

**"Our Actions are our Future.
A #Zero Hunger world by 2030 is possible."**

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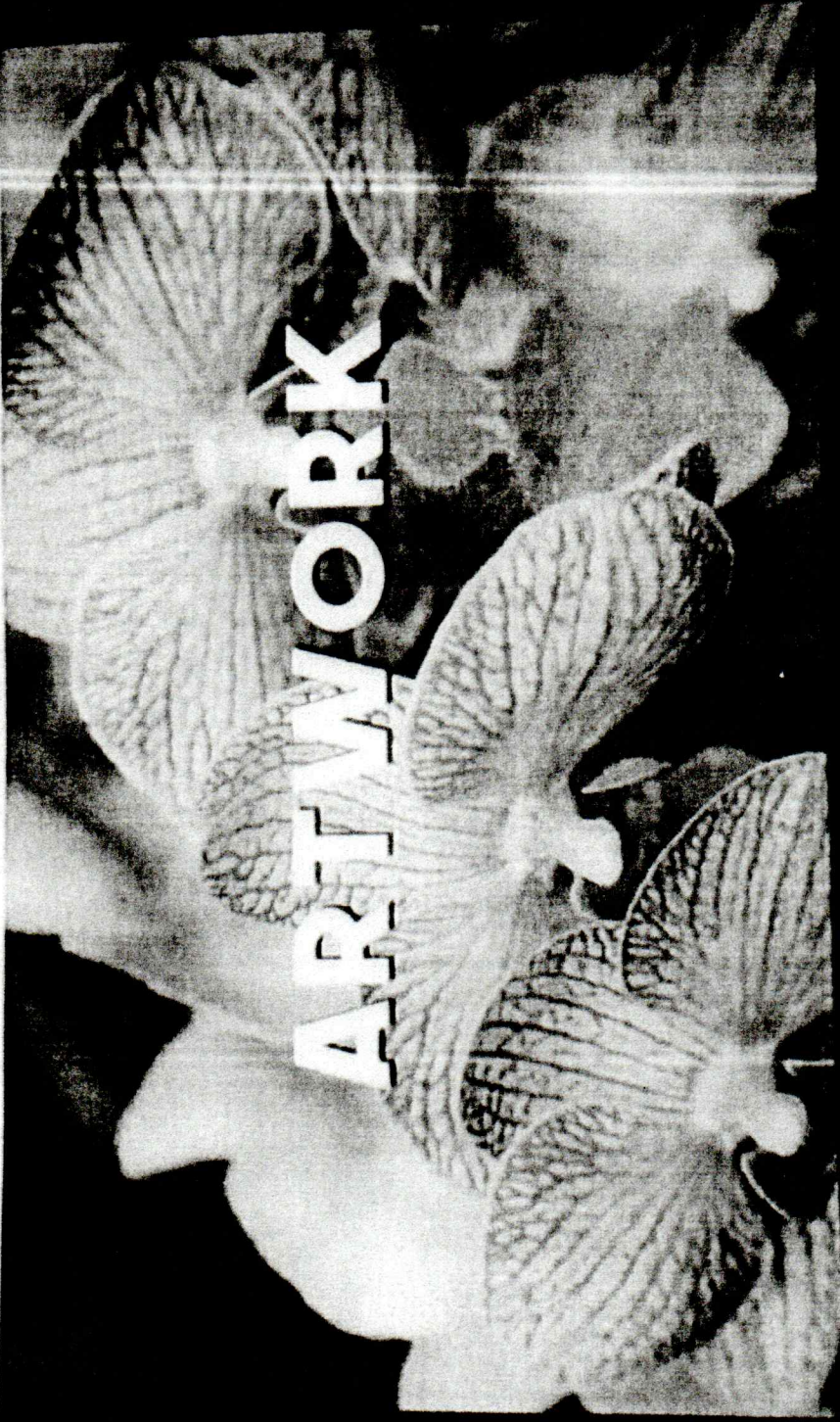


ARTWORK

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"Our Actions are our Future. A #Zero Hunger world by 2030 is possible."



2 inches

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WORLD FOOD DAY 2018 THEME:

OUR ACTIONS ARE OUR FUTURE: A #ZEROHUNGER WORLD BY 2030 IS POSSIBLE

Zero hunger means working together to ensure everyone, everywhere, has access to the safe, healthy and nutritious food they need. To achieve it, we must adopt a more sustainable lifestyle, work with others, share our knowledge and be willing to help change the world – for the better.

OUR ACTIONS ARE OUR FUTURE

After a period of decline, **world hunger is on the rise again**. Today, **over 815 million people are suffering chronic undernourishment**, according to the latest FAO report.

Conflict, extreme weather events linked to climate change, economic slowdown and rapidly increasing overweight and obesity levels are reversing progress made in the fight against hunger and malnutrition.

Now is the time to get back on track. The world can achieve Zero Hunger if we join forces across nations, continents, sectors and professions, and act on evidence.

80 percent of the world's poor live in rural areas where people's lives depend on agriculture, fisheries or forestry. That's why Zero hunger calls for a transformation of rural economy.

Governments must create opportunities for greater private sector investments in agriculture, while boosting social protection programmes for the vulnerable and linking food producers with urban areas.

Smallholder farmers need to adopt new, sustainable agricultural methods to increase productivity and income. Ensuring the resilience of rural communities requires an approach that is mindful of the environment, that leverages the power of technological innovation and creates stable and rewarding employment opportunities.

But employment and economic growth aren't enough, especially for those who endure conflict and suffering.

Zero Hunger moves beyond conflict-resolution and economic growth, taking the long-term approach to build peaceful, inclusive societies.

While millions go hungry, **600 million** people suffer from obesity, and a further **1.3 billion** are overweight. **We can change this**.



KEY MESSAGES

- i. **Achieving Zero Hunger by 2030 is possible but countries need to redouble their efforts to get back on track.** After a period of decline, world hunger is on the rise again. According to the latest FAO report, over 815 million people suffered chronic undernourishment in 2016, up 38 million from 2015. At the same time, 1.9 billion people are overweight, 600 million of which are obese. The right policies need to be in place to take advantage of the recent global economic upturn. Countries need to get back on track, act on evidence, and tackle the root causes of hunger and malnutrition to ensure healthy, balanced and nutritious diets for all. They need to target rural populations, promote pro-poor investment and growth and address rising overweight and obesity levels by devising national strategies that promote synergies between nutrition and food security, rural development, social protection, sustainable agriculture, climate change, biodiversity, health and education.
- ii. **We need to work in partnership to achieve Zero Hunger.** Countries need to enhance governance and coordination mechanisms, to facilitate dialogue and create incentives for different sectors and stakeholders to work together. All actors – including political leaders, civil society, UN organizations, the private sector, farmers' cooperatives, academia etc. – must partner and share knowledge to support countries as they implement and monitor the SDGs.
- iii. **We need to increase investments to achieve Zero Hunger but this is viable and affordable, and makes business sense.** The estimated impact of all forms of malnutrition on the global economy could be as high as USD 3.5 trillion per year. Achieving Zero Hunger will require a mix of public and private investments, and risk-informed policies and interventions to ensure that the poor and most vulnerable benefit from the growth and employment opportunities generated.
- iv. **Zero Hunger is key to achieving the overall 2030 Agenda for Sustainable Development.** Many SDGs such as quality education and good health for all cannot be achieved without first eliminating hunger. Food and agriculture also lie at the very heart of the 2030 Agenda from ending poverty, hunger and malnutrition to sustaining our natural resources and responding to climate change.
- v. **FAO is supporting the global effort to achieve Zero Hunger** both at international, regional and national levels by providing decision-makers with solid and relevant evidence,

Our Actions are our Future.
A **#ZeroHunger** world by 2030 **is possible.**





including statistics and monitoring data; advising on the formulation, implementation and promotion of international treaties and legal frameworks; supporting national agriculture and food policies, strategies and legislation; advocating for support from other sectors; and assisting in monitoring progress against SDG indicators/targets.

- vi. **Everyone has a role to play in achieving Zero Hunger.** Governments have an important role to play but they can't do it alone. Over time people have become desensitized and disconnected to the fact that millions of people are hungry. People need to adopt a new mindset by the using the Earth's resources more wisely, following nutritious diets, and also changing day-to-day actions with the aim of reducing waste and taking on a more sustainable lifestyle. With a #ZeroHunger way of living comes a right and responsibility to treat food with respect. It also means having respect for the people that give us our food, the farmers, and the resources that went into producing it. Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to realise their right to adequate food and decent employment, and share knowledge about sustainable agriculture.

Our Actions are our Future.
A **#ZeroHunger** world by 2030 **is possible.**





Food and Agriculture
Organization of the
United Nations



working for Zero Hunger

**ACTIVITY
BOOK**

Working for
Zero Hunger



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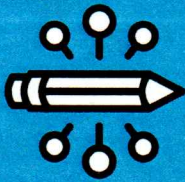
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GET CREATIVE!



WFD2018 Poster Contest

You're an ingredient too!

Your ideas are invaluable: every child is an adult of tomorrow, and what you do now will bring about a better world for you and your friends to inherit in the future!

If you are aged between 5 and 19 you are invited to design a poster on the theme of World Food Day. Go to

www.fao.org/WFD2018-contest

to submit your masterpiece!

The deadline for entries is 9 November 2018. Winners will be announced on the World Food Day website and on FAO's social media channels, and promoted by FAO offices all over the world. They will also feature in an exhibition at FAO headquarters in Rome, receive a Certificate of Recognition and a surprise gift bag.

What is Zero Hunger?

World hunger is sadly on the rise: an FAO report shows that in 2016 there were 38 million more people suffering from hunger than in 2015. Every day, **over 800 million people struggle to get any food at all**, and risk starvation. That's more than the inhabitants of Indonesia, the USA and Pakistan put together!

The Zero Hunger mission aims to reduce that staggering figure **down to ZERO**. Brazil was the first country to take the challenge in 2003 when the government helped millions of people out of poverty and hunger.

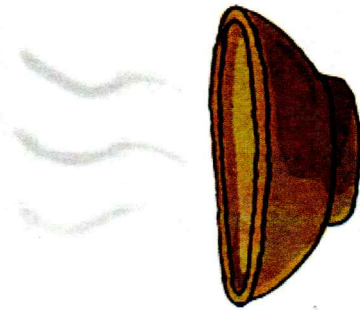
FAO has been helping countries to fight hunger since 1945. Zero Hunger is still FAO's number 1 mission, and these are the ingredients we need to make it happen:

- 1. Food security:** to guarantee access to healthy food for everyone, every day. Our Earth is capable of feeding us all: it's down to human beings to distribute food fairly, leaving no one empty-handed!
- 2. Good nutrition:** to make sure that people get all the nutrients they need to live well, and encourage responsible, environmentally-friendly eating habits. This will restore the balance between those who eat too much or badly, and those who don't get enough food.
- 3. Sustainable agriculture:** the use of fields, forests, oceans, and all natural resources essential for food production, without damaging the planet. Sustainable, because food production has to respect the environment, with all the people and animals who live in it or our resources will not last!
- 4. Poverty eradication:** since poverty is often the direct cause of malnutrition, even in countries where food is available in supermarkets. People who can't afford healthy food, or food in general, tend to get ill more easily. Basically, a healthy lifestyle is the result of social and economic progress!

The special ingredient in this recipe, though, is you, remember? Only with everyone's help will this great goal be achieved.



Working for Zero Hunger



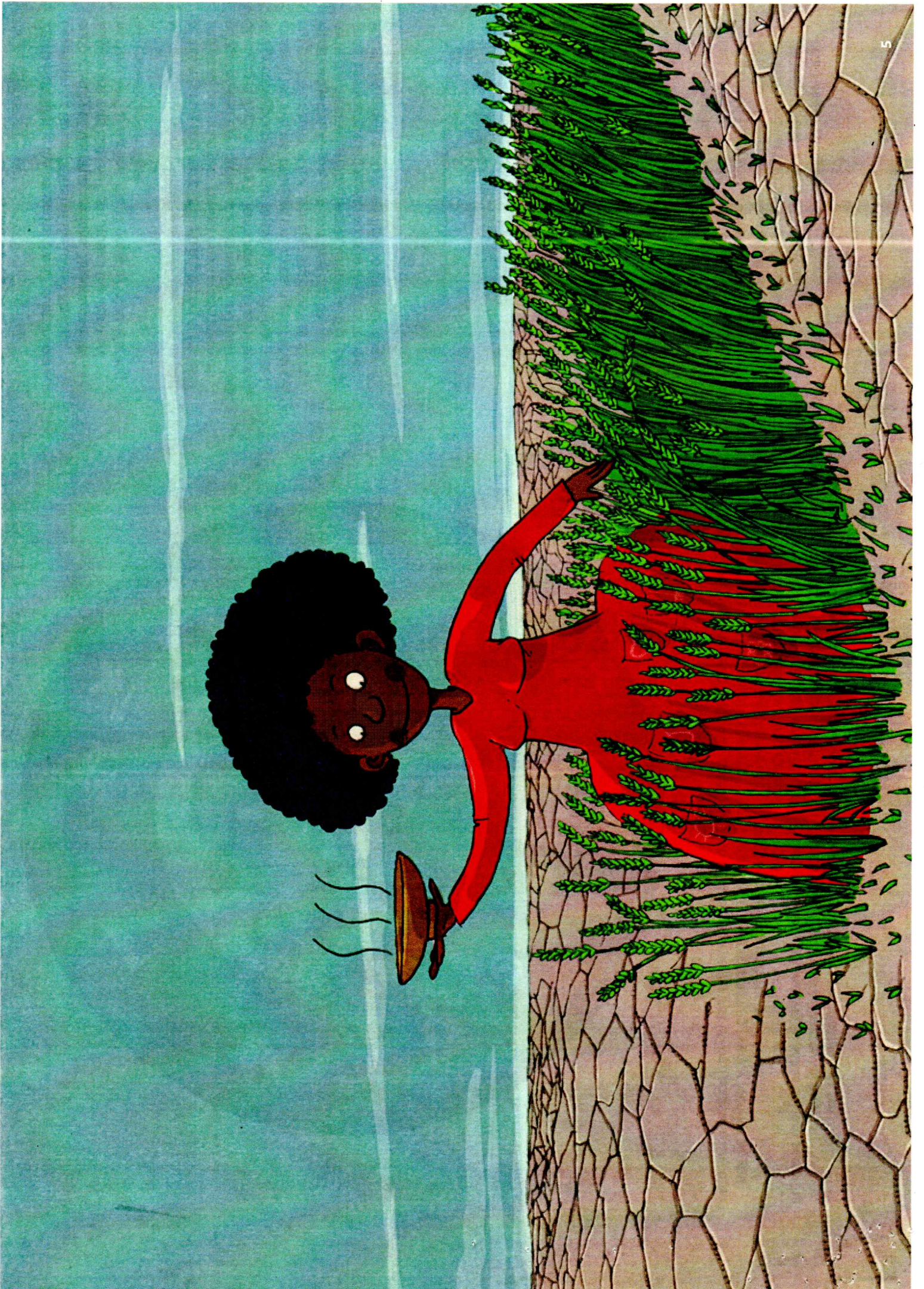
World Food Day

I welcome you all to World Food Day! I can't wait to share my recipe for a hunger-free world, and everyone is invited to join me on this mission. I am the mascot for the 2018 edition, and I was born right here, at the headquarters of the Food and Agriculture Organization of the United Nations, a.k.a. FAO.

Founded in 1945 to unite all nations in the fight against hunger, FAO celebrates its birthday on the **16th of October**, through a global celebration known as World Food Day. Today, more than 130 countries come together to honour their common goal: a world free from hunger and poverty, in which everyone can lead healthy lives.

The Zero Hunger Goal (**#ZeroHunger**) is at the heart of the United Nations Sustainable Development Goals to be achieved by 2030. But, FAO and all governments involved in the most important mission for our planet won't make it unless everybody makes an effort. The special ingredient for true and everlasting change is... people! And this means you too!





ZERO HUNGER is the second of the 17 Sustainable Development Goals (SDGs) of the United Nations, supported by all UN organizations. Nations, private companies, and citizens from around the world are working hard to achieve the 17 goals by 2030, starting with poverty and hunger.

Many exciting programmes have been launched as part of this mission, and most of them are aimed at families and small communities. Almost every action involves education and the sharing of information and technology. Studying is the best way to learn how to utilise resources and improve people's lives: studying the territory, new growing techniques, changes in climate, and what could put people's health at risk. It is also important to study advanced technologies, and how they can be made to serve the most vulnerable people, as well as the greater good. Every single ingredient adds to the final recipe! But studying isn't enough, we have to turn our ideas into actions.

But studying isn't enough, we have to turn our ideas into actions.



▶ WHAT IS BIODIVERSITY?

Biodiversity is the variety of plants and animals that live in perfect balance in one environment (ecosystem), and keep it alive and well. If a species dies, the entire ecosystem is endangered. Did you know that rice alone has 100,000 varieties and that we only depend on about 30 different crops for nearly all our energy needs?



FAO and the SDGs

The SDGs are a guide for governments to develop policies and actions so that they can end hunger and poverty, fight inequality and injustice, tackle climate change and achieve sustainable development (a solution that lasts).

From ending poverty and hunger to responding to climate change and sustaining our natural resources, food and agriculture are an important part of every goal. Achieving

Zero Hunger also means that we can achieve many other goals – without first providing healthy food for all, you can't achieve education or good health.

Take part in some interesting activities to learn about the Sustainable Development Goals by visiting www.worldlargestlesson.globalgoals.org

Find the solution

Look at the colourful SDGs and messages that show how food and agriculture are an important part of achieving the entire set of goals. **Match each goal with the correct message.**

Find the answers on the last page of the book.

1 No poverty

2 Zero Hunger

3 Good health

4 Quality Education

5 Gender equality

6 Clean water and sanitation

7 Renewable energy

8 Good jobs and economic growth

9 Innovation and infrastructure

10 Reduce inequalities

11 Sustainable cities and communities

12 Responsible consumption

13 Climate action

14 Life below water

15 Life on land

16 Peace and justice

17 Partnerships for the goals

Fair, sustainable agriculture lifts communities out of poverty.

With sustainable agriculture, none of it is wasted!

The Earth has plenty to give: it's up to us to share!

80% of the world's poor live in rural areas, let's start from there!

Well-fed, well-read: a good diet makes us brighter and ready to learn.

Innovative agriculture helps developing countries...develop.

Eating well, living well, living longer.

Better laws for fairer access to rural land.

Forests are huge nests of biodiversity, their future is our future.

We need to feed growing cities – by 2050 over 65% of the world will live in them.

Together we are stronger!

Does anything spell 'justice' more clearly than a peaceful Zero Hunger?

Waste is just not cool.

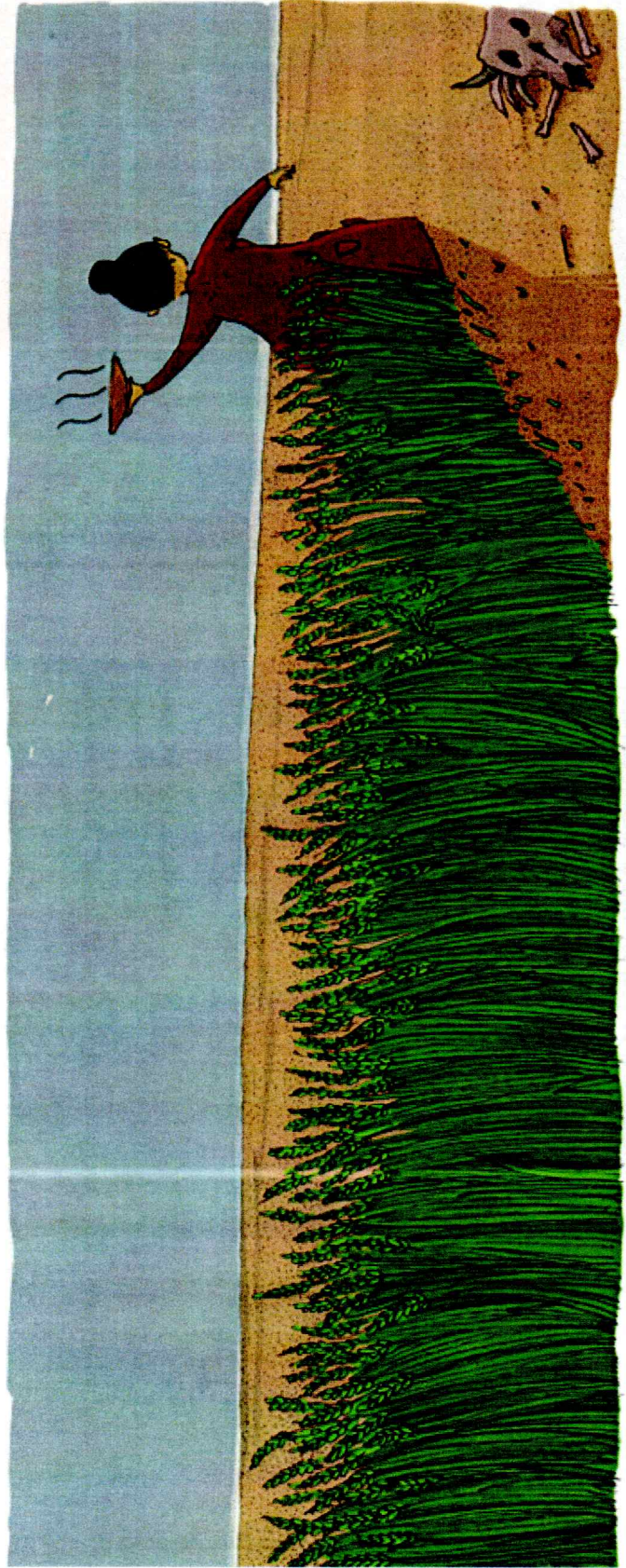
Women produce half of the world's food! They must have equal access to land.

Fish life is life for the 3 billion people fed every day by their protein.

Sustainable agriculture is part of the solution!

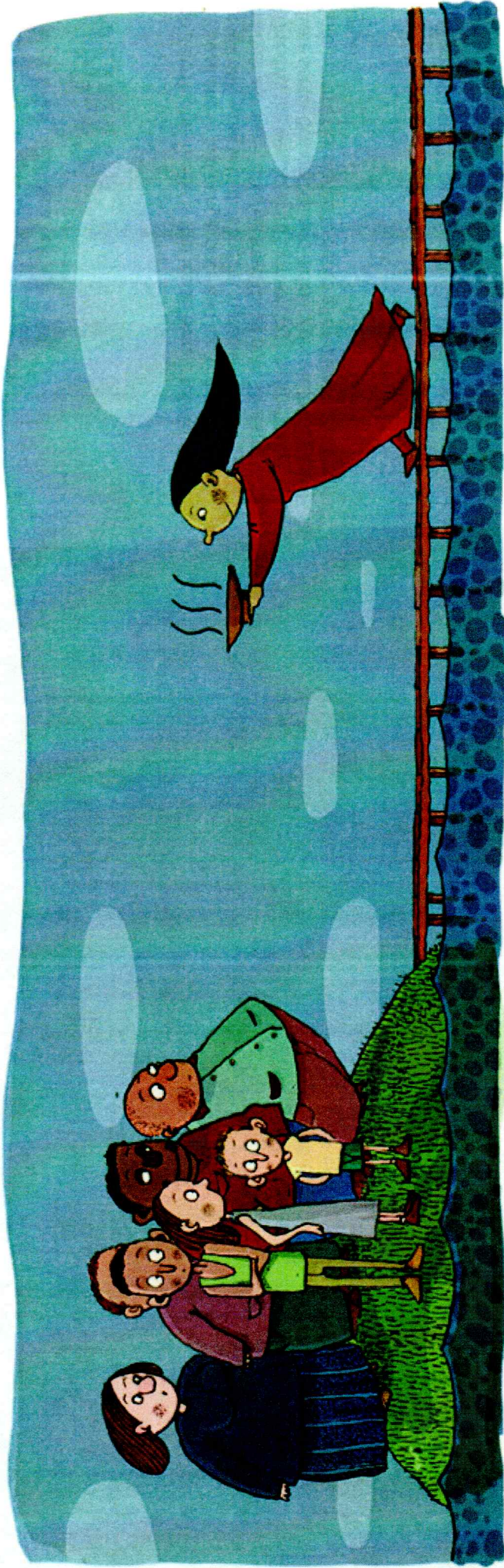
Let's use alternative energies for food production.

What is hunger?



We know that hundreds of millions of people are hungry all over the world. But why does this happen? Where do hunger and malnutrition come from? What is the cause, and how can we fight it?

Looking back at history, hunger has always existed, and always for the same reasons. **Poverty** is one of the main causes of hunger. If you are poor, you can't afford nutritious food. This makes it difficult to work or earn a living and often means that people remain in a poverty trap.



Conflicts disrupt farming and food production. Millions of people are often forced to flee their homes, and then they find themselves deprived of access to sufficient food. The vast majority of hungry people in the world live in countries affected by conflicts. Wars or uprisings can also be a direct consequence of hunger: it's natural to explode with anger when access to food becomes impossible. Food can therefore be a powerful tool in bringing peace to the world.

We human beings have been overlooking the effects of pollution over the past couple of centuries. Pollution has affected the climate causing an increase in **extreme weather events** – such as floods, tropical storms and long periods of drought. Poor farmers, fishermen, pastoralists and forest dwellers suffer most during and after a natural disaster – they don't have enough to eat and they are often forced to leave their homes. Rising temperatures as a result of **climate change** also affect the environment dramatically and can turn healthy soil dry and infertile.

Poverty, war, and natural disasters particularly affect the less wealthy areas of the world today. But even in wealthy, industrialised countries there are large groups of people living in poverty, unable to feed themselves properly. They often live in the same neighbourhoods as overweight or obese people. **Overeating** and irresponsible consumption of unhealthy junk food are a big part of the hunger problem causing an increased number of deaths every year. 1.9 billion people, which is more than a quarter of the world's population, are overweight. 600 million of these are obese and adult obesity is rising everywhere at an accelerated pace. The production and waste of huge quantities of food is contributing to pollution, and affecting people's health everywhere. Malnutrition, therefore, is a global issue: it concerns us all, no matter where we live.

Economic growth is often the key to help countries out of hunger. Sadly though, when not controlled and fair, it can widen the gap between rich and poor, generating further hunger, conflict and tension. Growth must include vulnerable people and consider society as a whole: it will only work when every single part is considered essential to

the whole. We know that people are the special ingredient in the recipe to end world hunger: **everyone needs to take action** to achieve this common goal. We'll see how in the next chapter!

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Who's doing what?

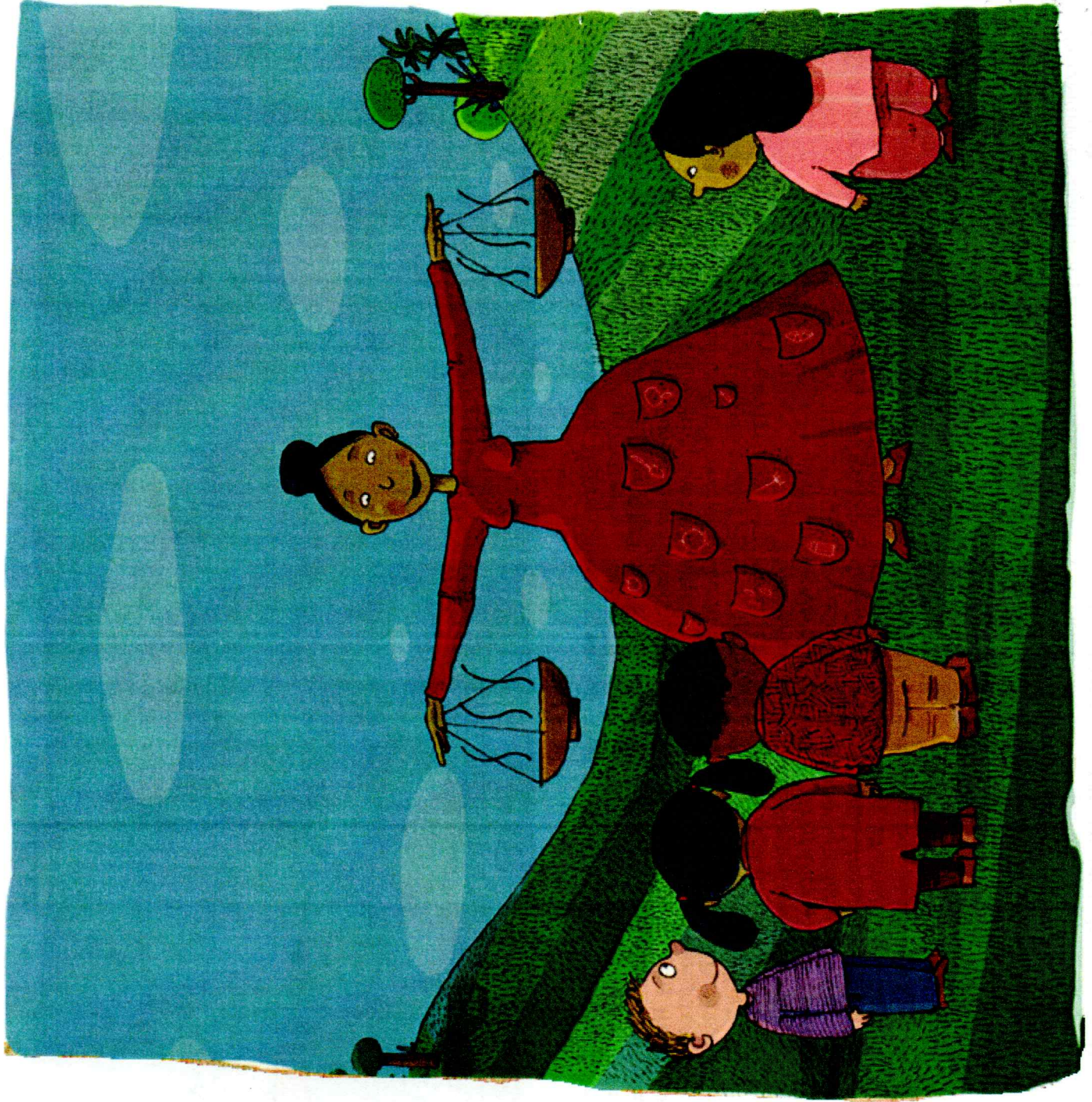
The Zero Hunger recipe is that **we all have a role to play!** The solutions to end hunger once and for all are simple but will only work with that special ingredient: people! **And their actions – which is the difficult part.** That's why FAO shows the way forward by involving governments, private sector companies and ordinary people in a series of programmes designed to get us all on the road to Zero Hunger.

1. Governments and political leaders

To young people, politics may sound like grown-up stuff, but it actually plays an essential part in everyone's life. Leaders, for example, have a key role in the fight against poverty and hunger. Their focus on agriculture, climate change, job creation, and their increased protection of the more vulnerable can make a difference both in the short and in the long term.

Governments need to monitor the market so that prices are fair for small farmers too. They should make sure that large corporations respect and protect the rights of local people when buying or leasing large quantities of land. And they also need to promote healthy eating, invest more in research, and focus on developing rural areas. This is to name but a few of the actions that can be taken to improve people's lives.

Good leadership makes a difference: that's why FAO believes that supporting, and being supported by governments is necessary to develop global strategies against hunger.



2. Small family farmers

Around **90% of farms in the world are family-owned**. This means that behind each farm there's a mum, a dad, sometimes other relatives, and children who all work together to produce food for the family and for the rural community they belong to. These farms play an impressive role in the mission to reach Zero Hunger, and they must be made aware of it! FAO encourages them to join together as cooperatives to increase their power, improve their access to resources, and maximise their profits. Together, they can adapt to climate change and develop common strategies for sustainable cultivation, as well as to learn how to

prepare for natural disasters and recover faster from their impacts. Lastly, small farmers need to preserve the Earth's natural resources, such as soil and water, and improve techniques for harvesting, food storage, packing or transport to cut down on food loss. We are not only talking about farmers in the fields but also communities living off forestry, fishery, and pastoralism. FAO devotes time and resources to the amazing potential of these small farmers, especially focusing on knowledge, education and technology.

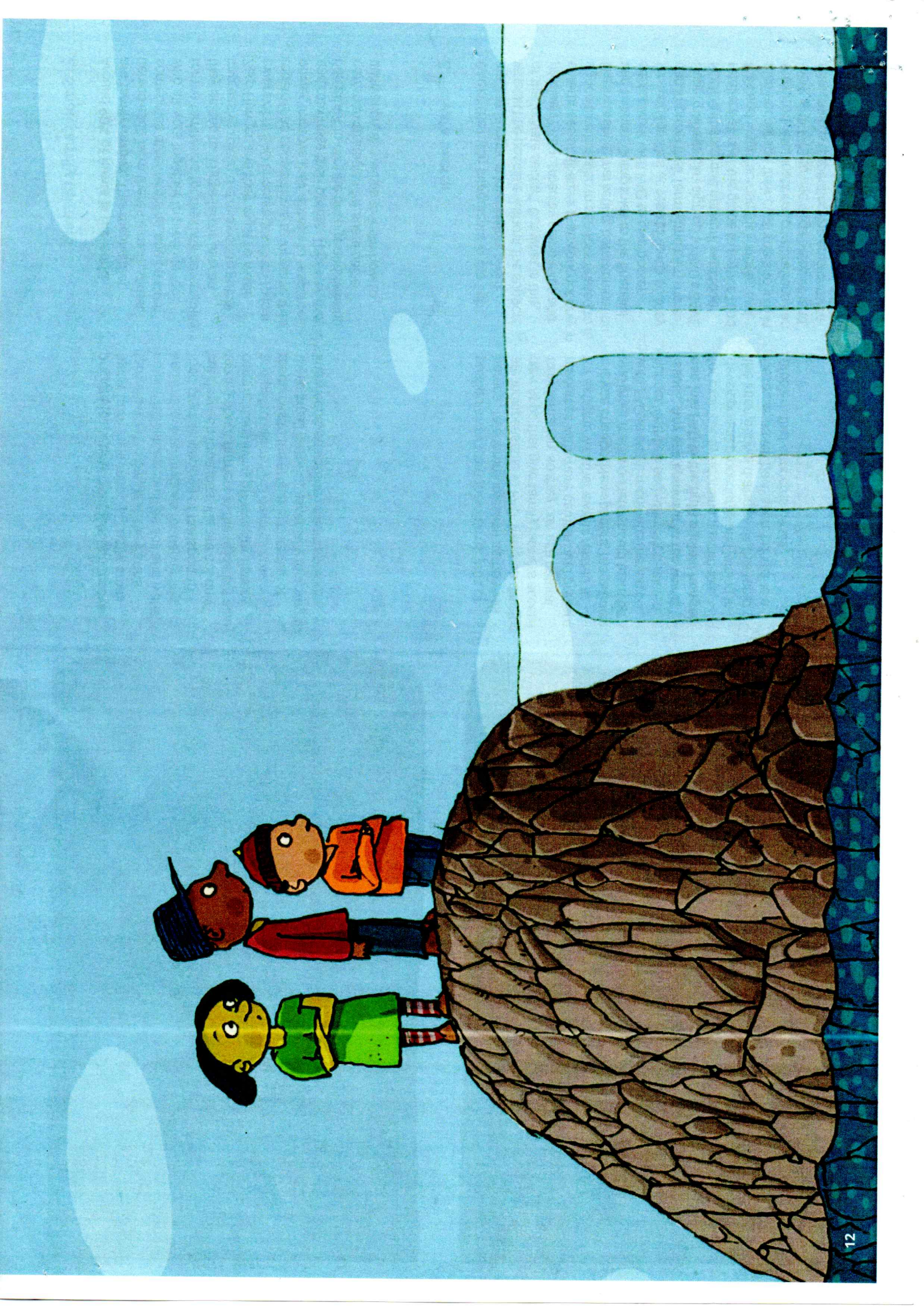


3. Private sector

One of the main ingredients in the fight against hunger is **innovation**, and it wouldn't be possible without the support of the "private sector". But what is this, precisely? It's formed by companies and enterprises of all sizes that work not only in agriculture but also in services related to it, like insurance, marketing, communication and finance. Companies in the financial sector work with FAO to give poorer farming families access to funds so they can improve their farms and earn more. Supermarkets can sign up to FAO's SAVE FOOD initiative and network with food retailers all over the globe to reduce food loss and waste across their stores, and also encourage their customers to join in the effort. Multinational corporations can work with FAO to use large areas of land responsibly, respecting the environment and making sure that local people are not

pushed away from their farms, jobs or homes. Telecommunication companies are indispensable to FAO: they can develop new Apps that give family farmers access to information, so they can use natural resources with more caution, and prepare for extreme weather events related to climate change. Newspapers, magazines and other media outlets should team up with FAO to share more information on hunger, nutrition and other food-related issues. **Any entrepreneur in the world can join FAO in the fight against hunger**, for example by adopting sustainable development procedures and joining in the international dialogue on this topic. Because, as we have seen, hunger is a problem that concerns us all!







Swing into action!

Avoid food waste

A quarter of the food lost or wasted each day would be enough to feed the hungry people in the world. Surely you want no part in this global catastrophe, so be ready for change! Buy and eat only what is necessary, don't discriminate against "ugly" vegetables and fruits, say NO to useless plastic packaging, and love your leftovers!

Don't be fooled by the labels!

Only the "use by" date tells you when something is no longer safe to eat. Even if something has passed the "best before" date, it may still be good! Check before you throw something out. "Best-before" and "use-by" can often be misleading...

Mix up your diet.

Producing meat uses up a lot more of our planet's natural resources, especially water, than producing plants or pulses. What can you do? Try to make one meal a week an all-veggie one (including pulses like lentils, beans, peas and chickpeas) instead of meat. You might think it's too little to make a difference, but it will, 100% guaranteed!



Eat healthy food

Help with the grocery shopping and learn to identify unhealthy ingredients such as trans fats on food labels. Replace an unhealthy processed snack with fresh fruit, raw vegetables, nuts or whole grain bread. Eat baked chips instead of traditional fried potato chips and avoid foods with added sugar.

Keep fish populations alive.

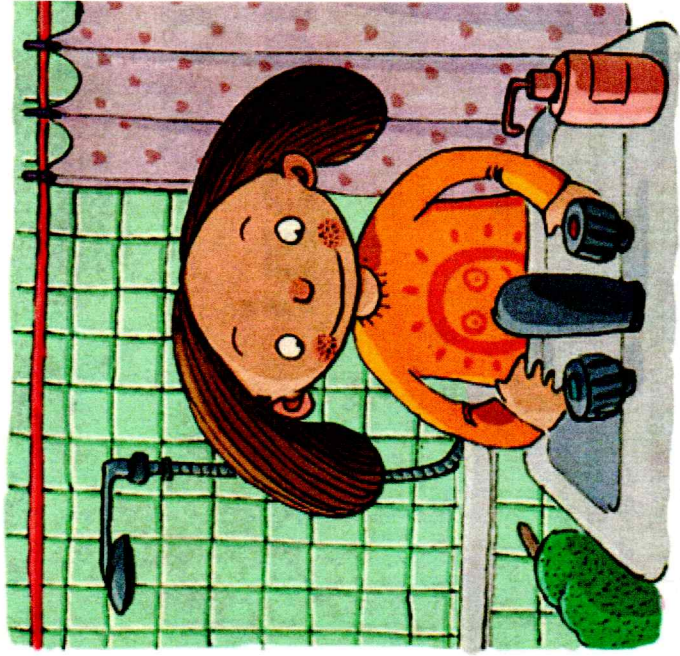
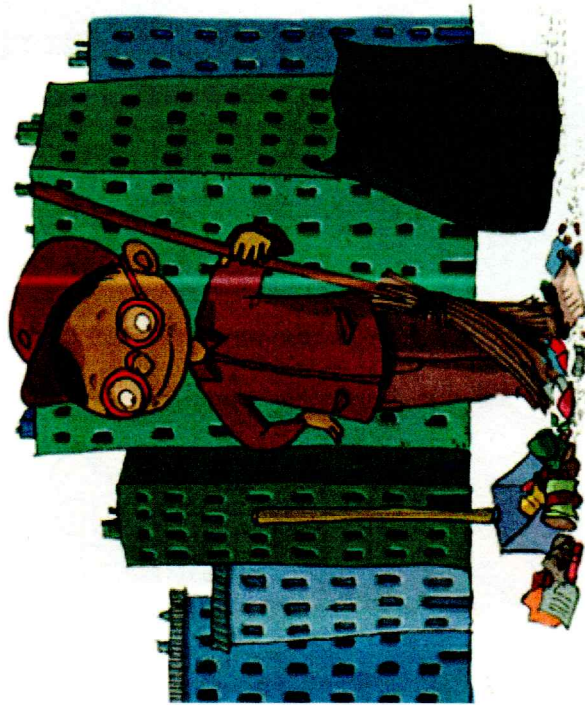
Some fish, like cod or tuna, are more popular than others and because of this, they are overfished and risk disappearing forever. Convince your friends and family to eat other kinds of fish that are more abundant, such as mackerel or herring. You can also look for fish that has been caught or farmed sustainably, and labelled as eco or certified fish. When you order seafood at a restaurant, always ask if it's from a sustainable source. Be a fish hero!

Take care with water

Drought means no water and this is becoming more and more common, even in countries where there used to be plenty. This is linked to climate change, meaning... we're part of the problem. So fix leaks, use rain or "grey" water for your garden, take quick showers instead of baths, and turn off the tap while brushing your teeth (it will make your smile wider!).

Keep the ground and water clean.

Don't drop litter, pick up rubbish dumped irresponsibly by careless people, and don't forget to tell them off if you see them doing it! Be a conscientious consumer and choose household cleaners, paints and other products that contain no bleach or other strong chemicals. This will keep our soils healthier. Look online and try to buy from companies that have sustainable practices and don't harm the environment. If something is cheap, it's likely to be hurting people or the planet in some way: buy better quality or don't buy at all and... When you buy, only buy what you really need.



Buy local

Shop from local farmers whenever you can. Why? You support local economic growth and the journey between people and produce is shorter. Less emissions, less pollution, healthier world, happier farmers. Great value all round!

Make cities greener.

Add some green to the scene and eat home-grown healthy veg by building and looking after a garden at school, in your local community, on waste ground, set up a rooftop container garden or even grow some on the balcony of your apartment. Encourage your local authority to consider planting roof gardens instead of rolling out heat-absorbing gravel and black tar. Having plants everywhere creates shade, cleans the air, cools the cityscape, and reduces water pollution.

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Recycle

Plastic, glass, aluminium, and paper. Don't forget to use the front and back of every sheet of paper: it saves trees. Start recycling at school, get your classmates on board!

Be rubbish-savvy

Get wise to the household items that don't go in with the regular rubbish – ever – like batteries, paints, mobile phones, medicines, chemicals, fertilizers, tyres, ink cartridges, etc. If they slip through, they can be extremely harmful to the environment, especially if they get into our water systems. Plastic discarded irresponsibly can severely damage marine habitats and kill thousands of marine animals every year. Learn how to recycle or dispose of these harmful items safely!



Energy-efficient is best.

Does your family need a new fridge, cooker, washing machine or some other household appliance? Make sure they buy an energy-efficient one that uses less electricity and has the symbol A+++ on it. You can also save energy by turning off the lights when you leave a room, unplugging your TV, stereo or computer, instead of leaving them on standby, and by using energy efficient light bulbs. You could also put on an extra jumper in winter and ask your parents to turn down the heating, or shade the windows from the sun in summer instead of blasting the air conditioning.

Organise a community clean-up

Don't wait for the council or the government to act. Round up some friends and neighbours to form a cleaning team and make your territory shine! Whether you target a village or town, local park or beach, do your bit to make them shine for everyone.

Support #ZeroHunger

Strength in numbers! Share interesting posts on social media using #ZeroHunger, let your voice be heard and challenge politicians to join the Zero Hunger mission by making laws and initiatives that help our planet. You're never too young to be informed about politics: start to think about how you will use your vote when the time comes!

Get Creative!

Spread the word about your Zero Hunger mission – enter the WFD poster contest, write, make a video, get creative! And start from your neighborhood: make it better, cleaner, happier!



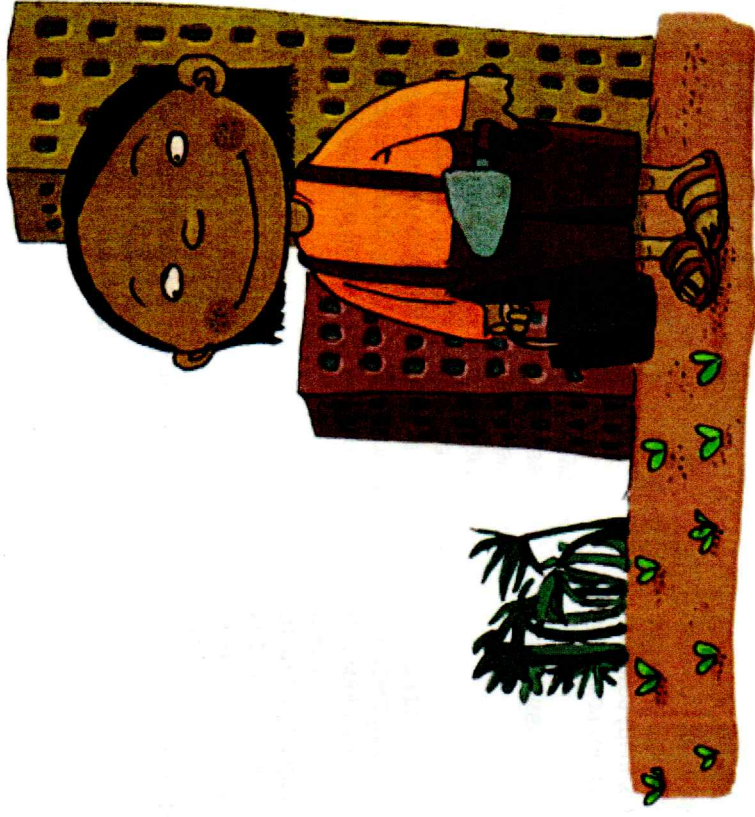
True stories about children taking action

FAO helps youth around the world as it works with countries, farmers and other partners to achieve Zero Hunger. Read through the following stories to hear about actions taken by FAO and young people!



Hi! I'm Justin David Faundo from the Philippines!

A lot of people think farming is not cool and won't make you rich; in my country, many people dream of having a job in industry or technology. But then some FAO representatives came to my school one day, with a local organization called Yakap Kalikasan, and they inspired me and my classmates to become the next generation of farmers, food entrepreneurs, scientists, agronomists, extension workers and even government leaders! I'm the leader of my group now, and we are all part of a project that shows us how to grow vegetables in simple, inexpensive ways. So, do you still think farming is uncool? Well, think again! We are a ray of hope for our rural community and we are working hard to achieve sustainable development and food security. We're also very creative! If you were to visit our school, you'd see old sneakers hanging up by the laces with lettuce growing out of them, coriander popping out of old cola bottles, and



Bilasan from Syria here!

Being a ten-year old girl during a war is not easy. We've been living in danger for the past 8 years; that's almost my whole life! So many innocent lives are lost every day and millions of people suffer from hunger and malnutrition, which can have serious, long-term effects on children's growth and future development. With the support of the European Union, a team from FAO is in fact teaching children in primary schools in my country about the importance of nutrition, and helping us to grow fruit and vegetables. With additional help from UNICEF and WFP's school meals programme, the project is currently running in 17 schools, and will soon be rolled out to

another 35 schools around Syria, including dangerous areas like Aleppo. Thousands of children like me will benefit from the project. I learned about the food pyramid, vitamins and a healthy diet, and I now know a lot about cabbages, peppers, tomatoes and other food. We even have an edible playground! It's like an outdoor classroom where we learn how to preserve the Earth's natural resources, by using water tanks, for example, and a drip irrigation system that minimizes evaporation and saves nutrients. Does that sound complicated? Well, my mum says I'm an expert because I planted strawberries at home, but I promise you, it's not difficult at all!

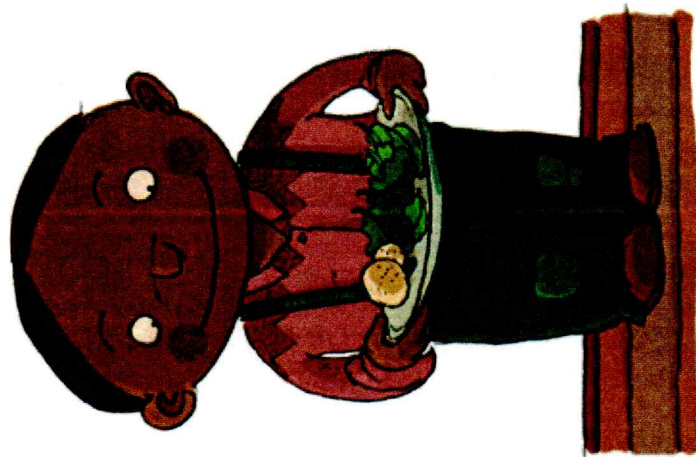
► **Did you know?**

When Nelson Mandela was a prisoner in South Africa, he spent hours gardening every day. He grew vegetables, often in oil drums cut in half. He had about 900 plants at one point. It helped him to improve his own diet and that of the other prisoners, even the prison warders!



Greetings from Asamanech Asmelash in Ethiopia!

I like school for two reasons: because I learn new things and I eat with my friends. Have you ever tried to focus on reading and writing when your stomach is rumbling? I have and it's no fun. My classmates miss school a lot, some have even dropped out because they were too hungry to pay attention. Now that our tummies are full, we can concentrate better on our lessons. Our teacher Gatsso Besah is very happy with the new school feeding programme. It provides children from poor families with meals and the food is purchased from local farmers to help lift even more people out of poverty in my country. All this is possible with FAO's help. FAO gives local farmers seeds and tools, and teaches them how



My name is Elvis Cortés Hernández, and I'm from Mexico!

I'm a 5th grade student at the General Lázaro Cárdenas bilingual elementary school in the central state of Puebla. My country has one of the highest obesity rates in the world...that means a lot of people here are a bit chubby, which might sound cute but it's not, it's actually unhealthy. Chubby people think junk or high-fat food tastes yummier, but you know what? My favourite foods in my school cafeteria are carrots, broccoli and fruit. Yes, that's right – broccoli! That's why I'm so healthy and can run around the school playground and can run around the school garden and chicken farm. I help to tend the school garden, doing the sowing and harvesting with another 95 boys and girls. My geometry and maths teacher shows us how to grow food and tells us about the importance of nutrition, which helps us and our families to eat well. We had FAO's guidance at the beginning, but the project has now been running at the school since 2011. I'm proud to be part of it, and to be healthy, too!