16 October 2024
World Food Day

RIGHT TO FOODS for a Better Life and a Better Future

LEAVE NO ONE BEHIND

GET INVOLVED!
1. Organise an event or activity in October

Add your voice to the call to action across 150 countries worldwide and join governments, schools, universities, community groups and businesses by organising your own activity that raises awareness about the need for universal access to enough diverse, nutritious, affordable, safe, and sustainable foods. Showcase it on the WFD Events map to raise greater awareness. We provide free multilingual materials like posters, banners, videos, and graphics on the WFD Digital Media Hub in seven languages. If you need them in another language, reach out to us at World-Food-Day@fao.org for more information. Capture photos or videos of your activity and share them on social media using the hashtags #WorldFoodDay and #FoodHeroes.

Photo: Event in Panamá, 16 October 2023

2. Put a spotlight on social media

Create a buzz and try the WFD filter! Choose an action you want to take for food and use the new World Food Day digital filter on Instagram, available in October. Post it to share your commitment online and inspire others to get involved and take action. To further raise awareness and amplify the call for action, check out and share multilingual assets from the WFD Trello Board, including videos, GIFs, posters, X cards, and more. Here are some ideas to inspire your posts:

- On 16 October, join us for #WorldFoodDay! 🥗🌾 Together, let’s create a sustainable food and water secure world where no one is left behind. 🌽
- Celebrate the incredible work of #FoodHeroes who are helping to realise the right to food for all, nurturing our communities and making a positive change, even under challenging circumstances. 🌱
- Show us your best action for food and join #FoodHeroes across the world who are taking action for #WorldFoodDay! 🌶️🍎

3. Get inspired to take action

As a global community, we all need to get involved. Governments, the private sector, farmers, academia, civil society and individuals need to work together to ensure all people have access to enough diverse, nutritious, safe and sustainable foods. We all have a role to play to tackle inequality and poverty, make healthy food choices to increase their availability, reduce food waste and protect the environment. Together, we can be the change. Read about some actions you can take here.

‘80-1’ LAUNCHES FAO’S 80th ANNIVERSARY

World Food Day 2024 (FAO’s 79th anniversary or ‘80-1’) will kick-start FAO’s 80th anniversary celebrations, which will begin in early 2025. These celebrations will highlight FAO’s eight decades of achievements and approach to the future of our agrifood systems through interactive activities.

As we mark this milestone, it is a moment to reflect on how FAO has grown, and how, as a global community, we need to continue to work together to tackle global challenges related to food security and agriculture and get back on track to achieving the Sustainable Development Goals. This 80th anniversary is not just a celebration but a call to accelerate our collective action to create a better future together with governments, municipalities, businesses, CSOs, the media, the public, even youth. Each of us can learn now to take part in shaping a sustainable food future for all.

‘80-1’ LAUNCHES FAO’S 80th ANNIVERSARY

World Food Day 2024 (FAO’s 79th anniversary or ‘80-1’) will kick-start FAO’s 80th anniversary celebrations, which will begin in early 2025. These celebrations will highlight FAO’s eight decades of achievements and approach to the future of our agrifood systems through interactive activities.

As we mark this milestone, it is a moment to reflect on how FAO has grown, and how, as a global community, we need to continue to work together to tackle global challenges related to food security and agriculture and get back on track to achieving the Sustainable Development Goals. This 80th anniversary is not just a celebration but a call to accelerate our collective action to create a better future together with governments, municipalities, businesses, CSOs, the media, the public, even youth. Each of us can learn now to take part in shaping a sustainable food future for all.
4. Get youth involved

Young people are the change makers of tomorrow! Our educational material aims to inspire and empower youth to take action. If you’re an educator, organize a lesson on World Food Day and use our two new Activity books “Right to foods” and “Story of a T-shirt” to spread awareness. Invite your students to join the annual Poster Contest and show us what a healthy diet represents for them! The deadline to submit a poster is on 8 November 2023. Stay tuned to the website for information about the fourth edition of our fun interactive youth event Junior World Food Day on 17 October.

Photo: Event in Venezuela, 16 October 2023

5. Do you work for the media?

If you work for the media, whether it's radio, TV, digital, or other, you can use your platform to raise awareness, educate the public, and advocate for positive change. Promote our video spot, share compelling stories of #FoodHeroes who are inspiring change, or broadcast the radio PSA.

Photo: Event in Azerbaijan, 16 October 2023

6. Brand YOUR city!

Have your city join the global call! Approach municipalities, outdoor advertisers, or transportation companies to place World Food Day products in October, such as our poster or promo video. Get creative by illuminating landmarks and iconic monuments blue, joining cities around the world to demonstrate commitment and raise awareness. Each year, the World Food Day team works with municipalities and companies to promote the call to action on a pro-bono basis, in cities like Rabat, London, New York, Kigali, Mexico City, Geneva, Tirana, and many more. Read our Partner with us guide for more inspiration.

Photo: Niagara Falls, 16 October 2023

7. Are you an influencer?

Help us spread the word and inspire your followers to create awareness about the importance of diverse, nutritious, safe and sustainable foods. Encourage them to take action to achieve food security and promote healthy diets for all. Why not share why foods are important to you in a post, or share an inspiring food story? Consider also collaborating with other influencers who share your passion. By using your platform, you have the power to inspire, educate, and mobilize the public to get involved.

Photo: Chef Anahita Dhondy