



Food and Agriculture
Organization of the
United Nations

SUSTAINABLE
DEVELOPMENT
GOALS



16 October 2019
World Food Day



GET INVOLVED!



WORLD FOOD DAY 2019
TOOLKIT FOR
GOVERNMENTS
AND INSTITUTIONS



WORLD FOOD DAY

World Food Day (WFD) is celebrated each year on 16 October to promote worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all. Events are organized in up to 150 countries across the world, making it one of the most celebrated days of the United Nations (UN) calendar.

OUR ACTIONS ARE OUR FUTURE. HEALTHY DIETS FOR A #ZEROHUNGER WORLD.

A combination of **unhealthy diets and sedentary lifestyles** has sent obesity rates soaring, not only in developed countries, but also low-income countries, where hunger and obesity often coexist. Now, while over **800 million** people suffer from **hunger**, over **670 million adults** and **120 million girls and boys** (5–19) are **obese**, and **over 40 million** children under five are overweight. **Achieving Zero Hunger by 2030** is not only about feeding the hungry, but also nourishing people, while nurturing the planet. This year, #WorldFoodDay calls for **action across sectors** to make **healthy and sustainable diets affordable and accessible to everyone**. At the same time, it calls on everyone to start thinking about what we eat.

CALLS TO ACTION

WE ALL need to limit our consumption of foods that are high in salt, sugar and trans and saturated fats and make healthy eating and #ZeroHunger a part of our daily lives. You can get familiar with your country's dietary guidelines, change the way you eat, learn to understand nutrition labels, become a critical consumer, push for the availability of healthier food choices at work or in the community, be physically active and become more aware of your carbon food print.

GOVERNMENTS need to invest in nutrition and put the right policies in place to provide healthier and sustainable diets at an affordable price. These policies should help smallholders and farmers to diversify production and contribute to sustainable food systems, educate the public and nutrition professionals, and guide interventions such as school food and nutrition, food assistance, public food procurement and regulations on food marketing, labelling and advertising.

SMALLHOLDER FARMERS need to influence the variety of food available by diversifying production and adopting sustainable agricultural methods to preserve natural resources, while also increasing productivity and income. Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to share knowledge and gain access to finance and modern technologies. Farmers can also increase their income and reduce prices for consumers by finding ways to maintain quality and freshness and reduce post-harvest losses.

CALLS TO ACTION



PRIVATE FOOD BUSINESSES need to introduce more nutritious foods and adhere to nutrition-related laws and standards regarding the production and sale of foods, reformulation of food products, front-of-package nutrition labels (informing consumers about high levels of total fat, saturated fat, sugar, or salt), and food marketing and advertising, especially when aimed at children. It is also crucial that important advancements in innovative technologies are shared, particularly with low-income countries.

YOUTH around the world can also become change makers and advocates for healthy diets for all. The [WFD 2019 Activity Book Eating Healthy Matters](#) explains the importance of healthy diets in a language that is fun and understandable for children, and provides a series of actions to encourage them to get involved.

Find a detailed set of **actions** [here](#).

CALLS TO ACTION

DID YOU KNOW?

- While over **800 million** suffer from **hunger**, over **670 million adults** and **120 million boys and girls** (5–19) are **obese** and over **40 million children** under five are **overweight**.
- Over **150 million children** under five are **stunted** and over **50 million** are affected by **wasting**.
- **Unhealthy diets, combined with sedentary lifestyles**, have overtaken smoking as the world's **number one** risk factor for **disability and death** worldwide.
- Most of the world's population live in countries where **overweight and obesity** kill more people than hunger.
- **Different forms of malnutrition** can co-exist within the same household and even the same individual during their life and can be **passed from one generation to the next**.
- An estimated **USD two trillion** is spent each year to treat health problems caused by **obesity**.
- **Billions** of people **lack the nutrients** their bodies need to lead an active and healthy life.
- **Environmental damage** caused by the food system could **increase 50 to 90 percent**, due to the increased consumption of processed foods, meat and other animal-source products in low- and middle-income countries.
- Of some 6 000 **plant species** cultivated for food throughout human history, today **only eight** supply more than **50 percent of our daily calories**. We need to eat a wide variety of nutritious foods.
- **Climate change** threatens to reduce both the quality and quantity of crops, lowering yields. Rising temperatures are also exacerbating water scarcity, changing the relationship between pests, plants and pathogens and altering the size of fish.



HOW TO PARTICIPATE

HOW TO PARTICIPATE



Make a commitment to healthy diets

WFD 2019 is an action oriented campaign so start by taking a pledge for healthy diets and Zero Hunger, and share it on social media (using #WorldFoodDay and #ZeroHunger). Get some inspiration by reading the WFD actions provided [here](#) for countries, the private sector, farmers and all individuals, and encourage partners to take a pledge. Remember also to [keep the WFD team updated](#) about your calls to action.



Promote the WFD Poster Contest

Promote the [WFD Poster Contest](#) among schools, educational organizations or youth groups, and media, or even hold a local poster competition, encouraging all entrants to take part in the global contest by 8 November 2019. This is an important way to engage the young generation and inspire them to be change makers and advocates for a Zero Hunger world.



Organise a WFD event

Celebrate WFD by organizing different activities aimed at the general public – marches, marathons, concerts, festivals or fairs, food tastings or cooking demonstrations. You can also host a public lecture, panel or roundtable with political leaders, educators, scientists and farmers, followed by a questions and answers session to encourage involvement.



Plan a WFD exhibition

Plan an exhibition to support your WFD event featuring projects, multi-stakeholder partnerships or agricultural products in your region. This can be complemented by a photo exhibition package that will be circulated by the WFD team and will include human interest stories linked with thematic aspects of FAO's work with countries and partners throughout the regions.



Feature your stories in the WFD campaign

We need your help to collect stories from family farmers, government representatives, institutional or implementing partners and the private sector who talk about their actions to make healthy diets available and affordable, be it through their work or simple actions in their daily lives. Read this brief and use the template provided [here](#) to feature your story online, at events and exhibits worldwide.



HOW TO PARTICIPATE



Bring WFD to your town or city

Municipalities, outdoor advertisers, transportation companies (e.g. city metro, buses or trains), shopping malls or airports can help to spread the call for action by displaying the WFD visual or spot on billboards and digital screens. FAO has worked with municipalities and private companies to promote WFD, mostly on a pro-bono basis, in cities around the world like Geneva, Mexico City, Jakarta and Juba.



Use the WFD visual

Download our poster and share it and update your web page with the WFD 2019 banner, linking it to the WFD 2019 website! You can also produce a range of gadgets including t-shirts, caps, mugs and bags using our free graphics. Remember to use the WFD visual as much as possible across your events and activities and download the WFD backdrop or event banner here. If your event already has a visual identity, you can merge it with the WFD ribbon.



Prizes and awards

Recognize farmers, breeders, fishermen, producers and farmers' associations who are contributing to Zero Hunger efforts in your country by hosting an awards ceremony.



Engage the young generation

Promote the [Activity Book "Eating Healthy Matters"](#) in schools or youth centres so youth can learn about the importance of healthy diets and find out what each of us - governments, farmers, businesses, everyone - has to do to reach this goal. Young people can also learn how you they can become part of the Zero Hunger Generation.



Get the media involved!

Use your media contacts to spread WFD messages on talk shows, discussion panels, at press conferences, during related media briefings and in radio or TV call-in shows. Tell the media about the WFD poster contest before the deadline on 8 November and share ideas with the WFD team on where to place the WFD promo video and other multimedia material.



Spread the word

Inform, educate and engage audiences with real facts. Join the **#WorldFoodDay** campaign by sharing our free material on digital channels. Identify and engage with local and national digital influencers in the food and development sector (bloggers, actors, popular public figures, photographers, chefs, experts) to amplify our messages around healthy diets and a **#ZeroHunger** lifestyle.

HOW TO PARTICIPATE



Let us know about your WFD event!

As you can see, there are a lot of ways to celebrate WFD. Remember to tell us about your WFD events or efforts to promote the global campaign by uploading your event details on our website from August 2019. Photograph and/or record your event and send us your best photos so we can feature them in a **WFD Flickr Album**. All high resolution photos should be accompanied by photo credits and information about the event so we can publish them.

Remember to use the WFD visual as much as possible in your events and activities!

If your event partners cannot use the full WFD visual, use the WFD ribbon. Write to the WFD team if you need it for your own event, or wish to distribute it to partners.





COMMUNICATION MATERIALS

WFD work space

Some products are already available in the six official FAO languages in the [WFD workspace](#). Share it easily with external partners and see our schedule below outlining when new materials will be added over the coming months

ACTIVITY & PRODUCTS	DATE
WFD concept note	✓
Actions	✓
Call for human interest stories	✓
WFD website www.fao.org/world-food-day	✓
WFD Poster	✓
WFD Activity book for children	✓
WFD Poster contest launched	✓
Brochure	✓
Social media Trello board	✓
WFD 2019 communications guide and toolkit	Jul
Promo video/ TV advertisement	Jul
Children's video animation	Jul
Video feature (TBC)	Sept
Photo exhibit package distributed to FAO offices (TBC)	Sept
Human interest stories published	Sept
Op-ed from the Director-General	Sept
WFD video message from the Director-General	Sept
Talking points	Sept
WFD events 100+ countries worldwide	1-31 Oct
WFD Poster Contest closes	8 Nov
Contest winners announced	Dec



WHAT CAN GOVERNMENTS AND INSTITUTIONS DO TO HELP ACHIEVE HEALTHY DIETS AND #ZEROHUNGER?

**ZERO HUNGER
ACTIONS**

Given the significant amount of money spent on health problems related to malnutrition, strategies and policies to ensure the availability and affordability of healthy diets make good business sense for countries and their governments. Here is a series of actions public entities can carry out now to help achieve healthy diets and #ZeroHunger.

LAY THE FOUNDATIONS FOR HEALTHY DIETS WITH DIETARY GUIDELINES

Governments should set, enforce and regularly update national food-based dietary guidelines, and integrate them in food security and nutrition strategies to guide interventions such as school food and nutrition programmes, public food procurement and food assistance. Dietary guidelines need strong political support and buy-in from a range of institutions and different target audiences (from health professionals to the general public).

RESPECT THE CODEX

The [Codex Alimentarius](#) provides guidelines on nutrition labelling and advice on how to make labels more accessible, appealing and legible. Codex guidelines are used by most countries to establish their own food standards and as the basis for nutrition labelling regulations. Nutrition labelling policies need to be enforced and monitored rigorously, and backed by public awareness and education efforts to bring about behavioral change.

WORK ACROSS POLICY AREAS

Governments should focus on addressing the main drivers of food insecurity and malnutrition through an integrated, nutrition-sensitive, cross-policy approach to healthy diets, that also considers the [Right to Food Guidelines](#). Working across sectors leads to synergies between agriculture, nutrition, health and education, which impacts positively on nutrition. Nutrition-sensitive policies and programmes should be aligned with national food-based dietary guidelines and used to strengthen legal frameworks for food security and nutrition.

FROM FEEDING TO NOURISHING

Governments need to reorient agricultural priorities to focus less on high-yielding varieties and more on nutritional quality and diversity, with the overall objective of making a variety of nutritious foods both accessible and affordable. This requires increased investment in effective and sustainable interventions from production to consumption stages of the food system including financial incentives and regulated environments for food businesses and manufacturers.

SUPPORT FAMILY FARMERS

By recognizing solutions rooted in food production (agriculture, livestock, fisheries, etc.), governments need to protect family/small-scale farmers and promote sustainable agricultural approaches that protect biodiversity and natural resources, improve productivity and income, and increase the resilience of farmers to challenges such as climate change.

EDUCATE AND COMMUNICATE

Consumers have the right to adequate food. They need to be encouraged to make healthier food choices through ongoing mass-media, public awareness campaigns, and nutrition education in



schools, community interventions and point of sale information, including clear and consistent food labeling practices. Governments need to invest in a workforce of nutrition practitioners and empower civil society and ombudsman-type institutions that can also protect consumers' rights.

ZERO HUNGER ACTIONS

PARTNER WITH ACADEMIA AND INVEST IN YOUTH

Academia are incubators of knowledge and innovation that can be channeled towards efforts to achieve healthy diets and Zero Hunger. Academia have a responsibility to use their knowledge to reconnect youth, the world's future change makers, with the importance of healthy diets. Strategic partnerships with academia and research institutions can generate significant and relevant information to help governments address the challenges faced in achieving food security and good nutrition, and foster stronger national education curricula and vocational training that promote healthy diets.

INNOVATE

By working with academia and the private sector, countries can drive research, innovation and technology transfer to find ways to meet the nutritional needs of a growing population while also preserving natural resources, biodiversity and ecosystem health. The associated risks of innovative technologies and industrialized systems to human and environmental health must always be considered to avoid negative side effects such as antimicrobial resistance.

REACH OUT TO FAO

Governments and public entities can benefit from the knowledge and expertise of the Food and Agriculture Organization's (FAO) leading specialists in the fields of agriculture, nutrition, climate change and more. FAO and other specialized UN agencies can provide solid statistical and monitoring data, help formulate and implement agriculture and food policies, national nutrition strategies and legislation. FAO provides practical policy guidance on food security and nutrition through instruments such as the Right to Food Guidelines. FAO also co-leads the implementation of the [United Nations Decade of Action on Nutrition \(2016–2025\)](#) that provides governments and their stakeholders with a unique opportunity to emphasize nutrition action towards a #ZeroHunger world. [Learn more](#) about the development of policies and programmes that support the achievement of SDGs.



www.fao.org/WFD

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