#### AN INDEPENDENT SUPPLEMENT BY MEDIAPLANET TO USA TODAY



Faces of hunger
Backpack programs
aid children



Breaking news Leaders in hunger fast in protest





PHOTO: WFP/JUDITH SCHULER

Hunger and malnutrition undermine all other humanitarian and development goals. As long as people are hungry, everything is at risk.

Worldwide, nearly one billion people are faced with hunger and malnutrition every day. Every five seconds a child dies of hunger and related causes.\*

Today, The Global FoodBanking Network, working in some 20 countries, is uniquely addressing hunger and malnutrition by creating food banks as permanent community assets. Food banks comprise a network of people, organizations, and resources all dedicated to delivering food to people in need.

At The Global FoodBanking Network ...

We create and strengthen food banks around the world – We make food banks happen.



www.foodbanking.org





## Almost one billion people are hungry

around the world today. That statistic just seems hopeless, overwhelming, and far away.



# Making a difference

nlike the images of an underweight child that we might see in a news report, the reality of global malnutrition is more complex than we might think. Food insecurity, with its symptom of hunger, is defined as not having access to enough food to live a healthy life. More broadly, malnutrition can also mean not having the right nutrition, including being overweight.

#### Who is affected?

The majority of the world's hungry (three quarters) are rural dwellers and about half of those are farmers. More than half of the hungry live in Asia and the Pacific, while more than a quarter are in Sub-Saharan Africa, and still more in Latin America and the Middle East. In the USA, too, 49 million people struggle with food insecurity, including more than 16.7 million children. At the same time, the global number of overweight and obese has also hit one billion people and some countries are experiencing a "nutrition transition" where people are moving from hunger to obesity (with the related health problems) in just one generation.

Countries affected by chronic

hunger have lower GDPs and hungry people are less able to be productive and healthy. Hidden hunger and nutrient deficiencies can affect a child's ability to learn and reduce a person's ability to recover from disease. As we've seen food prices go up in the last few years and months, hunger has fueled instability and, conversely, conflict has led to hunger.

President Obama addressed the global hunger issue in his Inaugural Address, "To the people of poor nations, we pledge to work alongside you to make your farms flourish...to nourish starved bodies and feed hungry minds." The UN Millennium Development Goals are pushing to cut hunger in half by 2015 (a goal we will likely not reach). The First Lady has also taken up the platform of better nutrition by addressing the obesity epidemic.Global food security and nutrition are clearly important to our leaders and this could be just the time to coalesce a movement toward a better global food system.

There is a new opportunity to unite the energy of the international anti-hunger community with that of the domestic antihunger and anti-obesity stakeholders. We have seen, especially in the last 30 years, the numbers of the hungry and overweight grow so that there are one billion suf-



Ellen Gustafson Founder and Executive Director. 30 Project



"Global food security and nutrition are clearly important to our leaders and this could be just the time to coalesce a movement toward a better alobal food system."

fering with each nutrition problem in the world today. But we can make a difference at home and abroad to help create a healthier global food system.

#### The mission

The answers to addressing hunger and obesity domestically and internationally are strikingly similar: better agricultural infrastructure to get good food to people everywhere, local purchasing of food aid, healthy school meals for all children, and a food safety net to ensure that the hungriest people don't fall through the cracks.

Tomorrow, there will still be hungry people around the world, but today, we can eat and feed our families mindfully to spurn obesity, work at the local level to ensure access to a sustainable food system in our own communities, and invest in programs that work to end hunger over the long-term as well as supporting programs that feed our most vulnerable neighbors, here and abroad, today. With a renewed understanding of the issues of food insecurity and malnutrition as global issues that affect both the poorest people of the world along with children in our own communities, we can work together to support efforts that create sustainable food systems for all.



#### **ECOMMEND**



Abby J. Leibman President and CEO of MAZON discusses how to make a difference.

"The responsibility to change this future is ours; the time to end hunger in America is now."

**CONQUERING HUNGER** 2ND EDITION, APRIL 2011

#### Managing Director:

Geraldine Delacuesta geraldine.delacuesta@mediaplanet.com Editorial Manager: Jackie McDermott jackie.mcdermott@mediaplanet.com

#### Responsible for this issue:

Publisher: Katie Selby katie.selby@mediaplanet.com Business Developer: Brandon Hale brandon.hale@mediaplanet.com **Designers:** Mariel Fitzgerald mariel.fitzgerald@mediaplanet.com Missy Kayko missy.kayko@mediaplanet.com

Contributors: Enid Borden, Pierre Ferrari, Steve Etheridge, Dr. Helene Gayle, Ellen Gustafson, Scott Killough, Jeffrey D. Klein, Tim Knowlton, Abby J. Leibman, Sandra E. Peterson, Rupert Scofield, Lisa Connors Voqt

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Our task is simple, yet monumental. To provide enough food for the world, while protecting it at the same time. We believe that with the right combination of innovative science, tenacious problem solving and unshakable passion, we can do it. We will meet the needs of today while laying a foundation for a better tomorrow. And in doing so, we will not only grow a healthier world, we will make sure that abundance endures for us all. Learn more at www.BayerCropScience.us.







# Ambassadors for justice stand resolute

**Question:** Where do you find the courage to confront the world's most daunting problem?

Answer: Through faith, the momentum of progress and the goodwill of others.

Jo Luck and the Rev. David Beckmann, winners of the 2010 World Food Prize, have made immeasurable contributions in the fight against hunger. In nearly 20 years as the president of Heifer International, Jo Luck has grown the organization's budget from 7 million to more than 130 million, increasing food availability for millions of families along the way. Beckmann, as president of Bread for the World, has worked tirelessly to build grassroots support



LEADING THE CHARGE: Rev. David Beckmann and Jo Luck utilize different methods towards the common goal of ending hunger globally. PHOTO: WORLD FOOD PRIZ

in churches and Congress, resulting in tripled government funding for aid programs in developing countries and doubled funding for U.S. nutrition programs.

#### **Distinct leaders**

Jo Luck, a kind and energetic

speaker, found her success by listening, using those around her to guide her risks and decisions. The most important characteristic in a leader, she says, is faith. "It's faith in yourself, it's faith in the mission of the organization, it's faith in your volunteers and board

members, and it's faith in the beneficiaries themselves—that they would utilize those resources and pass them on to others."

Beckmann, despite his dramatic progress against hunger, sees his faith in God as his primary motivation. "Even if the evidence wasn't so strong for optimism, I'd still be hopeful because I believe ending hunger is something God wants to get done," he says.

#### A new battle

Beckmann and Jo Luck's respective faiths are facing a new challenge. United with other humanitarian and religious leaders, they both have recently taken a bold stand against proposed budget cuts that would hinder the global mobilization on ending hunger.

"The first bill that the House of Representatives passed this year, HR-1, would cut food aid in half, so 18 million people who now rely on food aid would have that aid cut off this year," warned Beckmann.

Shortly after beginning a oneweek, water-only fast, Beckmann says, "We are calling on people of faith and conscience all over the country to join us in prayer and fasting and in contacting senators, urging them to form a circle of protection around programs that help poor and hungry people all over the world. We should reduce the deficit, but not at the expense of hungry and poor people. It wouldn't be necessary and it wouldn't be right."

STEVE ETHERIDGE

editorial@mediaplanet.com

"I'm giving my mom the perfect gift for Mother's Day: Hope."

- Eleanor Lambert, Daughter of Diane Lane

"My mom is a strong woman. On a Heifer International study tour to Rwanda, she and I saw other strong women working hard to feed their families with the gifts of livestock and training from Heifer. Since then, I've worked to support Heifer and I urge you to join us. Heifer's WILD (Women In Livestock Development) Fund supports projects made up exclusively of women. Give a gift to WILD and receive a special Mother's Day card to honor the special women in your life. It's the perfect gift for women worldwide."

Call or order online by April 18 to ensure delivery of your limited-edition card by Mother's Day.

www.heifer.org/wild 888.5.HUNGER (888.548.6437)







# HOW TO FEED THE WORLD

**Question:** What needs to take place to end hunger worldwide?

**Answer:** Agricultural reform in rural developing populations.

Despite the fact that the world produces enough food to feed its entire population, hunger is a growing scourge, affecting 925 million people. It kills more people than AIDS, malaria and war combined, including a child every five seconds. To say world hunger is a daunting problem is a gross understatement, but it is solvable through practical

measures and reasonable contributions from the international community.

#### Sowing sustainable seeds

At the root of world hunger are antiquated agricultural systems in rural areas of developing countries. While sending food as aid is often necessary, it is urgent that impoverished small farmers become sufficiently equipped and educated to produce yields high enough to feed their families and afford a surplus. This means implementing better seeds, providing more fer-

tilizer, teaching smarter water conservation practices, forming equitable markets and renovating the desperately underdeveloped infrastructures.

#### **Empowering women**

A growing consensus of experts is advocating gender equality for women farmers, who in Africa account for as much as 80 percent of food production. A new report from the UN Food and Agriculture Organization estimates that if women had the same agricultural opportunities as men, the number of the world's hungry

could be reduced by 150 million. "If we can help give them the education, help them understand the business model and how to actually handle the food, we can help them get back on their feet and enable them to pass these skills onto their children," says Rene McGuffin, senior spokesperson for Global Issues at the World Food Programme.

#### **Sharing the harvest**

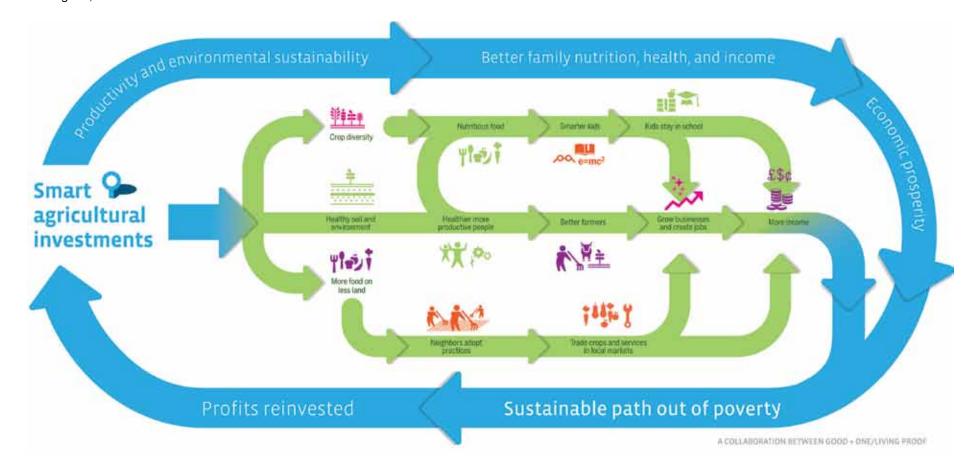
The Gates Foundation estimates that an annual investment of \$20 billion—roughly twice of what is currently contributed by governments, the private sector and individuals—is necessary to rehabilitate African agriculture and triple the incomes of 60 million households. This figure may seem exorbitant, but in reality it is far less than what Americans spend every year on diet programs and products. Opportunities for individuals and businesses to assist are plentiful, and taking action is not a matter of charity but justice.

STEVE ETHERIDGE

editorial@mediaplanet.com

#### TEACH A (WO)MAN TO FARM: THE AGRICULTURAL MULTIPLIER EFFECT

Some investments are better than others. Investing in agriculture is one of the best ways to reduce poverty because up to 70 percent of people living in extreme poverty are small-holder farmers—and most of them are women. Simple interventions can vastly improve crop yields and the environment—meaning families can put food on teh table, improve nutrition and nurture the natural resources their livelihoods depend on. If we also connect farmers to markets, they can develop a source of income, send their kids to school and help lift their community out of poverty for the long-term. We call this the multiplier effect and, because of it, millions of families are on the way to a brighter, more sustainable future. Here's how it works:





### NEWS

## SPOTLIGHT ON AGROECOLOGY

Global hunger is still a 21st century concern, and though the causes and consequences are complex, the fact is that feeding hungry people is important; but, how we go about doing that is equally critical.

For 30 years, World Neighbors has been practicing and advocating sustainable agro-ecological methods of food production, understanding that addressing hunger is insufficient unless efforts produce sufficient food, raise net farm incomes and conserve the natural resource base upon which agriculture is dependent.

Agroecology is based on knowledge-intensive, but usually low-cost, methods which allow farm families to 1) stabilize soils and water runoff (through contour farming methods),2) improve soil productivity and 3) design and implement diversified food production systems—cultivating annual and perennial crops, including basic grains and vegetables, as well as managing animals and raising trees on the farm.

Over time, as households and communities achieve 'food security' by increasing food yields on small plots of land, they are able to bring their excess production to local markets—moving them beyond simply surviving to a new scenario of thriving.

#### SCOTT KILLOUGH, PHD

Vice President of Learning and Innovation, World Neighbors

# Restoring nutrition, restoring lives

Question: In the most desperate situations, what's an effective approach to aid?Answer: Providing

immediate relief, then long term solutions.

From storms and violence to disease and bad governance, disasters have many catalysts. Each situation requires unique strategies for providing food aid, depending on the magnitude of the disaster and the resources of those affected. Following the recent tsunami in Japan, as many as half a million displaced victims are surviving with inadequate food, but experts anticipate that the country's wealth and access to neighboring markets should soon restore food security. However, food shortages in Libya, Egypt and Tunisia from the political unrest have necessitated \$39 million in emergency food assistance from the World Food Programme, giving perspective to the disparities of the respective situations.

#### New key strategies

The past decade has seen exciting innovations in disaster response, the most significant involving social media. "Each disaster becomes more of a global phenomenon, where the world can participate immediately," says Alison Deknatel, director of communications at Operation USA. "Now there's a younger generation that is more inter-



SIDE BY SIDE. Female farmers show solidarity in Nepal. PHOTO: WORLD NEIGHBORS PHOTO

ested in giving back and being socially responsible." Astounding advancements in real-time technologies have revolutionized coordination and communication during relief efforts, and text message donations have put the power of change in peoples' pockets. Text donations to the American Red Cross raised \$32 million after Haiti's 2010 earthquake, about 80 percent of that going directly to food and water relief.

Additionally, new Ready-To-Use Therapeutic Foods (RUTF) have made an unprecedented mark on the fight against deadly hunger and malnutrition, treating millions of children with life-saving nourishment. The most notable of these is Plumpy'nut, a peanutbased paste that is rich in micronutrients and doesn't require be-

ing mixed with water, thus safeguarding against diarrhea and waterborne diseases.

#### Planning for success

Yet in the most desperate humanitarian crises, such as those in Haiti and Sudan, transcending short term needs and implementing long term solutions is extremely difficult, with pitiful governments and circumstances impeding self-sufficiency. Many non-governmental organizations combat this by providing sustainable support.

Some offer food for recovery programs that put people to work developing their infrastructure—building roads, clinics, schools and wells—in exchange for food. These assist the fragile local economies while providing a healthy

future for families. Some organizations have also started offering food vouchers and cash transfers. "These have the double benefit of being able to support commercial traders as well as being able to provide an incentive for farmers to keep producing," says Paul Macek, senior director for integrated food and nutrition at World Vision. Other efforts to develop stable commodities markets are blossoming throughout Africa, providing hope for prosperity and equitable living.

#### **Changes for equality**

In response to the 2003 famine that killed tens of thousands of people in Ethiopia, humanitarians began developing an Ethiopian commodities exchange to foster a stronger relationship between farmers and markets. The hunger cycle had perpetuated without a system of fair pricing or ample means for farmers to sell their surpluses, so a formal commodities exchange offered hope for an agricultural revolution. Recognizing this potential, in 2008 the Gates Foundation and the World Food Programme initiated a five-year drive to empower hundreds of thousands of farmers in ten African countries through futures contracts, responding boldly in the face of oppression.

STEVE ETHERIDGE

editorial@mediaplanet.com



# Don't feed us... Teach us how to feed ourselves!

We won't solve global hunger by handing out food. We will solve it by teaching families how to feed themselves.

For 60 years, World Neighbors has been helping families throughout Asia, Africa and Latin America find **long-term solutions to their hunger** through programs that integrate agriculture, health, water and environmental protection.



Learn more at www.wn.org





# Put good intentions into practice

# In a new era of charity, philanthropy meets innovation.

To many people, hunger can seem like a tragic, inevitable consequence of an unjust world, something that can be mourned but never resolved. Yet sympathy without action amounts to little more than neglect, and developed societies bear accountability to feeding the unfed. It is more than feasible that hunger can be eliminated, and more options than ever exist for goodhearted citizens to join the effort.

#### **Giving of resources**

Through organizations like Oxfam and Heifer International, unusual, sustainable gifts like livestock and manure can be sent in the name of a loved one to those in need. The FEED Projects organization has provided nearly 60 million meals to hungry people through sales of fashion-

"It is more than feasible that hunger can be eliminated, and more options than ever exist for goodhearted citizens to join the effort."

able bags,T-shirts and accessories. The nonprofit Share Our Strength organizes a national dine out with thousands of participating restaurants, as well as bake sales and nutrition education programs, all for the benefit of childhood hunger. To put your lifestyle into

perspective, WeFeedBack.org lets you calculate how many hungry children could be fed with your favorite meal and then gives you the option to make a donation in that quantity.

#### **Giving of time**

Even without financial resources to spare, a little free time is all that it takes to make a difference. The restaurant review site Menuism.com is making a dollar donation to the Greater Chicago Food Depository for every 'Like' it receives on Facebook between now April 25. Freerice.com is a site where by playing multiple choice word games you can donate ten grains of rice for every correct response. Since its inception in 2008, users have fed over four million people around the world. It's a beautiful portrait of generosity in the digital age.

#### STEVE ETHERIDGE

editorial@mediaplanet.com



#### ADVOCACY IS KEY

The news about those who struggle to provide enough food for their families is heartbreaking and their future seems bleak.

For some the discomfort these stories cause is so strong that the urge to look away is overwhelming. But we cannot avert our eyes, nor can we simply sit by and wait for others to act. If not us, then who? If not now, then when? The responsibility to change this future is ours; the time to end hunger in America is now. We must commit ourselves to advocacy and stand up for what's right. It is our duty to



**Abby J. Leibman** President and CEO, MAZON

help open doors—our obligation to rally together and become a corps of activists that transforms "how it is" into "how it should be." Then together we will make a difference.

To join the fight to end hunger today, visit

mazon.org/go/advocacy



Peanut Butter is a protein powerhouse. No wonder it's the most requested food by food banks. Help us spread the hope at **peanutbutterforthehungry.org**.



# Progressive approaches look to defeat child hunger

Every child has the capacity to be extraordinary, yet with nearly one in four American children facing hunger, many may fall short of their potential. In an age of agricultural abundance, it is difficult to comprehend how so many kids go undernourished.

There are over 20 million children who rely on free or reduced priced meals at school, leaving critical gaps in the summer, afterschool and over weekends and school vacations. "It is imperative that we raise awareness of the fact that so many children in America struggle with food insecurity. We can, and we must join together to address this issue," said Vicki Escarra, president and CEO of Feeding America.

Feeding America, the nation's largest hunger-relief organization, is addressing these gaps with forward-thinking initiatives, designed to meet the needs of children and their families.

For example, the Hunger-Free Summer program, supported by ConAgra Foods Foundation, brings together public, private, and charitable resources to support summer meal sites that ensure kids can enjoy their summer breaks on full stomachs. Con Agra Foods Foundation also sponsors the Child Hunger Corps, a national service program that sends members into communities to develop initiatives aimed at fighting child hunger. "The one thing a child should never have to worry about is whether they can have a meal," said Kori Reed, Executive Director of the ConAgra Foods Foundation. "We hope that the Child Hunger Corps continues to grow and build the capacity for communities to serve more kids." Over weekends and school vacations the BackPack Program provides children with backpacks filled with nonperishable food to take home."The fact that there are children going home to kitchens that are barren of nutritious food is



Thanks to initiatives such as the Backpack Program, fewer children will go to bed hungry tonight.

Wholesale Grocers, who

unthinkable in America in 2011, so we believe that the BackPack program is a specific, impactful way to help those kids and their families," said Gina Goff, Director of Community Involvement at C&S

is one of Feeding America's leading partners. Last year, Feeding America food banks provided over 54 million meals to children at risk of hun-

ger through programs like

Hunger-Free Summer, the BackPack Program, and other targeted initiatives. Learn more about Feeding America's other programs and partners by visiting www.feeding america.org.



#### AS THE NATION'S LEADING DOMESTIC HUNGER RELIEF ORGANIZATION,

Feeding America and our network of more than 200 member food banks help provide food to those in need to not only survive but thrive. Each year, the Feeding America network provides food to more than 37 million low-income people facing hunger in the United States, including 14 million children and nearly 3 million seniors.

Join us at feedingamerica.org.





This ad was generously donated by C&S Wholesale Grocers and supported by ConAgra Foods Foundation, leadership partner in the fight to end child hunger.





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## You might not miss school lunches. But some kids can't live without them.

When schools close on Fridays or for the summer, more than just classrooms are shut down.

According to the USDA, nearly 1 in 4 children live in food insecure households. For many of these kids, free or reduced price school breakfast or lunch is their only meal of the day.

Feeding America's BackPack Program is designed to help children when these meals are not available. It provides easy to eat, nutritious food (and often personal care items) to more than 230,000 children, free of charge, through Feeding America member food banks.



C&S is proud to support this innovative program.

Together, we can fight hunger and feed hope.





C&S Wholesale Grocers, Inc. is the largest wholesale grocery supply company by revenue in the U.S. and the lead supply chain company in the food industry. From more than 50 high-tech facilities, C&S supplies supermarkets and institutions with more than 95,000 different products.



### NEWS



#### **ENDING HUNGER**

An unacceptable number of our people—925 million—are hungry, even though the world produces enough food to adequately nourish the planet.

Today, food supply and demand are out of balance in many places. Food banks break the barriers between surplus food and grocery products, and hungry people. Much of what is grown, processed, and manufactured is never consumed because of logistical challenges, failure to harvest, post-harvest loss, waste, and inadequate legal and tax incentives for donations.

Food banking, a powerful solution to hunger which is adaptable to different cultures and scales of operation, re-directs surplus food and grocery products to social service agencies and nonprofit organizations. In addition to providing food, these organizations empower hungry people through employment



Jeffrey D. Klein President and CEO, The Global Foodbanking Network

and training programs, nutrition education, and other related services.

The Global FoodBanking Network (GFN) is uniquely addressing global hunger by sharing our expertise and the know-how to develop food banks in 20 countries, and evaluating the potential for food banks in 15 additional countries in the Middle East, Latin America, Asia, and Africa. These food banks will become permanent parts of the countries' social fabric, serving every-day hunger needs, and often playing a major role during emergencies, as Second Harvest Japan (member, GFN) demonstrated by responding in the wake of the recent earthquake, tsunami, and nuclear accident in that country.

# A DIRE FORECAST FOR CHILD HUNGER

An immediate offensive attack must be taken again child hunger.

In 2011, approximately six million children will die as a result of hunger or malnutrition worldwide. This is a grim, unconscionable figure, and as food production will need to increase 70 percent in the next 40 years to meet the growing population, the plight will become even more catastrophic without proper intervention.

#### Assistance from birth

"A child's first thousand days is when malnutrition can have the greatest damage on a child; it can limit a child's intellectual capacity for life," says Anne Lynam Goddard, president and CEO of ChildFund International. Prolonged undernutrition during this time can result in growth retardation called stunting, which affects 182 million children globally. Stunted children are both physically and mentally inferior, exhibiting greater susceptibility to infection and disease and poor academic performance.



PHOTO: FEEDING AMERIC.

#### A cycle of despair

Stunting is twice as likely in rural areas than urban, and the prevalence is highest in South Asia—particularly in Afghanistan and Nepal—where 48 percent of children are affected. Its problems then are cyclical, as stunted women are more likely to deliver stunted babies with low birth weight and lower mental capacities.

Even in developed nations such as the U.S., children are not spared this cycle of hunger: "One in four U.S.children is now on food stamps and 62 percent of public school teachers use their own money to feed kids at school," said Billy Shore, Founder of the child hunger nonprofit Share Our Strength.

A holistic approach to limiting such savage consequences would be to provide micronutrient-rich diets for young children in vulnerable areas and then set up feeding programs in schools. Feeding programs offer the dual incentive of nutrition and the promise of an education, which ideally would lead to a productive, healthy future.

STEVE ETHERIDGE

editorial@mediaplanet.com

For too many kids, the problem isn't that they won't eat their vegetables. It's that they don't have any.

Most of us are lucky. The only fight for food in our houses is about who gets the last piece of pizza. But the sad truth is, 1 in 4 American kids, nearly 17 million in all, don't have enough to eat. That's why we've teamed with No Kid Hungry to get the word out and help ensure no kids in this country go hungry again.

Wanna help? Visit landofnod.com/nokidhungry for more information or make a \$10 donation now by texting "Nod" to 20222.





## INSIGHT

# Feeding our hungry mothers

## What if your mother were hungry?

It is hard to think that our nation's senior mothers, the strong women who raised and fed their families, are now the ones depending on us for a nourishing meal. Regrettably, our national research study, "The Causes, Consequences and Future of Senior Hunger in America," confirms that this is true. One in nine seniors—that's six million—faces the threat of hunger today. To put that number in perspective, 33 of our 50 states have populations of fewer than 6 million people.

More often than not, that hungry senior is a woman. And it is likely that she is a mother.

These staggering statistics un-



Enid Borden
President and
CEO, Meals
on Wheels
Association of
America

derscore our moral imperative as Americans and as children of mothers very much like those who are now going to bed hungry—to put an end to the disease of senior hunger.

That is precisely why our organization, Meals On Wheels Association of America (MOWAA), established our annual national Mother's Day campaign, Meals for Moms. Leading up to Mother's Day, we collect and send messages of hope to homebound se-

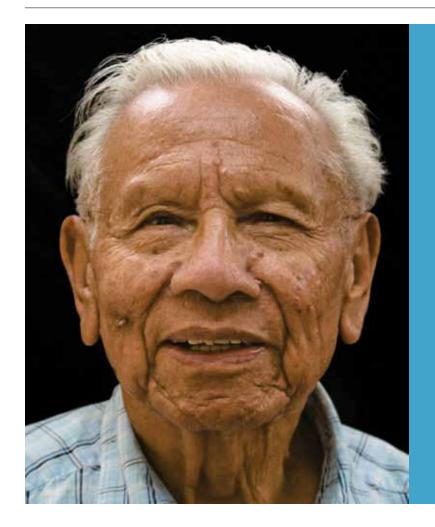


nior moms across the country for Mother's Day. Money raised from the campaign goes into MOWAA's Meals for Moms Fund to help local Meals On Wheels programs in their efforts to provide senior moms meals around Mother's Day the following year.

By participating in this campaign, you are not only brightening a senior's day but are also making a vital connection and helping provide a mother her next meal. For many it is the difference between life and death.

Everyone had a mother. These women need us now than ever. We owe it to them.

To get involved, visit: mealsformoms.org



# DO YOU RECOGNIZE THE FACE OF SENIOR HUNGER?

He may look fine. But in fact, he's hungry. Research underwritten by the Caesars Foundation has shown that many of the men and women most in need of meal services aren't sick, destitute or living in remote areas. Mostly, they're our neighbors. And they need our help. That's why, since 2002, the Caesars Foundation has contributed millions of dollars in direct support and food

delivery vehicles to organizations across the nation that provide meals to older individuals. We invite you to join us by donating generously to your local food pantry or meal delivery programs. Learn more at www.caesarsfoundation.com.





#### **RISING FOOD PRICES**

#### SOS Children's Villages International forced to make adjustments

There is growing worldwide concern over another possible full-blown food crisis only three years after the last one. According to the World Bank's Food Price Watch, as of January 2011, the food price index was just 3 percent below its historic high in 2008. SOS Children's Villages implemented emergency food programs in Algeria, Burkina Faso, Mali, Senegal and Tunisia.

In any crisis situation, those with the fewest resources are hardest hit. This holds true for many families in North Africa and the Middle East, and SOS Children's Villages is there to help those in the most dire circumstances.

As food prices remain unstable, SOS Children's Villages will continue to provide much-needed stability around the world through its Villages, schools, medical facilities, and Family Strengthening Programs.

LISA CONNERS VOGT, SOS CHILDREN'S VILLAGES, WWW.SOS-USA.ORG

editorial@mediaplanet.com









#### **Question 1:**

We have the technology





Pierre Ferrari CEO, Heifer International



Sandra E. Peterson Chairman of the Board of Management Bayer CropScience AG



and resources to end world hunger now. What is preventing us from doing so?

We must accept that adequate nutrition is not only a basic human right, but is also a fundamental building block for healthy, well-educated and economically viable societies. Then, we must commit to improve agricultural production in areas of high need, while also becoming much better stewards of the plentiful food resources already available. By some estimates, more than half the food produced in the world each year is eventually wasted during harvest, processing, transport and storage.

**Ending hunger** will happen when systems are in place that provide for the sustainable growth and production of food. These systems must advocate protecting and responsibly using land, diversifying crops, using environmentally-friendly grazing methods and improving livestock breeds. The United Nations Food and Agriculture Organization noted the solution to ending hunger is not money alone. It will require programs that plan for sustainability—a hallmark of our work—to ensure that production keeps pace with need and that resources used today don't take away from resources needed by future generations.

The greatest resource that we have to meet this increasing challenge is the American farmer.Today, one U.S. farmer will feed 155 people per year. With the global population expected to rise by three billion by 2050, farmers will need more technology and tools to meet this challenge, and the freedom to use this technology. We are working to provide farmers technology to increase the amount of food grown and increase the shelf life of fruits and vegetables once they leave the farm. Modern agriculture technology is the only way our farmers will be able to produce enough healthy food to meet the needs of our growing world.

#### **Question 2:**

How can the individual best impact the fight against hunger, both here in the US and abroad?

There are many very effective anti-hunger organizations. They need financial support, committed volunteers, and advocates that can encourage others to support this cause. We have long supported and invested in food banks. These organizations collect surplus food from growers and manufacturers, and have efficient distribution systems in place to ensure that the food gets to those most in need. Feeding America, and its network of US food banks, has done outstanding work for three decades. The Global Foodbanking Network (GFN) was organized just four years ago and is proving that these strategies can work almost anywhere to substantially increase the amount of good food available to those who need it. Kellogg is a founding sponsor of GFN and has helped to establish new networks of food banks in South Africa, Mexico, Central America and South America.

An individual's best action is to engage and educate. We must have a "passionate sense of urgency" if we are to end hunger. Donate to your local food bank, or fast to understand how hunger feels. Demand governments not cut life-saving programs that threatenhumanitarian and development programs. Every day we see the improvements our programs-and others like itmake. We empower people to turn their lives of hunger and poverty into self-reliance and prosperity. With gifts of livestock and training, we help families improve their nutrition and generate income in sustainable ways. We refer to the animals as "living loans;" because in exchange for their livestock and training, each family agrees to give one of its animal's offspring to another family in need. It's called Passing on the Gift—a cornerstone of our mission that creates an ever-expanding network of hope and peace.

**To impact** the fight against hunger, we need to be more educated about where food actually comes from. Farmers undertake the monumental task of producing much of the food that is consumed here and exported abroad. They need support so that they can continue growing the healthiest, most affordable and most abundant food avail-

We encourage our own employees to get involved with food banks, soup kitchens and volunteer organizations to make a difference on an individual basis. Through our Farm to Feed the World initiative, we are raising awareness about the need to decrease global hunger. The initiative raises funds for community food banks in collaboration with Feeding America, the nation's leading domestic hunger-relief charity.





## MOTHERS AND MICROFINANCE

Small loans can help stop hunger in a big way. When mothers in the developing world take out small loans and start their own tiny businesses, the first thing they do with their added income is feed their families more, better-quality food.

According to the World Food Programme, mothers are the most effective solution for combating and preventing hunger among children. When given the financial means to improve their families' quality of life, mothers are more likely to make improved nutrition their number one priority. When asked how microloans have impacted their lives, countless women respond that they can feed their children more than one meal a day. In the developing world, that can have enormous long-lasting impact.

Empowering women through microfinance can bring about other improvements for families in housing, healthcare and education. But none is more important—or more important to mothers—than feeding their children.

RUPERT SCOFIELD

President and CEO, FINCA

# One woman's journey



Dr. Helene D. Gayle President and CEO, CARE

Imagine for a moment you're one of the 1.44 billion people around the world who live on less than \$1.25 per day.

For them, a nickel or dime increase in the price of staple items is the difference between eating and going hungry. Fighting hunger in the world's poorest communities isn't simply a matter of producing more food. We have to make sure people can afford to buy the food that's already available.

#### **Extraordinary women**

Last fall in Niger, I met an extraordinary group of women whose experiences make clear the powerful link between food security and economic empowerment. They are members of CARE's village savings and loan associations, where they team with other women in their communities to build their personal savings and loan money to each other to start small businesses.

One of the women I met, Hadiza Sanda, is a mother of five from a small millet farming village in southern Niger. In 2005, a prolonged drought devastated her crop. For subsistence farmers with no other source of income, drought can quickly lead to starvation. Hadiza told me how she was forced to walk for hours to the nearest villages in 110-degree heat hoping to find a little food to bring home.

"One time, I was so hungry and weak that I passed out in a field," she says. She was found by other women from her village—women making the same desperate journey for a scrap of food.

#### Life-saving benefits

Hadiza says CARE's village savings and loan program had a huge impact on her life and the lives of her neighbors. The program taught her and other women in her village how to budget and manage the seasonal ebb and flow of income inevitable for farmers. She and her neighbors also pooled their money and made small loans to each other to start businesses. Hadiza used her first loan to put up a stall by the road where

she sells spices and seasonings. Soon Hadiza and other neighbors took loans to buy young animals, fatten them up and then sell them for a profit. They not only paid back their loans on time but quickly started making a profit.

With their profits, Hadiza and her neighbors invested in drought tolerant seeds and a cereal bank to store the grain their families harvested. When another serious drought hit Niger last clear, their investments yielded life-saving benefits. Unlike in 2005, Hadiza, her family, and the entire village didn't go hungry. They even had enough grain leftover to share with nearby villages. Hadiza told me, "Before CARE's program, I had to beg for food and clothes for my children. Now, we can provide for ourselves."

Hadiza's story is remarkable. At the same time, it's not surprising. Time and again our experience shows that empowered women are the most powerful agents in the fight against global poverty. I urge you to visit www.CAREpackage.org to see how you and your friends can easily help Hadiza and women like her everywhere.

# Special Thanks To



MAZON: A Jewish Response to Hunger is a national nonprofit organization dedicated to preventing and alleviating hunger among people of all faiths and backgrounds.



ChildFund International is a global child development and protection agency.
ChildFund's distinctive approach leverages our deep understanding of children's experiences of deprivation, exclusion and vulnerability combined with our more than 70 years of experience.



Building a better world for children

World Vision is a Christian humanitarian organization dedicated to working with children, families and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.







Today there are 51 million people who don't have the food they need. This staggering number includes over six million older Americans. They're our friends, our neighbors, our family, and they don't want to be a burden, so they suffer in silence. That's why AARP and AARP Foundation have teamed up for Drive to End Hunger. Give your support at DriveToEndHunger.org today.



DRIVE TO END HUNGER
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