



*Working together for an
International Alliance Against Hunger*

World Food Day - 16th October 2003



**UNIT FOR LIAISON WITH NATIONAL COMMITTEES
(GIDN)**

**Global Summary Report
on World Food Day Activities for 2003**

Food and Agriculture Organization of the United Nations

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Introduction

The purpose of this report is to provide a brief summary of selected World Food Day (WFD) 2003 activities and to illustrate the range and extent of the activities implemented to celebrate World Food Day worldwide, following the theme of the year. A large variety of events inspired by this year's theme, "International Alliance against Hunger" (IAAH), were carried out by FAO member countries, particularly with the tireless efforts and efficient support of the FAO Representations, as well as by those countries where only focal points or UNDP Representatives are on site to promote WFD.

WFD has been included in the calendars and work programmes of almost all Ministries of Agriculture. On the basis of the annual theme, they promote and organize WFD through standing or *ad-hoc* committees, which plan and coordinate activities at local and national levels. Civil Society organizations, including non-governmental organizations and private sector organizations, play an equally important role in the WFD celebrations.

Regional and Sub-regional Offices and FAO Representations are given the possibility to directly submit and update their WFD plans of activities using the News and Events Management System (NEMS). This innovation allowed a worldwide exchange of information and proved to be very well appreciated by member countries. Almost 100 country reports are available for viewing through NEMS on the WFD website.

WFD activity reports were sent to Headquarters also in the traditional manner that is, through in-depth and detailed reports, supported by attached samples of photos or press cuttings, or brief summaries, based on the reporting form provided by GIDN/TCU. It may be noted that the available information is limited primarily to the data fields as available on the Reporting Forms (cf. Annex B).

Although brief, this report serves the purpose of providing a tapestry of what was done through a broad overview of the FAO stakeholders' involvement in WFD activities, at the country level, while avoiding the listing of all the rich details contained in some of the reports received.

Background

The Twentieth Session of the FAO Conference mandated, through Resolution 1/79, the celebration of World Food Day on 16 October on a yearly basis, to celebrate the anniversary of the founding of FAO. Subsequent Conference resolutions on WFD were introduced in 1981, 1983, and 1987 and, on the occasion of FAO's Fiftieth Anniversary, in 1993 and in 1995. Another resolution was issued in 1997 with the introduction of TeleFood. The United Nations General Assembly passed a resolution (35/70) in 1980 to support the annual observance of World Food Day at various levels. The year 2003 marked the twenty-third anniversary of WFD celebrations and the 58th anniversary of the Organization.

WFD activities

Over the years, more than 150 countries have been involved in WFD observance at national and international level. For 2003, data from some 100 countries were received so far and included in this global summary report. The various activities have been summarized into the following topics:

- Organization of ceremonies at presidential and/or ministerial levels;
- Recognition awards for best food producers, etc;
- Agricultural/food exhibitions/fairs, including demonstrations of processed foods;
- Fish harvest festival or water harvesting festival;
- Preparation of special meals for increased nutrition;
- Field visits to project sites or demonstration plots or field learning centres;
- Roundtables, seminars, workshops, colloquia, panel discussions on the theme;
- Press briefings, radio and TV talk shows including the WFD Teleconference from USA;
- The launching of projects or other food production activities;
- Distribution of agricultural seeds and tools;
- The use of internet for provision of information, including NEMS;
- The organization of cultural programmes, e.g. traditional songs and dances; ballet;
- The dedication of sporting events e.g. soccer, handball, walks or runs;
- Student/youth competitions e.g. essay, poster, oratory;
- The promotion of home or school gardens;
- Book fairs on FAO publications;
- The organization of WAICENT demonstrations;
- Visits to Special Programme for Food Security (SPFS) and/or TeleFood Projects.

WFD Material

The outputs on this year's theme included:

- A Circular State Letter to FAO members;
- An Information Note on the theme;
- A WFD/TeleFood 2003 poster on the theme;
- An issues leaflet on the theme;
- A video spot for broadcast use;
- A video feature on the theme;
- A print Public Service Ad;
- Guidelines for WFD 2003;
- The FAO Director-General's WFD/TeleFood Message and Address;
- Audio clips;
- UN Secretary-General's WFD Message;

- The WFD 2003 website;
- The IAAH Lapel pin.

WFD Headquarters Observance

The two flagship activities were the World Food Day Headquarters observance on 16 October and the special ceremony on WFD at the United Nations Headquarters in New York.

This year's ceremony in Rome saw as keynote speaker, President Jorge Batlle Ibáñez of the Eastern Republic of Uruguay, who added his voice to the appeal stressing freedom from hunger would only be achieved by uniting forces and placing the fight against hunger at the very top of the political agenda. The FAO Director-General opened the ceremony with his traditional WFD address. Dignitaries attending the ceremony included Vice-Presidents Juan Francisco Reyes Lopez of Guatemala and Solomon Berewa of Sierra Leone, Italian Minister of Agricultural and Forestry Policies Giovanni Alemanno and the President of the Italian Chamber of Deputies, Pier Ferdinando Casini. The Italian Minister of Agricultural and Forestry Policies, His Excellency Gianni Alemanno and His Excellency Pier Ferdinando Casini honoured the assembly with a speech on behalf of the Italian government and His Excellency Renato Volante, Permanent Observer of the Holy See to FAO, read a message from His Holiness Pope John Paul II.

The Director-General handed WFD medals to the winners of the United Nations Women's Guild poster competition on WFD. Musical presentation of the Korean group was given and a video on the year's theme was projected.

The FAO Director-General introduced the newly-appointed FAO Ambassadors: the rai music star Khaled; Latin rock group Maná; Israeli singer Noa; Justine Pasek, Miss Universe 2002 from Panama; and Malian singer Oumou Sangaré.

In the Plenary Hall, the singer Ms Dionne Warwick read out the FAO Ambassadors' "Appeal to End Hunger", finalized during the FAO Ambassador Round Table (cf. Annex A).

An NGO/CSO discussion on the theme "International Alliance against Hunger" was held in the afternoon. The speakers were Mr. Henri Carsalade, Assistant Director-General, Technical Cooperation Department; Mr. Antonio Onorati, international focal point; Mr. Mario Ahumada, focal point for Latin America; Ms. Ursula Goh, Deputy President, associated Country Women of the World (ACWW); Mr. Pierre Cibambo, Caritas Internationalis and Mr. Sergio Marelli, President of the Associazione ONG Italiane.

WFD United Nations Observance

The WFD at the United Nations in New York was held on 17 October 2003. The WFD Ceremony was held at the Dag Hammarskjöld Auditorium on 17 October where the FAO Director-General gave his WFD address, with Queen Noor of Jordan, in attendance. Other speakers included UNGA President H.E. Mr Julian Robert Hunte; the President of ECOSOC, H.E. Ambassador Gert Rosenthal; the United Nations Secretary-General represented by Mr Jose Antonio Ocampo, Under-Secretary General/DESA; a video message from Mrs. Nane Annan; a video conference among school children (New York City and Harare) and musical presentations by a children's choir and by Brazilian artist, Muari Vieira.

Overview of WFD activities in selected Regions

Various countries prepared World Food Day celebrations with events, exhibitions, conferences and media transmissions focusing on the theme: International Alliance against Hunger.

In more regions, several Ministers of State, Heads of the Diplomatic Missions and UN Agencies, NGOs, school children and teachers, farmers and fishermen, representatives of private and state-owned media, government officials and staff of FAO Representations attended the Ceremony of WFD 2003.

The numbers of Radio and TV discussion programmes on this year's theme "International Alliance against Hunger" were broadcast on radio by more countries' Broadcasting Corporation and other private radio stations.

World Food Day 2003 activities in Africa

In Algeria, the celebration of WFD 2003 in Algeria was marked by 350 Algerian ill and handicapped youth drawing competitions related to the theme "I hold out one's hand to my friend victim of a disaster". Ten children received the first prize of this competition at the Algiers Palais de la Culture. A postmark will be realised by the Algerian Post. Algerian Minister of Fishery awarded two medals to the best farmers. The ceremony of WFD was featured in Algerian radio and television broadcasts as well.

In **Benin** the ceremony of WFD 2003 was celebrated at all levels. All the WFD speeches and materials were translated in Batonu for a good understanding by the people.

In **Burundi**, three field visits took place in Bujumbura, agricultural show and farming activities.

In **Burkina Faso** the FAO representation in this country along with the government, NGO, civil society and private partners decided to celebrate this year's WFD with a host of projects on the theme "International Alliance against Hunger" and exhibits related to production and food security reflecting the WFD theme were conducted at the national WFD venue. An IAAH was created.

In **Cape Verde**, the WFD celebration was characterized by tree planting and distribution of parcels of land.

In **Cameroon** a Local Alliance against Hunger was implemented in Sanaga Maritime in the Region of Poma. A round table – Alliance against HIV AIDS for Food Security - took place in Elat Minkom. In the Province of Littoral, the Foundation Caritas and the Farmers' Association adhered to the Local Alliance against Hunger.

The **Central African Republic** organized a programme of distribution of agricultural seeds, tools and food. Cultural programmes, traditional songs and dances were included in the context of WFD observance.

In the **Democratic Republic of Congo** an official commitment was signed by several partners (economic operators, managers, farmers, NGOs, the Chamber of Commerce and state agencies) to promote together agriculture, animal husbandry and fishing in the department of Koulouris.

In **Congo**, the Minister of Agriculture organized a series of events as part of the World Food Day/ TeleFood activities.

In **Djibouti**, the Minister of Agriculture of Djibouti announced in occasion of WFD celebration the priorities of his Government related to the Special Programme for Food Security and micro-finance in rural areas.

In **Ethiopia**, the World Food Day observance received wide media coverage in broadcast as well as in print media. Television and Radio covered the events of the day. The Ethiopian Herald reported them as well in print. Aside from these, the WFD message of FAO Director-General, Mr. Jacques Diouf, was printed in its entirety in the Daily Monitor.

In **Gambia**, a sensitization workshop, a symposium, and an International Food Fair were the main activities during the celebration of WFD.

In **Ghana**, the First Lady, Mrs. Theresa Koura said ending hunger should be a global priority and urged governments, civil society and the private sector to carry out their commitments and step up their efforts to create alliances to increase food production. The farmer's forum took place at Kasha in the Central Region. It was attended by a cross section of farmers and fishermen in that community, Chiefs, Ministry of Food and Agricultural Staff, FAO Staff members and Food exhibitors.

In **Guinea**, the Ambassador of France, Her Excellency Ms. Bernadette Lefort was the main Guest of the WFD/TeleFood campaign this year in Guinea. She committed herself to participate actively in all the WFD activities. The FAO representative in collaboration with governments, Non Governmental Organizations and Civil society launched the National Alliance against Hunger in collaboration with other actors in development. As for the World Food Day celebrations, a working session was organized by FAO and Caritas Internationalis to share experiences and strengthen the partnership. During WFD, an exhibition entitled "Agriculture, Livestock, Fishing and TeleFood production" promoted local producers. A national workshop to validate the National Strategies for Food Security, elaborated on a participative basis and organized by the government with FAO technical assistance and financial assistance of European Union was held on 15 October.

The **Equatorial Guinea** celebrated WFD 2003 involving the FAO Representation, private sector, civil society, public institutions, members of the Chamber of Commerce.

In **Côte d'Ivoire**, Mr Amadou Gon Coulibaly, at the WFD opening ceremony invited the participants to join the International Alliance against Hunger. A declaration on the implementation of a National Alliance against Hunger was read on behalf of some partners who officially gave their engagement to the national alliance.

In **Lesotho**, World Food Day 2003 was celebrated in all the ten administrative districts of the country from 1 to 23 October.

In **Libya**, various ceremonies, exhibits and debates were organized by the FAO representation, jointly with the Authority for the Development of Date palms, the University of Omar Al Mukhtar, the Agriculture Research Center, the National Center for Food Safety and Quality Control, and the Municipality of El-Bieda, in Jebel Akhadar in the North eastern part of the country where this year's WFD Celebrations was held. Medals awards, refreshments in form of dates and milk, handcrafts made in dates and an exhibit of the various types of dates products are the most particular events held during the WFD celebration in this country.

In **Madagascar**, several national and international partners, operating in the food security and nutrition organized the celebration of WFD under this year's theme. A leaflet was produced on the basis of the official WFD leaflet with a summary of the main activities, with pictures and logos of each partner such as UNDP, Caritas, WFP and UNAIDS.

In **Malawi**, there was a panel discussion on "Nutrition and Food Security in the Management, Care and Treatment of HIV/AIDS" to emphasize the role of food security in mitigating the impact of HIV/AIDS.

In **Mauritania**, during the WFD 2003 celebration there was recognition awards for three best officials of the Ministry of Agriculture and Rural Development of Mauritania.

In **Morocco**, a two-day national workshop on Globalization, food security and health security and a two-day congress on quality and food security took place during the week of WFD.

In **Niger**, the FAO Representative organized two field visits: to Bokki and Sadoré. Bokki is a FAO project site where a real International Alliance exists. In fact, this International Alliance for Development is composed of the Government of Niger, Belgium, European Union, UNDP, Canada, France, Luxemburg and FAO.

In **Nigeria**, an interview with an FAO representative and the Minister of Agriculture was telecasted on the Nigeria Television Authority (NTA) on 16 October 2003 in Abuja.

In **Rwanda** WFD 2003 was celebrated. On this occasion various activities were organized by the Ministry of Agriculture with the FAO Representation including cassava and beans planting and distribution of goats.

In **Senegal**, there was an inter-ministerial Committee for the celebration of WFD. The members were FAO, Senegal Minister of the Agriculture, ROPPA (Réseau des Organisations des Paysans et Producteurs de l'Afrique de l'Ouest) and CARITAS Senegal.

In **Sierra Leone** WFD was characterized by the secondary school Quiz Competition for 3 schools held in Bo. The questions were on Agriculture, Fisheries and Forestry.

In **South Africa**, the Female Farmer of the Year is one platform used by the Government to celebrate WFD, and was attended by high profile guests from the government, private sector organizations, non-governmental organizations, members of civil society organizations, and the media.

In **Sudan**, a Symposium was organised on the Strategic Reserve authority: Prospects and History in Sudan. A Sketch on "fight hunger" was performed by the children of Al-Gabbas School. Sunday Prayers in churches was organized in occasion of WFD. A final day was dedicated to the evaluation of the WFD celebration programme and the presentation of the strategic plan for the implementation of the theme.

In **Tanzania**, the main objective of the Government was announced during the celebration of the WFD by the Ministry of Agriculture. That objective is to relieve farmers from the current trend of subsistence farming to commercial agriculture through the use of modern technology. The theme of this year's WFD "**International Alliance against Hunger**" was translated into Kiswahili by a National FAO expert.

Togo: “Agricultural economist dare to the food security” was the theme of the reflection day organised by the International Agricultural Students Association of Togo. Three conferences were organized on the following themes : “Food security concept”, “ The role of private sector and public institutions in food security” and “ Food security and the NEPAD”.

In **Tunisia**, WAICENT demonstrations were organized and vivid discussions took place on the theme “International Alliance against Hunger”. A debate took place on the WFD theme as well as a workshop with members of the Association of Food Technologies and Sciences from 20 to 26 October while an annual workshop is planned with members of the Federation of Women Agriculturalist and the Tunisian Union of Agriculture and Fishing.

In **Uganda**, the FAO Representation assisted the local government, the NGO community and private sector partners in the celebration of WFD with activities aimed at bringing the FAO WFD message to local populations through talk shows on food security in various TV and FM stations, essay and art competitions reflecting the WFD theme, and WFD/TeleFood promotional events such as football and netball competitions. The FAO Representative presided over an award ceremony for the best performing farmers, livestock keepers, fishers and sea weed farmers at Kizimbani.

Zambia held a farmers’ fair featuring 36 small scale farmers and a variety of their produce, which was opened for sale to the local market.

World Food Day 2003 activities in Asia and the Pacific **Central, Eastern, and Far East**

Afghanistan jointly with Iran celebrated WFD with the theme, *Working Together for an International Alliance against Hunger*. The government of Iran distributed hundreds of machines to the farmers of Afghanistan, and the FAO distributed bags of seeds, fertilizers and concentrated feeds, hand tools, as well as technical leaflets. Prizes were also given away to farmers and Mihrabs.

In **China**, ten outstanding farmers and government officials of Guizhou province were given awards in recognition of their substantial contribution in agricultural and rural development, food security, and poverty alleviation through the implementation of government and UN programmes in the said province.

In **Japan**, a symposium on the WFD theme “International Alliance against Hunger”, was held in Tokyo, and was attended by some 100 participants.

DPR Korea’s WFD activities included: field visits to main sites of rice and potato production, a water-way, and other project sites; ceremonial workshops; and seminars which were conducted by the National FAO Committee.

South Asia

The Ministry of Agriculture in **Bangladesh** organized a national seminar, a three-day food festival, and presented awards to outstanding farmers who showed exemplary performance in agricultural activities.

The WFD activities in different provinces in **India** consisted of: inter-school painting, elocution, essay, debate, and one-act comedy play competitions; farmers' meetings; exhibits; and a technical session on Food Safety and Food Security. Special WFD issues of periodicals such as *Indian Farming*, *Grain Science*, *Intensive Agriculture*, and its Hindi version, *Unnat Krishi* were also published.

The governments of **Nepal** and **Sri Lanka** organized seminars, student essay-writing competitions, and gave awards to farmers, women's groups, food processors, and traders. Sri Lanka also held a media discussion on the WFD theme.

A national seminar and exhibits were held in **Pakistan**.

Southeast Asia and Indochina

The Ministry of Agriculture, Forestry and Fisheries (MAFF) in **Cambodia** held a WFD official ceremony. The MAFF put together an agricultural display, and organized field visits to the Special Programme for Food Security (SPFS) / WIN project sites and to the school feeding programme of WFP in Takeo province. Information materials were distributed.

The government of **Indonesia** had a main celebration, which included a national seminar, exhibits, and the awarding of various student who participated in contests such as drawing, poetry writing, short story writing, and rice cooking.

In **Laos**, a WFD marathon and a sports event were held, and a WFD exhibit was displayed at the Ministry of Agriculture and Forestry.

Myanmar commemorated the occasion with essay- and song-writing competitions based on the theme. There was also a WFD exhibit and video show, which was telecast on TV.

The **Philippines** held month-long WFD festivities which included several other celebrations such as: a Rural Women's Week where outstanding integrated female farmers were recognized; the prestigious Agri-Link/Food-Link 2003 trades show; a Fish Conservation Week which included lectures, technological demos, food fair, and fingerling distribution. Aside from these, there were also distribution of certified fruit trees seeds and seedlings, a milk-feeding programme, livestock dispersal, vaccination, an on-the-spot poster-making contest, and WFD Agri-Exhibits. The Asian NGO Coalition for Agrarian Reform and Rural Development (ANGOC) also hosted a dubbed activity, "An Organic Rice Dinner." It was an

awareness-raising activity aimed at encouraging consumers to eat organic rice, a healthy alternative to genetically-modified agricultural products.

Thailand celebrated WFD with a round table, which aimed at promoting and conceptualizing a Regional Alliance against Hunger. In addition, a national celebration was also held which consisted of a two-day agricultural fair, an exhibit, and various contests such as a school lunch competition.

In **Vietnam**, there was a tree-planting ceremony and seeding of fingerlings in two ponds owned by an outstanding farmer. Workshops on nutrition and food were also held.

Oceania and the South West Pacific

The first national Anti-Poverty Week was put together this year by an **Australia**-wide consortium of community organizations. It aimed to highlight problems of poverty and hardship in Australia and overseas, and to discuss ways of reducing them. Unicef, Oxfam, World Vision, Caritas, and Care were among the participants. In addition to their participation to the Anti-Poverty Week, some of the organizations mentioned, like World Vision and Care, are working hard to support partnerships across the world to help end hunger.

In the **Cook Islands**, the Ministry of Agriculture organized an agricultural fair. The ministry itself produced all crops displayed and sold during the WFD celebration. In honour of the occasion, prices for all products and displays were cut in half resulting in the swift sale of all goods.

The two-day WFD/Agriculture Show in the **Fiji Islands** included: a quiz show, garden displays, competitions and demonstrations, and exhibits which highlighted various means of eradicating hunger and poverty in the country.

World Food Day activities in the Near East

In **Iran**, the official WFD ceremony was well attended. Among the guests were deputy ministers, heads of organizations, government officials, members of the academy, the UN country team, and the media who provided excellent news coverage. The WFD 2003 celebrations in other parts of Iran were very well organized. Ceremonies in 28 provinces, with over 90 speakers addressing audiences throughout the country.

In **Iraq**, Mr. Radhwan K. Abdul Halim, Assistant FAO Representative spoke about FAO's efforts in combating malnutrition and its goal to reduce the number of people suffering from hunger in the world. He also talked about FAO's contributions to Iraqi agriculture and the increase of food production ever since its establishment.

In **Lebanon**, the official Ceremony was organized in the poorest region of the Country. The WFD Ceremony was also characterised by the recognition prizes to the President of the Chamber of Commerce, Industry and Agriculture.

The **Syrian Arab Republic** commemorated WFD in 14 regions with exhibits. The WFD activities included an FAO exhibition which showcased publications on FAO activities in relation to WFD 2003, TeleFood projects, and women in development.

In **Yemen**, the Ministry of Agriculture and Irrigation, in cooperation with FAO, held a World Food Day ceremony on 15 October 2003 at the University of Sana'a in Yemen. The Minister of Agriculture, representatives of UN agencies, ambassadors, diplomats, senior government officials, and representatives of national and international NGOs attended the event. Local and national newspapers such as The Yemen Times and the Saba News covered the event, and information was disseminated on national TV and radio stations as well.

World Food Day activities in CEE and NIS countries

In **Azerbaijan**, the Ministry of Agriculture of Azerbaijan, in cooperation with various agricultural organizations and scientific research institutions, organized a series of World Food Day and TeleFood events on 16th October 2003. Activities included seminars and exhibitions in Baku, Ganja, Quba, and Lenkaran regions.

In **Bosnia and Herzegovina**, on the occasion of the WFD on 16 October 2003 the Regional Institute of Public health in Zenica sent the message and information about the WFD theme in 2003 and importance of healthy nutrition to all of health centers, Federal Institute of Public Health, Ministry of Health and Agriculture and to local and national newspapers radio and TV channels.

Croatia celebrated World Food Day for the first time by holding the World's Largest Dalmatian Breakfast. In order to raise awareness and mobilize as many people as possible, the Andrija Štampar School of Public Health organized this large-scale social event under the patronage of the Government of the Republic of Croatia, the Ministry of Health, the Ministry of Tourism, the Ministry of Agriculture and Forestry, and the Croatian Tourist Board among others.

In **Czech Republic**, the Ministry of Agriculture of the Czech Republic, in cooperation with the National FAO Committee, has organized a special seminar on the occasion of World Food Day (16 October) and the World Rural Women's Day (15 October). During this event, issues such as world hunger, poverty, food security, food safety, cardiovascular diseases, diabetes, obesity, healthy nutrition and lifestyles, and other nutrition topics were addressed. Czech Radio 1 - Radiozurnal featured the World Food Day (WFD) celebration in one of their programmes.

In **Georgia**, the Ministry of Agriculture and Forestry of Georgia organized on 16 October 2003 visits to FAO project sites in commemoration of World Food Day (WFD) 2003. The local media disseminated information and featured the FAO Director-General's WFD message with the theme, "International Alliance against Hunger." WFD-related posters and other promotional materials were also distributed.

In **Hungary**, the Sub-regional Office for Central and Eastern Europe (SEUR) and Hungary hosted a Roundtable Discussion under the auspices of Her Excellency Dalma Mádl, First Lady of Hungary on 15 October 2003. The title of the said discussion was: “International Alliance against Hunger – Implications for Central and Eastern Europe.” During the Roundtable Discussion, international and Hungarian experts dealing with food security, food safety, and nutrition, and representatives of various producers’ organizations and civil society assessed the recent and most significant issues in the field of human nutrition. They also gave their inputs on significant issues such as under-nourishment, hunger, and AIDS. Caritas Hungarica participated in this event and Mr. László Adányi, Secretary-General of Caritas Hungarica was one of the keynote speakers.

In **Macedonia**, a press conference with the information about the WFD theme 2003 was held.

In **Poland**, on the 17th October a conference on “Nutrition Sciences - Age - New Challenges - New Chances” was held at the Warsaw Agriculture University. The University of Krakow in Poland held a World Food Day 2003 Seminar on the following topics: WFD 2003, its background and this year’s theme, International Alliance against Hunger; the 9th European Nutrition Conference on the Right to Adequate Nutrition and Poland’s contribution in the fight against hunger.

In **Serbia and Montenegro**, in cooperation with FAO SEUR Budapest and 23 Public health institutes under the patronage of Ministry of Health and Education celebrated WFD 2003 with a host of health-related activities in 23 regions. October is Serbia's national month for healthy nutrition promotion, so aside from the WFD theme, International Alliance against Hunger, the celebration also included other topics such as: nutrition, hunger, nutrition promotion, physical activity, and obesity.

In **Slovak Republic**, the Agroinstitut in the Slovak Republic organized a WFD celebration on 16 October 2003. During the occasion, the WFD message of the President of the Slovak Republic was read, and Mr. Peter Michalica, a famous Slovakian musician, gave a performance with messages from all artists of Slovakia towards the International Alliance against Hunger.

World Food Day 2003 activities in Caribbean countries

Antigua and Barbuda, the Ministry of Agriculture, Lands & Fisheries organized field visits for the public. The programme of Activities for World Food Day 2003 was: talking Agriculture on World Food Day in Antigua Barbuda, the Minister’s Speech, the fishing Field Tour, the Backyard Gardens Field Tour and the livestock Field Tour.

Bahamas

The programme of World Food Day 2003 activities in Bahamas was: the Church Service at the Annex Baptist Church and the function in honour of farmers with awarding of World Food Day medals.

Barbados

Barbados had a week-long celebration of World Food Day (WFD) 2003 with the theme, International Alliance against Hunger. The following was the programme of activities: the Health Walk, the Seminar presented by the Pinnacle Feeds for Livestock, the Food, Nutrition and Health Day for Adolescents, the WFD Lecture by Dr. L. Winston Small, former Chief Agricultural Officer and the Great Harvest.

Dominica

The World Food Day 2003 observance in Dominica was being coordinated by a WFD National Committee comprising of representatives from the Ministries of Agriculture & Community Development, Youth Division, NGOs, and Dominica Export Import Agency (DEXIA). The highlight of the programme was a national Awards Ceremony at 2.30pm at the Carib Territory (home of Dominica's indigenous people).

Haiti

The celebration of WFD in Haiti was organized by the Ministry of Agriculture and Rural Development in the Auditorium. More than 200 people were invited for the official ceremony. The WFD was a good opportunity for the national coordinator of the Food Security to show his 2001-2002 Report prepared with FAO.

Jamaica

Jamaica lined-up activities for the celebration of the World Food Day. The opening events included a press launch in the Agriculture Ministry on October 1st and a series of interviews and panel discussions from 13 to 15 October on the role of international and local organizations in the fight against hunger and malnutrition aired on radio and television stations. Finally on WFD, Jamaica hosted a National Ceremony and exhibition with an international food fair.

St. Kitts and Nevis

St. Kitts and Nevis celebrated WFD 2003 with the theme, International Alliance against Hunger. The following was the programme of activities: the erection of WFD Banner, the training of Farmers in Pesticide Use, the consultation on "The Impact of Trade Liberalization on the Agricultural Sector", the radio and Television Broadcast of FAO Director General's WFD Message, the food Fair in Nevis and the prize-Giving Ceremony for Animal Farmers and Fishers Competition.

World Food Day 2003 activities in Latin America

The recently installed FAO representation in **Argentina** held two main activities to celebrate WFD including a lecture entitled “FAO and the Fight against Hunger” on 15 October in Buenos Aires. The official opening of the FAO representation in this country was held on WFD with the participation of members of the government, university representatives, and heads of other UN agencies in Buenos Aires as well as presidents from various agricultural organizations.

In Bolivia, WFD 2003 was celebrated and a document for National Alliance was realised and presented at a national meeting organized with 100 institutions in attendance.

In **Chile**, on the occasion of WFD 2003 fairs and exhibits were organized in all the country to promote safe food and the programme of the Minister of Agriculture : “More capacity, more agriculture”

In **Colombia** for the celebration of WFD 2003, the FAO Representation and the Colombia federation of experts in agriculture organized the first International Forum on the food security.

Cuba celebrated WFD 2003 organizing various activities in all the country with the involvement of FAO Representation to sensitize public opinion on Food Security.

Ecuador celebrated WFD 2003 organizing various fairs in countrywide.

El Salvador celebrated WFD 2003 with such activities as forums, seminars, TV interviews and a telecast on TV, with the participation of the released first lady. A postmark was realised and published for the same occasion.

In **Guatemala** a seminar on the food security and “Codex Alimentarius” was organized in occasion of WFD 2003. Other events included an exhibit, a fair and the inauguration of stocks.

In **Mexico** a special programme was organized by TV and Radio on the theme of WFD 2003 “International Alliance against Hunger”.

In **Paraguay** various activities were organised to celebrated the WFD 2003.

World Food Day 2003 in Western Europe and North America

Austria

On 22 October 2003, in Vienna, Austria commemorated for the first time the World Food Day 2003 with a Conference entitled: "Conference and Expert Discussions on the Theme of the WFD 2003, “International Alliance against

Hunger". The Conference was attended by high officials from the Federal Ministry for Agriculture, Forestry and Environment and Water in Austria, Dr. Ludwig Nellinger from the Ministry of Consumer Protection, Food and Agriculture in Germany, Dr. Anton Mangstl from FAO in Rome and Dr. Anton Kohler from the Swiss FAO Secretariat in Bern. Various representatives from Universities and NGOs had also been invited to participate in the expert discussions.

Belgium

Open letter to parliamentarians in the framework of the Belgian Survival Fund "Fonds belge de Survie".

This year, the "Coalition contre la Faim" (an NGO network) launched an appeal, in an open letter directed to the Belgian parliamentarians requesting them to invest more funds in the fight against hunger. This open letter, signed by 27 Non Governmental Organizations, listed a number of good reasons, to grant, in the coming years, a sustained attention to the cooperation to development broadly, and more particularly to the "Fonds Belge de Survie" (FBS) that finances agricultural development and food aid in Africa. FAO and various NGOs are partners of the FBS.

FIAN (Food first Information Action Network), the International human rights organization for the right to food, promoted the following message: "Land for people, not for profit" in a cultural event organized with the support of the city of Brussels. The event included a concert with the Cuban band "SONORA All stars" and an interactive game with the distribution of packets of biological quinoa to the winners.

Canada

Similar to previous years, Oxfam Canada, as part of its ongoing work in promoting the right to a sustainable livelihood, produced educational materials, conducted workshops, and held public events to raise Canadians' awareness of global food security. A key objective of Oxfam Canada's World Food Day work is not only to increase awareness but engage Canadians in taking actions to reduce hunger and poverty locally and internationally.

France

ALIMENTERRE is the title of the campaign monitored each year during World Food Day by the CFSI (Comité Français pour la Solidarité Internationale) and 60 other French NGOs. It included this year a series of events and debates all over France, from 11 to 19 October, thus involving 120 associations and 20 cities.

Among the numerous events which were organized during this campaign a day was dedicated on 15 October to teachers of the secondary school at the "Cité des Sciences et de l'Industrie" of Paris-La Villette, with conferences and debates on

educational material for school children on the causes of hunger and possible solutions to eradicate it.

On 16 October, a seminar “Colloque Alliance internationale contre la Faim” was organized at the “Assemblée Nationale” (parliament), the debate was conducted by Mr. Jacques Godfrain, President of the “Association française pour la FAO” and former minister.

Mr. Marcel Mazoyer, Vice-President of the “Association française pour la FAO” and Honorary Professor of the “Institut National Agronomique Paris-Grignon” made a presentation on the ‘State of Food and Agriculture in the world’.

Mr. François Vanier, Vice-President of the association “Jeunes Agriculteurs” intervened on ‘remunerative prices for agriculture: a key asset for development’.

Finland

The National FAO Committee in cooperation with the Ministry of Agriculture and Forestry of Finland held a seminar on World Food Day and a discussion on the Right to Food on 16 October in Helsinki..

Germany

Over the past years, German Agro Action or Deutsche WeltHungerHilfe, the German CSO with roots in FAO’s Freedom from Hunger Campaign, has been commemorating World Food Day (WFD) with a press conference. This year, the press conference was held on 15 October in Berlin.

Together with Ms. Ingeborg Schäuble, Head of German Agro Action, Mr. Hartwig de Haen, Assistant Director-General of FAO, had presented this year’s WFD theme, International Alliance against Hunger. The Minister of Consumer Protection, Food and Agriculture, Ms. Renate Künast, had also been invited to participate in the press conference.

Greece

World Food Day (WFD) activities in Greece were organized this year by the Hellenic Committee for Feeding Minds Fighting Hunger (FMFH). The Committee is an officially recognized NGO that was established in Greece in 2002 for supporting the FMFH initiative. It is composed of prominent personalities from the academic, artistic, and business sectors, as well as local authorities. Among its many activities for WFD, the most noteworthy is the launching of an appeal to the Greek authorities, high profile personalities, and schools to recognize the fundamental role of education in alleviating hunger and poverty, and to pledge to take action. Over 200 prominent personalities from all sectors have signed the appeal, along with the directors, teachers, and students of 25 schools. In addition to this, they have created a website in Greek based on the FMFH website, where all of their activities for WFD and FMFH have been posted.

Various educational and cultural events were undertaken in the following cities/provinces: Athens, Thessalonica, , Patras, Serres, Xanthi, and Kilkis . A Conference on “Education as Means against Unemployment and Hunger” was held. In Athens, the event was coordinated by Christos Zahopoulos, President of the Greek Committee of FAO.

Ireland

As part of the international coordinated action to alleviate hunger, Gorta hosted a World Food Day (WFD) Conference in Ireland, in association with the FAO and with the support of the Department of Agriculture, Food and Rural Development, on 16 October 2003 at the Chief O’Neills Hotel in Smithfield, Dublin. Speakers for the day’s event included: Prof. Denis Lucey, Chairman of Gorta and head of the Department of Food Business and Development NUI Cork; Ms. Eva Clayton, Assistant Director General / Special Adviser to the Director General of FAO; Dr. David O’Donoghue, Director General of the Development Co-operation Ireland, Department of Foreign Affairs; Colin Roche, from Oxfam Ireland; Ms. Maria Angeles Canel, Managing Director of the Kianda Foundation, Nairobi, Kenya; Mr. Conall O’Caoimh, Policy Officer of the Dochas EU Presidency Working Group; and Fr. Sean McDonagh, Columban priest, author, and environmentalist.

Before the afternoon session, musician Mickey Harte joined the conference and launched Gorta’s 2003 World Food Day project, the ‘Youth for Change Award Scheme’. It is the organization’s new and fun awareness-raising educational programme which were participated in by schools around the country. Primary and secondary schools were invited to research on development issues and to present their findings through song, essay, painting, poem, video, or photographic essay. All outstanding entries were given awards.

On 14 October, just before WFD, Chocaid.com and Nude Cafés hosted a Fair Trade night at the Nude Café in Suffolk Street, Dublin where Chocaid formally launched their chocolate products.

Italy

In Italy, the official activities of World Food Day are under the High Patronage of the President of the Republic and are coordinated by a National Committee of some 30 members by the Ministry of Foreign Affairs (DGCE/Polo ONU) which mobilizes UN agencies, headquartered in Rome, Ministries, and local government authorities and civil society organizations. The theme this year was” Italy with the UN system against Hunger in the world”. A poster and a brochure were printed listing a variety of activities which took place between 10 October to 15 December 2003. These included exhibits, meetings, round tables, concerts, and contests. Other initiatives involved students in the preparation of a promotional spot or video on theme. Also, a bronze sculpture was donated to FAO through the

President of the Camera dei Deputati, Hon. Pier Ferdinando Casini, on 16 October. A few selected activities are highlighted in a printed brochure which was widely circulated on the occasion of WFD. Various and numerous events were organized in for example, Rome, Firenze, and Bologna, involving eminent personalities from FAO, local authorities, academics and NGOs.

Netherlands

The FAO National Committee in the Netherlands, in cooperation with NGOs and civil society members, commemorated World Food Day (WFD) 2003 on 16 October with the theme, "Roots and Causes of Hunger". The manifestation was held in Utrecht, and was specifically focused on younger people. During the day, some 300 people participated in the various activities. Aside from that, attention for World Food Day was raised via different media (i.e. TV, radio, newspaper, web sites). The overall theme was presented and discussed in a series of participatory workshops which had the following six sub-topics: Climate and Water- HIV/AIDS - Role of International Organizations (World Bank, IMF, WTO) - Role of National Government - Role of International Donor Organisations and Role of Consumers.

The Minister of Development Cooperation, Mrs. van Ardenne-van der Hoeven, gave a speech on the theme and addressed the questions raised by the participants during the open forum which followed her speech. The Director-General of the Ministry of Agriculture, Mrs. Bergkamp, addressed the visitors and answered the questions raised as well.

As part of the cultural events, an interactive play on famine was staged and a musical performance by Daande Sahel from Burkina Faso was organized.

Aside from these, the following were produced: five short documentary films on the overall theme made by students, and a debate on the impact of food production and consumption in developed countries on the food security of developing countries with concrete examples on main food products available in supermarkets, and a debate with youth representatives from political parties on the impact of WTO on food security. Finally, several participating organisations were present with an information stand.

United Kingdom

The UK Food Group organized a seminar for World Food Day entitled, "Governing agriculture: What now for food security and food sovereignty, after Cancun?" It was held on the 16th of October at the Partnership House, in London. The seminar addressed the following questions: Has Cancun delivered on the Doha Development Agenda? What progress was made on the Agreement on Agriculture and the Patents and Food negotiations in TRIPs? What will this mean for the future of small-scale agriculture? What governance mechanisms, including

the UN, are needed at different levels to ensure food security and food sovereignty in developing countries? Speakers for the event included: Michael Meacher MP, former Environment Minister and P.V. Satheesh, Deccan Development Society, India.

United States of America

At FAO headquarters, The US Mission to the UN Agencies for Food and Agriculture organized an inaugural Ambassador George S. McGovern Lecture in honour of World Food Day on 15 October 2003. The lecture was designed to complement the World Food Day 2003 theme, International Alliance against Hunger, and was entitled, "Citizen Participation: Generating the Political Will to End Hunger".

20th Annual WFD TeleConference

The USA National Committee for World Food Day held its 20th Annual World Food Day Satellite Teleconference broadcast live from the studios of George Washington University in Washington D.C. on Thursday, 16 October, at 12.00 hours U.S. Eastern Daylight time.

The topic of this year's programme was, Collaboration or Calamity: Africa in Peril. Each year, the FAO Director-General, Mr. Jacques Diouf, opens the TeleConference with an Annual World Food Day message. Mr. Urban Jonsson, UNICEF Regional Director for Eastern and Southern Africa, was the featured guest. Ms. Catherine Bertini, recipient of the 2003 World Food Prize, was also on the programme. There were also videotaped remarks from USA Ambassador to FAO H.E. Tony Hall, Marcela Villarreal, Chief of FAO's Population and Development Service, Bruce Moore, Coordinator of the International Land Coalition, and Marie Angelique Savane, among others. The work of the new Partnership for African Development and the need for international efforts to build an alliance to coordinate action was covered.

The programme was available worldwide in English with simultaneous French and Spanish interpretations, courtesy of the American Embassy Television Network. Single, reproducible copies of the teleconference Study/Action Packet, prepared by the U.S. National Committee for World Food Day, were available in English and were sent free of charge to some 1, 000 registered teleconference sites in North America.

Round Table of FAO Ambassadors – Rome, 15 October 2003

On the eve of World Food Day, on 15 October 2003, a Round Table of FAO Goodwill Ambassadors was convened by the Director-General of FAO.

The Round Table was organized in the context of the World Food Day celebration for 2003 around the theme "International Alliance against Hunger".

The purpose of the Round Table was to acknowledge the contribution of the FAO Ambassadors to FAO's work, and discuss ways of raising public awareness of, and support to FAO's goals and activities.

The Round Table of FAO Ambassadors aimed at:

- offering an opportunity to FAO Ambassadors and the audience to gain a better understanding of the Organization's work and mandate in the fight against hunger;
- providing a forum for exchange of views and experiences;
- showcasing FAO Ambassadors at work in the global fight against hunger;
- exploring future public awareness/fundraising activities involving FAO Ambassadors and other partners.

Summary of discussions

1. Morning session

The session started with the screening of a video on the FAO Ambassadors Programme (FAP), which outlined the main objectives and achievements of the FAP from its launching in 1999 to-date, with a particular focus on FAO Ambassadors field visits.

The Director-General opened the meeting and welcomed Mr. Walter Veltroni, Mayor of Rome, the representative of the Italian Ministry for Agricultural and Forestry Policies, the FAO Ambassadors and selected invitees/distinguished speakers.

In providing an overview of the FAO Ambassadors' activities, the Director-General indicated that since the inception of the Programme, in 1999, FAO Ambassadors have appealed to the public to learn about hunger issues and get involved in FAO's campaign against hunger. He stressed that their efforts have included visiting field projects, recording promotional messages, giving media interviews, participating in special fundraising and awareness-raising events, and lending their well known names to the cause of building a world without hunger.

The Director-General drew attention to the three communication pathways that are essential for the mission of the FAO Ambassadors: communication between the Ambassadors and FAO; communication between the FAO Ambassadors, which is crucial to share their experiences and reinforce the impact of their actions; communication between the FAO Ambassadors and the public, in their capacity as the mouthpieces of the Organization and examples of personal success earned from their work and talent.

The Director-General subsequently gave the floor to His Excellency Walter Veltroni, Mayor of Rome, who delivered his statement.

Mr. Veltroni indicated that progress had been slow in efforts to reach the World Food Summit goal of cutting by half the number of the world's chronically hungry and under-nourished people by 2015. He stressed the importance of the International Alliance against Hunger to bring together in a concrete fashion the strengths of all committed to reducing the suffering caused by hunger. He indicated that the City of Rome is committed to play an important part in the Alliance, through an alliance with FAO, the World Bank and the European Community. In this framework, the Rome-Kigali project was indicated as a concrete example of this commitment, aiming at increasing food production in Rwanda and at creating new job opportunities. In addition, Mr. Veltroni indicated that the local conference of the mayors of the major Italian cities, held in Rome on a yearly basis, aims at establishing strong alliances between the rich cities and those which need support.

Mr. Veltroni concluded his statement by indicating that though these efforts will require time, it is necessary to make small, step by step changes at the local level in order to achieve major changes.

Mr. James Graham, moderator of the Round Table, took the floor and introduced himself to the audience as the Honorary President of the Prix Italia, the most prestigious of the international broadcasting festivals, covering 60 nations and presenting awards in the fields of classic drama, documentary, music and arts.

In recalling that the World Food Summit declaration reaffirmed pledges to end hunger and called for an international alliance to accelerate efforts towards that goal, Mr. Graham underlined that the mankind has the power to effect changes, and that what is lacking is political will and willingness to act together.

He added that celebrity is a great resource in this respect, as it attracts public and media attention to the unacceptable situation that more than 800 million people continue to suffer from chronic hunger and malnutrition in a time of unprecedented plenty.

Mr. Graham gave the floor to the Representative of the Italian Minister for Agricultural and Forestry Policies, Mr. Castiglione, who stressed the importance of promoting development issues focusing on human rights, through targeted and specific activities. He added that attention should be focused on three main issues: how to increase access to food by needy populations suffering from hunger; the identification of the most appropriate model of food production for each population, which should be respectful of local resources; the role of international trade in development and of policies able to increase international trade in a sustained fashion.

Mr. André Michel Besse, Président Directeur général of Réseau France Outre-Mer (RFO) was the keynote speaker and made a brief presentation on the role of celebrities in promoting humanitarian campaigns.

Mr. Besse stressed that fame has clear benefits in its association with humanitarian campaigns, as they attract attention and are in a position to focus the world's eyes on the needs of hungry people. They can make direct representations to those with the power to effect change and can inspire ordinary people everywhere to put pressure on their governments to make the fight against hunger their top priority.

As such, FAO Ambassadors are not only the icons seen on the screens but they act well beyond as they portray their personal commitment and are an incarnation of the international community. As such, media are at the service of the celebrities because these allow them to address the audiences.

Mr. Besse indicated the importance for celebrities to go beyond the yearly commemorations to express their own personal commitment, and to find paths for the media to pass the message throughout the year and not limiting to a particular year or event.

The floor was given to Mr. Carlo Sartori, Secretary-General of the Prix Italia, whose intervention focused on the role of media in promoting the fight against hunger.

Mr. Sartori noted that in the past (up to the early 90s) the role of the mass media communication was double-edged and its influence was negative rather than positive as global cultural programmes were governed by richest countries, that usually ignored the traditional cultures of the most deprived countries. He indicated that only if different cultures are equally treated, televisions will be a tool for quality and equitable information.

Mr. Sartori indicated that since then the situation has profoundly changed over the last few years, particularly through the creation of the digital television which has allowed for a greater access to diversified information.

However, Mr. Sartori illustrated a major negative development in what he called the "information society", that is, the creation of a "fourth world" which is totally excluded from any access to equitable information. He added that this situation is common to both development and developed societies. He added that the information society, if not properly managed, can become extremely negative and stressed the need for access to more democratic information.

Mr. Sartori concluded by saying that in Italy, several TV marathons are organized to combat several kinds of diseases. Hunger should be considered as a major disease to be overcome, and as such, a charity event should be organized by the Italian television to collect funds to fight hunger. He added that RAI is already planning to organize such an event. Mr. Sartori further made an appeal to European broadcasters, to organize a collective fundraising marathon on a yearly basis. In this framework, FAO Ambassadors should play an active role and help build such a televised programme in European countries.

At the end of the morning session of the Round Table, the FAO Ambassadors issued and signed a collective Appeal to End Hunger, calling on people everywhere to help the least privileged people of the world to finally break out the vicious circle of chronic hunger, poverty and under-nourishment (cf. Annex B).

2. Afternoon session

In the afternoon session, a debate on “Fighting Hunger Every Day of Every Year” was introduced by the moderator.

Mr. Vijay Amritraj, from India, spoke extensively about his role as a United Nations Messenger of Peace over the last few years.

He indicated that the actions undertaken managed to connect with people who may love music or reading or great sportsmanship, but who do not necessarily spend time learning about the so-called big issues, or how those issues affect their lives. Above all, his actions, and particularly his missions to field locations all over the world, managed to capture the attention of young people who will carry forward the work later in the century. Henceforth, he indicated that the celebrities’ role as Goodwill Ambassadors is important to many people around the world as they help them become familiar with the problems facing developing countries.

The FAO Ambassadors made strong individual commitments and expressed their willingness to put their talents and professional competences at the service of FAO in a concrete fashion. In particular, the following recommendations were made:

- To strengthen and develop the communication between the Organization and FAO Ambassadors, to keep the latter continuously and fully informed of FAO’s activities, projects and initiatives.
- To associate FAO Ambassadors to specific projects and endeavours.
- To prepare individual programmes of action/activities for each FAO Ambassador, to be tailored on his/her schedule of work, expectations, talents and audience.
- To benefit from the technical professional competences of show business professionals, in particular through the Italian Singers’ Soccer Team, who

indicated its availability to assist the FAO Ambassadors to organize awareness-raising and fundraising events.

- To organize an event, on a yearly basis, with the contribution and participation of FAO Ambassadors.
- To look into the possibility of producing and selling a collective CD of FAO Ambassadors' musical performances.
- To dedicate a collective song to the fight against hunger in the world.

Ms. Carleen Gardner, Assistant Director-General, General Affairs and Information Department, closed the discussion.

Conclusion

More and more countries in all regions are commemorating World Food Day. Various ministries and National FAO Committees worked hard at organizing ceremonies, seminars, food fairs, field visits, exhibits, and the like. The WFD 2003 theme, "International Alliance against Hunger", and messages from the FAO and government officials were delivered to numerous people through wide media exposure such as and supplements, and articles in newspapers and magazines. A number of WFD activities, interviews, and talk shows such as the Round Table of the FAO Ambassadors whose interviews also were featured in radio and television broadcasts as well.

Public institutions, International Organizations, Private sector, NGOs and Civil Society were involved in the WFD celebration in member countries at all levels.

This WFD celebration was also a good opportunity for some countries to launch their National Alliance against Hunger.