for carrying on such work is to *continue building* constituencies and organizations that are interested in uniting to end hunger.

Planning for World Food Day 1982 and 1983 must begin right away – both by taking on some of the activities outlined in this booklet and by developing a longer range strategy to implement policy measures needed to end hunger. With the constituencies from World Food Day 1981 identified, a major step to successful future work has already been made!

FAO MATERIALS FOR WORLD FOOD DAY

(all are available in English, French, Spanish and Arabic and are provided free of charge, unless otherwise stated)

World Food Day promotional materials

WFD brochure

WFD correspondence stickers

WFD Information - an occasional publication sent directly to all WFD organizers

World Food Day issues papers

"World Food problems: the main issues in 1982" (available in mid-1982)

"Women, Food Chains and Agrarian Reform", by Ingrid Palmer

"World Hunger, Ethics and the Right to Eat", by Norman Faramelli

A further two titles in this series will be published during the first half of 1982 dealing with issues concerning nutrition and agrarian structure.

Background documents

"The Peasants' Charter" - the Programme of Action approved by the 1979 World Conference on Agrarian Reform and Rural Development (WCARRD)

"FAO - What it is, What it does"

"FAO in 1981" (available in mid-1982)

Source materials

FAO Books in Print 1980/81

FAO Film Strips 1981

List of FAO publications

Further copies of this booklet and all these materials may be obtained by writing to any of the addresses on page 34 or to the office of any FAO Representative.

MEMBER COUNTRIES

Afghanistan	El Salvador	Madagascar
Algeria	Equatorial Guinea	Malawi
Angola	Ethiopia	Malaysia
Argentina	Fiji	Maldives
Australia	Finland	Mali
Austria	France	Malta
The Bahamas	Gabon	Mauritania
Bahrain	The Gambia	Mauritius
Bangladesh	Germany, Fed. Rep.	Mexico
Barbados	Ghana	Morocco
Belgium	Greece	Mozambique
Benin	Grenada	Nepal
Bhutan	Guatemala	Netherlands
Bolivia	Guinea	New Zealand
Botswana	Guinea-Bissau	Nicaragua
Brazil	Guyana	The Niger
Burma	Haiti	Nigeria
Burundi	Honduras	Norway
Canada	Hungary	Oman
Cape Verde	India	Pakistan
Central African Republic	Indonesia	Panama
Chile	Iraq	Papua New Guinea
China	Ireland	Paraguay
Colombia	Israel	Peru
The Comoros	Italy	The Philippines
The Congo	Ivory Coast	Poland
Costa Rica	Jamaica	Portugal
Cuba	Japan	Qatar
Cyprus	Jordan	Republic of Korea
Czechoslovakia	Kenya	Romania
Democratic Yemen	Kiribati	Rwanda
Denmark	Kuwait	Saint Lucia
Djibouti	Lao	Saint Vincent and the Grenadines
Dominica	Lebanon	Samoa
Dominican Republic	Lesotho	São Tomé and Príncipe
Ecuador	Liberia	Saudi Arabia
Egypt	Libyan Arab Jamahiriya	Senegal

NON-MEMBER COUNTRIES AND OTHER TERRITORIES

**Seychelles
Sierra Leone
Somalia
Spain
Sri Lanka
The Sudan
Suriname
Swaziland
Sweden
Switzerland
The Syrian Arab Republic
Thailand
Togo
Tonga
Trinidad and Tobago
Tunisia
Turkey
Uganda
United Arab Emirates
United Kingdom
United Republic of Cameroon
United Republic of Tanzania
United States of America
Upper Volta
Uruguay
Venezuela
Viet Nam
Yemen
Zaire
Zambia
Zimbabwe**

**Belize
British Virgin Islands
Montserrat
Saint Kitts-Nevis-Anguilla
San Marino
Tuvalu
Vanuatu**

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