



FIGHTING HUNGER WORLDWIDE

The World Food Programme's Year in Review, 2010

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All figures are in US dollars

COVER:

This young girl's home disappeared when floods washed away the entire village of Kacha Sen in Pakistan's Punjab province in August, 2010. She waits in temporary shelter on high ground above the floodwaters, surrounded by some of the food assistance supplied by generous donors and delivered by WFP to millions of Pakistanis displaced by the unusually heavy monsoon rains that devastated the country in 2010.

Photo: WFP/Rein Skullerud





Helicopters were vital in delivering life-saving food assistance to Pakistanis cut off by monsoon floods that destroyed roads and bridges across the country. Here, bags of wheat flour are being delivered to isolated communities in Pakistan's Sindh province.

Close to one-fifth of Pakistan was submerged by the floods that struck the country in 2010, complicating WFP's struggle to provide much-needed food assistance. Trucks, helicopters, hovercraft, even mules helped us reach as many as six million hungry people.



2010 IN REVIEW

Two massive calamities bracketed 2010. The year began with an earthquake in Haiti and drew to a close with one-fifth of Pakistan submerged under a tidal wave of floodwaters. In Haiti, 35 seconds of violent tremors on 12 January killed 220,000 people, injured another 300,000 and left millions more homeless. On the other side of the world, an unusually ferocious monsoon season washed away the livelihoods of 20 million Pakistanis as incessant rains spawned steadily rising floods that cut a swath of destruction from the Himalayas to the Arabian Sea.



Disasters on a lesser scale punctuated the rest of the year, not least in the eastern regions of Africa's arid Sahel. Drought gripped the area, blistering the landscape, withering crops and evaporating waterholes. Particularly hard hit was Niger, where child malnutrition rates soared to alarming heights and hunger threatened nearly half the country's 15 million people.

WFP responded as it always does, providing emergency food assistance to those who needed it most in Haiti, Niger, Pakistan and all of the other places where disasters – both natural and man-made – struck in 2010.

As the United Nations frontline agency in the fight against hunger, WFP brought food assistance during the year to more than 109 million people – the second highest number on record – in 75 countries around the world. Some 89 million of those beneficiaries – 82 percent – were women and children.

Not all of that food was employed for emergency relief. Some was used to support a wide array of programmes helping communities build better futures by bridging the gap between immediate relief and longer term recovery. Other supplies were deployed to meet a range of specific targets, most notably to help people no longer able to afford to feed themselves because of persistent high food prices.

Ultimately, the goal for all our operations was the same – to lend a helping hand to the world's chronically hungry, whose numbers declined in 2010 for the first time in 15 years but still reached a staggering 925 million people.

Good nutrition remained central to WFP, whose programmes ensure that the weak and the vulnerable get the right food at the right time to lead healthy and productive lives.

We focused on providing the right nutrition in the **first 1,000 days of life** – from the womb to two years of age – to lay the foundations that help a child grow into a healthy adult. For children over 2, our **1,000 days plus** approach supported school meals programmes that provided a nutritious meal or snack to more than 21 million children last year. Both approaches are investments in the next generation.

WFP's continuing search for innovative hunger solutions also represents an investment in the future. The **Purchase for Progress (P4P)** initiative gathered pace during the year, connecting increasing numbers of smallholder farmers to markets. **Project Laser Beam**, an ambitious venture to pool public and private sector resources to combat child malnutrition, moved closer to implementation. Two of our more promising innovations – vouchers and cash transfers – were expanded and rolled out in 15 more countries in 2010, often involving the most recent technological advances.

Cutting edge technology also figured heavily in the sophisticated tools WFP deployed throughout the year to prepare communities for disasters and limit their impact.

Technology played a key role as well in WFP's global outreach as the agency established a solid presence in cyberspace. In the course of the year, WFP attracted tens of thousands of new supporters via Facebook, Twitter, YouTube and its other ventures in the rapidly developing world of social media.

WFP is now developing its online community into an innovative digital platform to spread WFP's message and raise funds to support WFP's operations. The aim, in short, is to add an array of social media instruments to WFP's ever expanding toolbox, increasing the range, flexibility and effectiveness of the agency's struggle to find lasting solutions for the world's hungry people.



Despite the floods, WFP continues to deliver food assistance to people in Pakistan's northern Swat valley displaced by conflict that occurred before the monsoon season emergency.



Unloading vital food assistance for isolated villagers in the mountains of northern Pakistan

RESPONDING TO DISASTER

HAITI

On 12 January, 2010, at 16:53, 35 seconds of violent tremors changed the face of Haiti. Millions of Haitians became homeless overnight as thousands of houses were turned to dust by *goudou goudou* – the onomatopoeic name Haitians have given to the earthquake.

Less than 24 hours after the quake, WFP was already distributing emergency food rations, but a catastrophic event of this magnitude required a massive response. The task was immense.

Port-au-Prince, the capital city, and several other towns and villages were shattered. Rubble was everywhere. Many roads were impassable. With the airport and the port badly damaged, a new approach would be needed to bring food and relief items to millions of people who had lost everything.

The UN's Logistics Cluster, which WFP led on behalf of the entire humanitarian community, grew into an enormous operation. A humanitarian corridor was set up in the neighbouring Dominican Republic to facilitate the flow of goods into Haiti. Between January and April, several hundred truckloads of food and other relief items made their way on the roads between the two countries. WFP staff coordinated the reception of cargo at the airport and at the port.

Hundreds of thousands of Haitians started to settle in makeshift camps. With houses and livelihoods destroyed, they had to start over and relied on food provided by WFP. By the time general food distributions finally ended in April, almost 4 million people had received these life-saving supplies. "The operation helped avert a national food crisis," says Myrta Kaulard, WFP's country director in Haiti.

Haitians also took matters in their own hands. At the École Rosalie Javouhey in Port-au-Prince, students started coming back a few days after the earthquake. "They were looking for comfort," recalls Sister Marie Bernadette, the principal. "But they were also looking for something to eat." There were no classes, but it didn't matter. WFP provided food and, every day, Sister Marie Bernadette cooked for her students.

When the new school year started in October, WFP was ready to increase its support for Sister Marie Bernadette's students and all of the other children enrolled in the government's National School Meals Programme. More than a million children received a hot nutritious meal at school every day. "If the students don't eat," says the Sister, "they can't see, they can't hear, they can't learn."

A major worry involved the impact on children too young to go to school, as well as their mothers. “There was a real fear that malnutrition rates could explode,” says Darline Raphael from WFP’s nutrition unit in Haiti. WFP tackled the problem by adopting an innovative strategy based on prevention and treatment. Blanket distributions of nutritious foods fortified with vitamins and minerals were organized for children under 5 years old, nursing mothers and pregnant women.

Shinaude Auguste was one of them. The young mother living in a camp outside the town of Leogane says the nutritious food really helped her one-year-old daughter. “I knew she was getting the vitamins she needed to grow up into a healthy adult,” she says.

As the year progressed, nutrition interventions grew more targeted as WFP pursued the goal of providing the right food at the right time to ensure children a healthy start in life. Children under 5, expectant and nursing women continued to receive assistance, but the focus for fortified foods shifted to treatment of children suffering from moderate acute malnutrition.

In April, WFP moved out of straightforward disaster relief and into a longer term recovery phase. We halted general food distributions and shifted operations towards programmes using food assistance to help the country recover from the disaster.

With food insecurity on the rise, WFP needed to find a way to reach more people. Jobs were also badly needed, so we expanded our employment programmes by hiring workers, paying them in food or cash or a combination of both.

In the immediate aftermath of the quake, thousands of Haitians had been hired to clean canals and ditches to prevent flooding during the rainy season. Thousands more were subsequently put to work removing the mountains of rubble that clogged the streets of Port-au-Prince and other towns. Other work teams,



with an eye on the upcoming hurricane season, tackled longer term tasks involving watershed management and agricultural rehabilitation.

By the end of the year, WFP had undertaken more than 160 separate cash- and food-for-work projects, each aimed at improving food security, supporting reconstruction efforts, and building resilience in disaster prone areas. The projects also allowed participants to purchase food and other basic commodities for their families.

“I bought chickens and banana trees to restart my business,” says Jesula Coriolan, who earned money working on a WFP-sponsored project to restore and reinforce river banks in Leogane. The same river had overflowed after Hurricane Tomas last November, flooding Jesula’s house and killing the fruit trees and animals upon which she depended to earn a living.

WFP’s work in Haiti is far from over. In 2011, all programmes are continuing at full pace to provide food assistance to the most vulnerable, support Haiti’s efforts to sustain the recovery and supply logistical services to the humanitarian community.

Rebuilding after the earthquake: Farmers hack a road out of the hillsides under a WFP food-for-work project to link the community of Jacquot Merlin with the Haitian capital, Port-au-Prince.



Pakistanis struggle to cope with the slow motion disaster that unfolds as a tidal wave of floodwaters gradually engulfs much of the country.



PAKISTAN

When rain fell hard across Pakistan in late July 2010, nothing seemed very out of the ordinary at first. It was monsoon season, and heavy rains were expected.

But these were no ordinary monsoon rains. By the time their full ferocity was spent over a month later, nearly 2,000 people were dead, about one fifth of the country was under water and 20 million people had seen their lives turned upside down.

From the Himalayas in the north to the Arabian Sea in the south, the floodwaters had cut a swathe of chaos and destruction, submerging some of Pakistan's most productive agricultural land, cutting vital supply lines and washing away the livelihoods of those who could least afford it.

The disaster unfolded in slow motion. So vast was the scale of flooding that television pictures struggled to capture its impact. This was no earthquake, tsunami or cyclone, but a daily recurring and ever-expanding tidal wave.

For WFP, the immediate challenge was to draw on existing emergency response infrastructure in the north-west, where the floods struck first, while anticipating as far as possible how new needs would emerge further south, as the waters raged to the sea. At the same time, WFP leadership was needed in the food, logistics and emergency telecommunications clusters as part of the overall humanitarian response.

In Khyber Pakhtunkhwa province, WFP's ongoing assistance to victims of conflict had created a wide network of humanitarian hubs, many of them stocked with food supplies that could be moved immediately to flood victims. Within four weeks, three million people had been reached with lifesaving food supplies.

But the number of people needing food assistance continued to soar. Many had seen their food stocks, seeds, livestock and even their homes washed away

before their eyes. Camped out on river banks and along roads, in the grounds of schools and mosques, they needed shelter, clean water and other vital supplies.

It soon became clear that WFP would need to provide food rations to about seven million people as soon as feasible. Offices in Lahore and Karachi suddenly expanded; new offices in Multan, Sukkur and Hyderabad were rapidly established.

Young children and women were the priority. From the outset, supplies of specialised nutritious foods were included in the general ration to help fight malnutrition, a scourge across the flood zone even before the waters hit. We distributed high-energy biscuits and micronutrient-enriched supplementary food products, including a locally produced highly nutritious chick pea paste – *Wawa Mum* – developed by WFP.

The monumental scale of the crisis placed acute stress on WFP's procurement and logistics teams. Although grain for the operation was available within Pakistan, it still needed to be milled, bagged and transported. Other foodstuffs needed to be brought in by sea to Karachi, while air charters delivered the urgently required specialised nutrition products.

A special operation to provide logistics and telecommunications support was a vital component of the WFP response in Pakistan. With so much of the country under water, helicopters were the only way to reach communities cut off for weeks on end.

At its height, WFP's air operation was using 10 imported United Nations Humanitarian Air Service (UNHAS) helicopters, as well as others made available by Japan, Pakistan and the US military. Close to 3,500 missions were flown in total, transporting more than 12,200 metric tons of food and other emergency humanitarian goods for almost 20 different organizations, providing supplies to an estimated one million people who were inaccessible other than by air.

Pakistan is a complex operating environment where security for WFP staff and beneficiaries is a constant concern. Five WFP staff were killed in a suicide bombing of the Islamabad office less than a year before the floods hit. Despite the threat of attack by extremists and against a background of ongoing political violence in the country, we rolled out operations across even the most dangerous part of the flood zone.

In some areas, particularly in the south, flood waters stood for months. For most people, however, the first priority was to get home and start rebuilding their lives. The most needy received WFP assistance to support this process, while food-for-work projects were a central feature of the early recovery strategy, helping clear irrigation channels and rehabilitate other agricultural infrastructure.

Where markets were functioning properly, cash and voucher projects allowed WFP to provide assistance to flood victims while at the same time stimulating the badly hit local commercial sector.

As the flood response fanned out across the affected area, we continued providing lifesaving food assistance to 1.3 million people affected by conflict and insecurity in northwest Pakistan.

WFP Pakistan is now the organization's largest operation in Asia. Even before the floods, WFP was providing assistance to about 10 million people in the country. The underlying issues of poor nutrition, poverty and insecurity continue to undermine progress towards finding full food security for all. The floods of 2010 made a heavy dent in progress towards that goal.



The worst flooding in more than 80 years destroyed crops and livelihoods in some of the best agricultural lands in Punjab province.

WFP/Rein Skallerud

Stacking bags of wheat flour in Charsadda in northwestern Pakistan destined to feed tribal peoples who have moved into the area to escape not floods but military conflict further north



NIGER

At the height of the punishing drought that ravaged Niger last summer, Hadiza Souraji often ran completely out of food. “Many times we would just go out into the bush and take some leaves from the trees to cook for the children,” recalls the 25-year-old mother of four, who range in age from 18 months to 6 years old. “But it made the children ill. It was terribly hard.”

WFP eventually came to Hadiza’s rescue, mounting a major operation to deliver food assistance to almost half of the 15 million inhabitants of the drought-stricken West African nation. The operation was launched in August at the peak of Niger’s traditional ‘lean season’,

when family food stocks are exhausted ahead of the October harvest. A key element in the operation was specifically designed to help millions caught in the same hunger trap as Hadiza and her family.

It targeted 670,000 children who were in the **first 1,000 days of their lives** – the critical period from womb to 2 years of age when the right nutrition lays a firm foundation for a child to grow into a healthy adult. Each child under 2 received every month a nutrient-packed basket of food – vegetable oil, sugar and a blend of corn and soya enriched with infusions of essential vitamins and minerals.



To ensure that the nutritious food reached its intended target rather than being shared with hungry siblings and parents, the children's families received a 'protective' monthly ration. Four million family members received 50 kg of cereals, 5 kg of pulses and a litre of oil.

In the village of Sadakaram, 900 km east of Niamey, the country's capital, the first child to receive the ration was Hadiza's 18-month-old daughter, Absatou. "Today is a good day for me and my family," said a much relieved Hadiza at the time. "I don't even want to think about what would have happened without this."



Women sell ever diminishing supplies of food at the market in Niamey as drought destroys Niger's harvests, raising the looming threat of hunger for close to half of the country's 15 million people.

Nearly six million people received WFP assistance during the emergency in 2010. More than 140,000 metric tons of food commodities were distributed, including about 80,000 metric tons in August and September alone.

Although most recipients were children under 2 and their families, WFP also delivered help to almost 70,000 others, mainly children under 5 and pregnant and nursing mothers through a targeted supplementary feeding programme for moderate acute malnutrition. We also assisted caregivers for children receiving treatment for complications of severe malnutrition.

WFP's operation helped to avert a severe food crisis in the country, provoked in large part by a lethal drought that consumed the eastern Sahel, parching the landscape, drying up livestock watering holes, and destroying much of the harvest.

After the November harvest, WFP replaced food rations entirely, substituting cash to allow vulnerable households to buy their own food. This measure boosted incomes, enhanced beneficiaries' purchasing power and, not incidentally, dissuaded family members from sharing the nutritional rations of young children.

By the end of the year, there were encouraging signs of progress. The harvest was good, with cereal production up 60 percent over the previous year. Admissions to therapeutic feeding centres dropped. And child malnutrition rates also declined. National surveys published in December found global acute malnutrition among children under 5 had fallen to 15.5 percent from 16.7 percent, still marginally above the 15 percent emergency threshold but an improvement nonetheless.

In 2011, WFP activities in Niger focus on tackling the root causes of the emergency that overtook the country in 2010. WFP is also working closely with the government on the structural changes needed to finally break Niger's recurring cycles of food and nutritional crises.

CHANGING LIVES

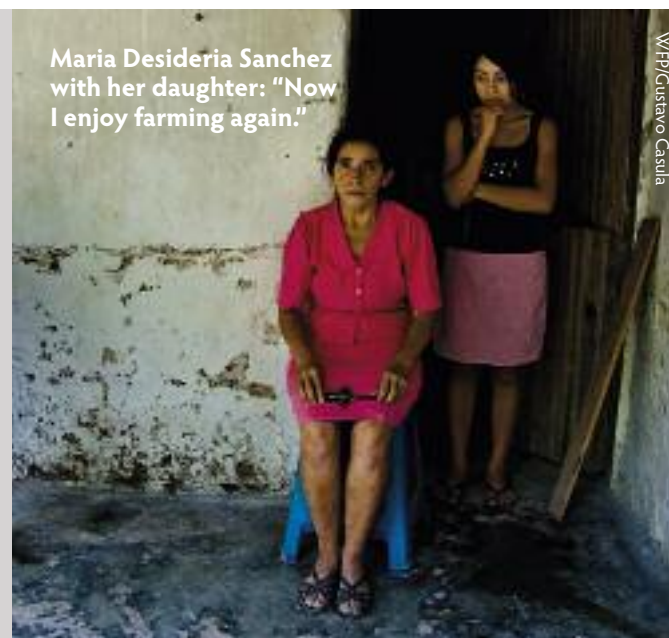
CONNECTING FARMERS

MARIA DESIDERIA SANCHEZ – P4P

Maria Desideria Sanchez, known to her family and friends as Desiderina, is a farmer – not by choice but simply through lack of opportunity or alternatives. “I never really had a chance to do anything else,” shrugs the 51-year-old Honduran. “Farming was something I was born into.”

For more than 20 years, Desiderina has worked the fields in Los Posos in the mountainous Lempira region of western Honduras. She grows maize and beans and coffee on three *manzanas* of land, roughly two hectares. Even in good years, it’s a struggle, especially for a single mother with five children and one grandchild to feed.

So Desiderina did not hesitate when, at a meeting organized by her local farmers’ association, she glimpsed the promise of a better life through WFP’s **Purchase for Progress**, or P4P. The programme connects farmers to markets. Every year WFP spends hundreds of millions of dollars buying food, more than 80 percent of it in the developing world. Under P4P, WFP uses its considerable heft as a major global food purchaser to help smallholder farmers access



Maria Desideria Sanchez with her daughter: “Now I enjoy farming again.”

agricultural markets and become competitive players in those markets.

Since P4P’s launch in 2008, WFP has established links with 630 farmers’ organizations, representing 800,000 farmers around the world. More than 120,000 metric tons of food has been contracted in 20 countries. Some 50,000 people, mostly smallholding farmers, have undergone the training that is a key part of the programme, acquiring skills in organization management, farming techniques, quality control, post-harvest handling and many other areas.

It did not take long for Desiderina to realize the benefits after she joined the programme last year. “Before P4P,” she says, “I sold my crops to a coyote (farmers’ slang for local traders). They don’t care about the quality of my grain; they would just come to my door and pay me cash for anything I had to sell. They didn’t give me a very good price, but I was just glad to be able to sell my grain to someone.”

Desiderina’s participation in P4P now guarantees an alternative market for her grain – and a better price.

A Pakistani child eating a packet of *Wawa Mum*, a locally produced chick pea paste developed by WFP that packs all the vitamins and minerals young children need to grow into healthy adults

NOURISHING THE FUTURE

Unlike the coyotes, P4P requires processed grains, involving extra costs for farmers who do not possess the required machinery. For Desiderina, it's not a problem. "I don't mind that I have to rent equipment to process my grain," she says. "With P4P, I know I will be able to sell my crop for a fair price. They demand high quality, but they also provide good training for me and the other farmers so that we will be able to get access to better markets."

Desiderina has not missed a single training session or workshop since she joined the programme. And P4P has managed to resolve an issue she once considered beyond her reach. Desiderina's crops never provided much excess income, not even when supplemented by the cow or two she usually raises. She has not been in a position to apply for credit, nor has she been willing to mortgage home and land for fear of falling into irrecoverable debt.

As a result, Desiderina has never had sufficient funds to buy fertilizers or any of the other agricultural aids needed to expand her crop yields much beyond her usual annual harvest of 100 quintals (10,000 pounds) of maize.

But P4P supplies her with hybrid seeds, insecticides, pesticides and herbicides. "Now I enjoy farming again," says Desiderina. "I am glad I finally have a chance to learn new techniques and attend trainings because I know that with the help of P4P, I am going to more than double my harvest, and improve my life as well."

PHOEBE ANNE AKELO – THE FIRST 1,000 DAYS

Even if she were not expecting her first child, Phoebe Anne Akelo's days would be long and tiring. The 25-year-old wakes every day at 6:00 at her home in Kisumu in Nyanza Province in southwestern Kenya. After preparing breakfast and doing some household chores, she leaves at 7:00 for her job as a hairdresser at a local beauty salon. By 18:00, she's home again, preparing dinner.

As Phoebe's pregnancy progressed, she found the long hours on her feet at the hair salon more and more exhausting. Her health began to deteriorate. She lost weight, grew anaemic and often felt so weak that she occasionally suffered fainting spells.

But Phoebe's health rapidly improved once she enrolled in a Mother and Child Health Nutrition Programme operated by WFP at the Lumumba Health Centre in Kisumu. "At the hospital, we received food and were taught how to take care of ourselves," she remembers. "They taught us what's best to eat for us and for our baby."

The programme that Phoebe joined in Kenya is similar to scores of others that WFP operates around the world, all designed to ensure that women and children get the right nutrition to lead healthy and fruitful lives. WFP works with mothers and young children to deliver nutritious food during the critical **first 1,000 days of life** – from the womb to 2 years old – that determines whether a child will reach his or her full potential, starting during pregnancy.

We provide a range of food products, including a tried and tested blend of corn and soya flour that is fortified with more than 20 essential vitamins and minerals. The government and our other partners provide health services.

In Phoebe's case, the programme quickly worked its magic. The young woman's health returned. She gained weight, climbing from 52 to 56 kg. Her anaemia disappeared as her iron – or haemoglobin – rose to normal levels. Her fainting spells vanished. "Now that I am receiving the CSB (corn-soya blend) porridge, I can go to work feeling much better," she says. "My baby is growing and, thanks to WFP, I'm hoping to have a healthy pregnancy."



Phoebe Anne Akelo:
"Thanks to WFP,
I am hoping to have
a healthy pregnancy."

WFP/Rein Skullerud

MARIE ANIKA – 1,000 days plus

Marie Anika is eight years old and says she would like to work in a bank when she grows up. She has never actually been in a bank but her aunt has told her about them and she thinks they sound interesting.

For the moment, Marie Anika is living with her parents and sister in a tent where their old home used to stand before the earthquake struck Haiti. It is located on a small hill overlooking the École Rosalie Javouhey in Port-au-Prince. The earthquake claimed the lives of 21 pupils and damaged or destroyed many classrooms. Like most of the students, Marie Anika does not always get to eat at home – there simply isn't enough money for that. That's why she so looks forward to getting a daily hot meal at school. "I really like eating at school," she says. "It would be terrible if we didn't get a meal at school. I really wouldn't like that."

The basic ingredients – rice, beans and oil – are provided by WFP as part of its contribution to the government's Programme National de Cantines Scolaires (National School Meals Programme).

"They'd simply be too weak to study if they weren't able to eat something at school," says the principal, Sister Marie Bernadette. "It's important for them to have a meal here, since most of them come from very poor families."

In Haiti last year, WFP fed more than one million school children in situations similar to those facing Marie Anika. Around the globe, we fed more than 21 million school children in 2010, aiming to provide the right nutrition at the right time for children over the age of 2.

The **1,000 days plus** approach to nourishing future generations complements WFP's parallel programme delivering the right nutrition during the crucial



WFP/David Orr

Marie Anika:
"I really like
eating at school."

1,000-day window of opportunity at the beginning of life. The nutritious, healthy daily school meals provide parents with a strong incentive to send their children to school, and allow children to focus on their studies rather than their empty stomachs.

Young girls in particular stand to benefit by staying in school. Doing so gives them a better education and tends to raise the age at which they marry and have children. Studies suggest there's a financial bonus, too. An extra year of primary school boosts a girl's eventual wages by 10 to 20 percent; an extra year of secondary school by 15 to 25 percent.

NARKHOL BABAMURATOVA – GREEN INITIATIVES

She may be stooped and require a cane, but Narkhol Babamuratova manages to move with an agility that belies her 90 years. And when she kneels to inspect the slender apricot sapling newly planted in her garden, there's a twinkle in her eyes. "These trees are our future," says the tiny matriarch. "Even if we have to wait years for the fruit, they will remain here for our children and our grandchildren."

Along with the apricot sapling, 47 other baby trees are now growing in the small plot of land in rural Tajikistan where Narkhol and her family live. Once mature, the trees will provide a lifetime's supply of fruit and nuts to enhance the family's diet, augment the family's income and improve the productivity of the family's land.

More than 1,300 other poor Tajik families share the same good fortune, thanks to an initiative launched by WFP. To offset the environmental impact of WFP's fleet of more than 1,000 diesel-guzzling Land Cruisers, we embarked on a tree-planting project in Tajikistan, where livestock grazing and firewood harvesting had long ago denuded the country of forest cover.

At the same time, poor rural families in Tajikistan needed help achieving household food security, which led to a happy marriage between WFP's new green initiative and the agency's long-standing food-for-training programmes.

With a \$300,000 donation from WFP, almost 150,000 fruit and nut trees were planted in Tajikistan in 2010. Recipients included more than 1,300 of the country's most vulnerable families, who received six month's training in the care and cultivation of 10 different varieties of trees, everything from apricots to almonds, pomegranates to pistachios.

When the trees finally start bearing fruit, families like Narkhol's should be more food secure, as well as more financially stable. Studies indicate that a single apple tree can quadruple a poor family's income.

Narkhol's grandson, 24-year-old Shadman, looks forward to that moment. "It's going to make a big difference for all of us when we start selling our fruit," he says.

Narkhol Babamuratova:
"These trees are our future."



PREPARING FOR DISASTER

EMERGENCY PREPAREDNESS AND RESPONSE

Planes, helicopters, trucks and ships are most likely to come to mind when people think of how WFP gets food to those in need. But how does WFP know exactly where to go first when one-fifth of a country is under vast lakes of water, communications are down and local maps date from colonial times more than half a century ago?

That was Pakistan in August 2010. Millions were suffering and the clock was ticking.

WFP turns to innovations in technology and to the relationships it has nurtured to get the information it needs. For Pakistan, this meant working with the Italian and American Space Agencies – Agenzia Spaziale Italiana and the US National Aeronautics and Space Administration (NASA) – as well as the Turin-based research institute ITHACA, a pro bono partner of WFP’s Emergency Preparedness and Response Branch.

Humanitarian protocols provide for the special activation of satellite and other remote sensing systems in cases of dire emergency. So the first step was asking the Italian Space Agency to activate a constellation of satellites known as Cosmo-SkyMed, especially for Pakistan.

Large scale images of the area around the badly flooded Manchar Lake area were gathered, with resolutions measuring highly detailed features on the ground. These were then combined with images from two satellites owned by NASA to show the extent of the flooding.

This highly-skilled work was done by a dedicated team from ITHACA, whose experts work round-the-clock shifts for WFP during major emergencies. They take the latest available images and other scientific data like precipitation forecasts, and create highly visual, user friendly maps that are as up to date as possible. When time is one of the biggest enemies in a disaster, this is crucial.

The maps ITHACA produced of Manchar Lake were so clear and operational that they showed WFP staff the key places where flood waters were abating faster than others.

“This allowed us to really plan ahead,” says Carlos Veloso, our emergency coordinator in Pakistan at the time. “We could calculate that in a few days time we would be able to reach this place or that by road, and so we could divert our helicopters ahead of time to other places in need, saving time and money and – most importantly – lives. This kind of technological help, having access to ‘eyes in the sky’, is invaluable in an emergency the size and scale of Pakistan.”

A hungry victim of the Pakistan floods receives a bag of wheat flour donated by the European Union and delivered by WFP.





Building back better: Participants in a WFP food-for-work project sculpt a road on a Haitian landscape rendered notoriously unstable by deforestation and extreme weather.

We are also using advanced technical mapping techniques to help people recover after an emergency and prepare better for future disasters. This is especially important in countries like Haiti where natural disasters strike repeatedly, each time pushing people deeper into poverty.

When Haiti's earthquake struck, WFP had already pioneered an innovative mapping method – **Multi-Risk Vulnerability Analysis** – in that country. The technique combines scientific data from past natural disasters with information about places where WFP knows from its own experience that people can be hungry. Statistics are added on top to show how people make a living and what their natural environment is like. These analytical layers result in graphic pictures of places people are most likely to suffer food insecurity when another disaster strikes.

As Haiti is mountainous with little natural forest left, the land is unstable. In extreme weather, homes and crops are often washed away. Advance planning was critical in preparing for the upcoming hurricane season in the wake of the 2010 quake.

Multi-Risk Vulnerability Analysis played that role. It helped WFP prepare for and mitigate the impact of flooding on a country already devastated by the worst natural disaster in its history.

Soon after the earthquake, hundreds of thousands of homeless people from Port-au-Prince began moving out to the countryside. Aware of the strain this would place on impoverished rural communities, we quickly added population movements and information about the agricultural cycle to its mapped analysis. It could then target areas where the harvest hadn't yet come in, but where there were more mouths to feed.



WFP/Stephanie Tremblay

On the other side of the world in Afghanistan, the specific problems are different but many issues are the same – poverty, harsh weather, instability and threats to local food production. Multi-Risk Vulnerability Analysis provides programme planners with a clearer picture of livelihoods and natural hazards in the country.

For some time, Afghan farmers have been telling WFP that later winters and more drought is making it harder for them to know when to plant their important winter wheat crop. Poor harvests have often been the result, prompting in turn outbreaks of hunger.

As drought looked to be a problem at the start of the 2010 winter, snow cover and rainfall were monitored and analysed on maps produced by WFP's emergency preparedness and mapping experts.

Remote sensing gave mappers the baseline picture. Seen from the sky, if the images were sandy in colour then no wheat was growing; if they were green, then the news was better. Once we could see the next harvest from above, WFP could prepare to help farming communities with targeted, timely interventions and prevent hunger from taking a serious hold.



Longer winters and increasing droughts are making it difficult for Afghan farmers to know when to plant.

WFP/Chaliss McDonough



Executive Director Josette Sheeran and the “Sahtein” electronic swipe card that provides nearly 50,000 Palestinians with digital food

INNOVATING

VOUCHERS AND CASH TRANSFERS

For Nisreen Abu Hammad, it's a question of dignity. To be sure, the 25-year-old widow appreciates WFP's help in feeding her three young children. But she is also aware that accepting food assistance can present its own challenges in the West Bank city of Hebron in the occupied Palestinian territory.

Nisreen is an enthusiastic supporter of one of WFP's more promising recent innovations – an electronic voucher system that provides some of the most vulnerable Palestinians in the West Bank and the Gaza Strip with “digital food”. Participants redeem electronic coupons in selected shops through a blue swipe card called *sahtein* – “bon appétit” in Arabic. It allows them to purchase a more diversified range of food items – fresh milk and eggs for example – than those normally available in a traditional WFP food basket.

The system also permits WFP to address hunger in situations where food is available but unaffordable or, as in the specific case of Hebron, inaccessible. With 216 military checkpoints hindering movement, even as routine a chore as grocery shopping can prove difficult in the divided city.

“Food distributions are usually far from my home,” says Nisreen, “but with these vouchers I can go to a neighbourhood shop just like anyone else.” This semblance of normality is important for Nisreen.

Like many others, she is not immune to the psychological burdens involved in the struggle to make ends meet under difficult circumstances.

“The vouchers don't just provide the food assistance that my children are so dependent on,” she says, “they also preserve my dignity. I can shop for the items I need at the time that I need them – without people knowing that I am getting food aid.”

In 2010, WFP's electronic voucher system assisted 32,000 people in the West Bank and more than 15,000 in Gaza. “These vouchers are a symbol of hope,” says Executive Director Josette Sheeran. “Everybody wins. The child wins because she gets the nutrients and vitamins that she needs. The shop-owner wins because people buy these food items from his shop. And all these products have to be locally procured so the dairy farmers and the local millers all win, creating jobs and opportunities.”

Since vouchers were introduced in 2008, WFP has been using them with increasing frequency around the world, often instead of straight cash transfers. While vouchers can be redeemed as food items or “spent” in selected shops, cash transfers provide targeted beneficiary groups – poor, hungry people – with money to spend as they wish. The vast majority, according to recent surveys, tend to spend that extra cash on food.

WFP's use of vouchers and cash transfers is rising steeply. The number of projects has increased seven-fold, climbing from five in 2008 to 35 in 2010. Over the same period, the value of the projects rose from \$5.4 million to \$140 million, reaching 4 million people. The range has also expanded to include responses to natural disasters (Haiti, Pakistan); urban economic shocks (Afghanistan, Burkina Faso); rural chronic child malnutrition (Uganda); seasonal food insecurity (Bangladesh, Malawi); and support to special groups (refugees in Syria).

As a result of its growing experience, WFP is now a leading player in the use of vouchers and cash transfers to deliver food assistance, and we continue exploring creative ways to employ the two tools.

Last October, WFP launched a pilot project in the Philippines specifically designed to leverage the Filipinos' celebrated penchant for communicating by SMS text messages on their ubiquitous mobile telephones.

Families began receiving text messages that they could "cash" like cheques to buy food. The recipients

had all participated in WFP cash-for-work projects, earning money in return for work rebuilding homes and communities destroyed by calamities, most notably the typhoons that repeatedly pummel the Philippines.

"It becomes like a digital wallet, almost a bank account," says Stephen Anderson, WFP country director for the Philippines. "Our surveys show that beneficiaries are spending up to 70 or 80 percent of the cash on food. So that's a good thing."

Rose Marie Estee certainly likes the idea. Her home was completely destroyed in 2009 by Typhoon Ketsana. Now she lives under a makeshift roof of plastic sheeting beside a sewage ditch. WFP paid her 240 pesos, roughly \$5.50, for taking part in a cash-for-work project cleaning the debris left behind in schools and other public buildings when the floodwaters receded.

"The credit's on my phone," says Rose Marie as she enters a grocery shop in the Manila suburbs. "I'm going to use it to buy some chicken and some milk. My family is going to like that."





WFP's Kash Cards in Punjab bring flood families back to markets.

An 11-year-old girl at Monte Grande Primary School in Cape Verde, where the national government and WFP have been providing a hot daily meal for schoolchildren for more than three decades

CELEBRATING SUCCESS

CAPE VERDE – HANDING OVER

Cape Verde crowned more than 30 years of collaboration with WFP in 2010 by taking full ownership of the country's national **school meals programme**, joining the ranks of 35 other countries around the world that have reached similar milestones.

The school meals programme in Cape Verde started in 1979, not long after the island nation, scattered across a small archipelago in the Atlantic Ocean off the coast of Africa, gained independence in 1975. At that time, Cape Verde relied entirely on WFP for financial, operational and logistical support. But in 2007, the government began managing and implementing the programme, with its share of the funding gradually increasing from 15 percent until it reached 100 percent last year.

It is the first country in central and west Africa to undergo the transition to complete national ownership of school feeding programmes, although eight other African countries are among the 35 nations that have succeeded in accomplishing the same objective since 1993.

The change reflects Cape Verde's steady economic and social advancement since independence. The country not only graduated from the list of Least Developed Countries three years ago, but is also on track to achieve most – if not all – of the UN's Millennium Development Goals by 2015.

“The activities of WFP have contributed greatly to the success of the Cape Verdean education system, the fight against poverty and the promotion of social inclusion,” said Cape Verde Prime Minister José Maria Pereira Neves at a celebration in Rome in September marking the transfer of the programme.

“Without the work of WFP, the school meals programme would not exist. School meals allow us to improve children's nutrition, which adds to the development of human capital in Cape Verde. This is a strong investment in the future, one that we hope will strengthen social cohesion and enhance the quality of life for Cape Verdeans.”

At the same ceremony, WFP Executive Director Josette Sheeran described the Cape Verdean government's commitment to school feeding as an “exemplary success story we can all be proud of and one we'd like to replicate around the world.”

A daily meal at school is an effective means to help children develop healthy minds and bodies, an investment in their future and in the future of their country. Around the world, WFP has been implementing school feeding programmes for 45 years. It currently provides a daily meal or snack for more than 21 million children in more than 60 countries.

Cape Verde takes control of its national school meals programme, crowning 30 years of collaboration with WFP. Executive Director Josette Sheeran celebrates the event at a ceremony in Rome with Vera Tavares, one of the programme's success stories.



In Cape Verde, the programme fed 85,000 children last year. In the 30 years that it has been operating in the country, it has helped to boost national enrolment rates to among the highest in Africa. Hundreds of thousands of children have been reached.

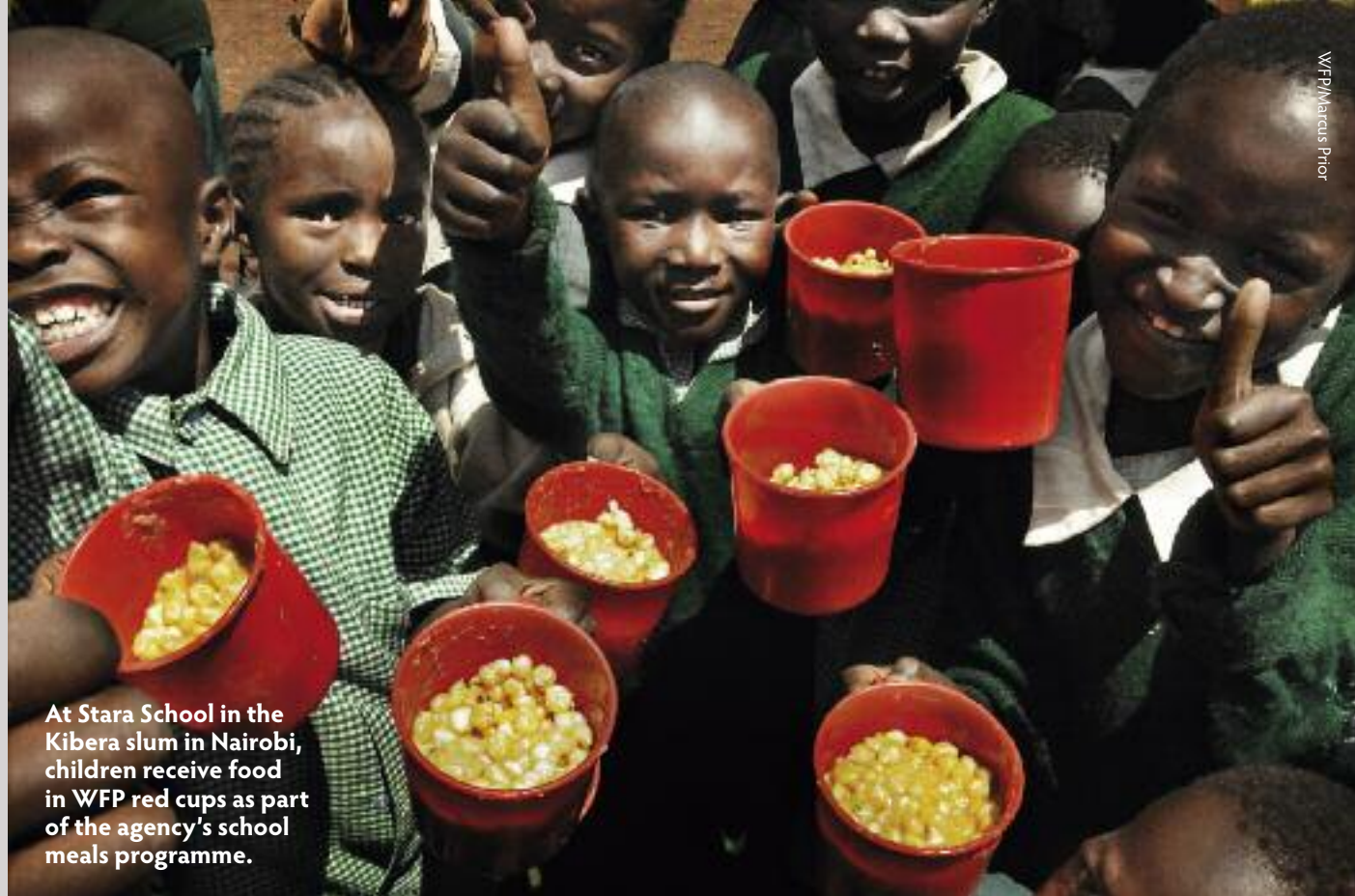
Vera Tavares is one example. She was first enrolled in a WFP programme in 1990, when she was seven years old. Today, she is a college graduate working as an accountant at Cape Verde's Ministry of Education, earning enough to help support her mother and her younger brothers and sisters. But she still remembers how those school meals in primary school helped to shape her life.

“Whenever I see kids eating their lunches at school, it reminds me of when I was little and did the same,”

says Vera. “I was always hungry when I came to school, but then I would eat my afternoon meal and it would give me the strength to keep on going. I really don’t think I would have made it without those meals.”

Vera’s younger siblings eventually replaced her in the school meal programme, and her mother left the fields to take a better job as a cook in a school canteen. “WFP has been present in my house and life for so long that I cannot imagine how it would be without it,” she says.

While WFP will no longer be operating school meals activities in Cape Verde, we will continue working in the country, helping to improve the programme’s cost effectiveness, coverage and local food procurement.



At Stara School in the Kibera slum in Nairobi, children receive food in WFP red cups as part of the agency's school meals programme.

HUNGER NUMBERS

For the first time in 15 years, the number of chronically hungry people in the world declined in 2010, dropping by 98 million from 1.023 billion in 2009 to 925 million last year.

Most of the decrease occurred in Asia, where there were 80 million fewer hungry people in 2010, but the numbers also fell in sub-Saharan Africa, with 12 million fewer going hungry.

WFP's efforts played a role in the decline but the major reasons involved a more favourable economic climate – especially in developing countries – and a fall in both international and domestic food prices since 2008.

"Vigorous and urgent action by nations and the world has been effective in helping to halt the galloping hunger

numbers," says Executive Director Josette Sheeran. "But this is no time to relax. We must keep hunger on the run to ensure stability and to protect lives and dignity."

Despite the nearly 10 percent drop in 2010, there were still more hungry people in the world last year than before the economic and food price crises of 2008 and 2009. Food prices also began to rise as 2010 drew to a close, foreshadowing new obstacles in the effort to reduce global hunger.

Of the eight Millennium Development Goals solemnly agreed by the United Nations in 2000, the first goal pledged to halve the proportion of hungry people from 20 to 10 percent by 2015. With five years to go, that proportion currently stands at 16 percent.

SEEKING PARTNERS

PRIVATE PARTNERSHIPS

WFP's support from the private sector continued to gather momentum during 2010. Cash contributions from private donors – corporations, individuals, foundations, NGOs and others – rose by 37 percent over the previous year, climbing from \$105 million to almost \$144 million. WFP's Private Partnerships Division became the agency's sixth-largest donor last year.

“The private sector – both in contributions and expertise – is changing our breadth and depth in fighting hunger,” says Nancy Roman, WFP's Director of Communications, Public Policy and Private Partnerships.

More than half the donations last year arose in response to emergencies, especially the two major disasters that unfolded during the year – the earthquake in Haiti and the floods in Pakistan.

Donors were especially quick to respond to the tragic events in Haiti. Within five days of the quake, WFP had raised close to \$5 million from corporate and individual donors, mostly online. Halfway around the world in Thailand, a partnership between WFP and a local television channel mobilized more than \$5 million in contributions from the public for the victims in Haiti. It also triggered an in-kind donation of \$10 million worth of rice – providing a graphic

illustration of how private sector fundraising activities can influence institutional donors.

Outreach to individual donors through WFP's website was a priority in 2010, with a view to fundraising and attracting supporters interested in learning more about hunger.

Overall, WFP raised more than \$8.7 million online, while growing its online subscriber list from 50,000 in 2009 to nearly 290,000 in 2010.

Both in emergencies and beyond, individual donors remain important for WFP in the fight against hunger. We continue to seek strategic alliances with industries that share the agency's core competencies in logistics, nutrition, information technology and other areas. At the same time, WFP also pursues partnerships and campaigns that can tap into the power of individual consumers, both for raising funds as well as awareness.

As in previous years, the largest consumer fundraising campaign remained Yum! Brands' annual World Hunger Relief campaign, which has been a key partnership for WFP since 2007. To date, the campaign has raised about \$44 million for WFP and has educated millions of consumers about WFP and the problem of global hunger.

The Yum! Brands campaign featured in this poster has raised more than \$40 million for WFP.

GIVE

AND HELP SAVE LIVES.



YOUR DONATION GOES DIRECTLY TO FEEDING PEOPLE.

WWW.FROMHUNGERTOHOPE.COM



In 2010, Unilever, the consumer goods corporation, launched a series of cause-related marketing campaigns in 10 countries. Among the more successful were campaigns in Germany and Switzerland, where Unilever brands partnered with a prominent supermarket chain to raise more than \$445,000 through product sales and deliver WFP's message to consumers in hundreds of stores.

WFP's key partnership with the life science and nutrition company Royal DSM of the Netherlands was renewed in 2010. DSM has provided more than \$8 million in cash, nutritional products and technical expertise since 2007, and has been crucial in transforming WFP's nutrition strategy. DSM has funded 10 WFP consultants in HIV/AIDS and nutrition. It has also helped develop new nutritional products, including vitamin- and mineral-enriched corn-soya blend formulas and micronutrient powders tailored to different populations and environments.

WFP's relationship with its first Asian private sector partner, LG Electronics, broadened in 2010. The company already supports WFP school meals programmes in Kenya and environmental restoration projects in Ethiopia. In 2010, LG expanded its support beyond the Horn of Africa to include Bangladesh and Cambodia, raising the value of the partnership to \$6 million. Also in Asia, WFP signed agreements with Kookmin Bank, our first and longest running private sector donor from the Republic of Korea. Since Kookmin's first became a donor in 2006, the bank has donated nearly \$900,000 in support of WFP projects in Indonesia and Cambodia.

WFP's partnership with PepsiCo, first established in 2008 to help WFP improve performance-monitoring and information-sharing tools, deepened in 2010 with the launch of a new information technology platform and training programmes for key staff.

PROJECT LASER BEAM

The ambitious Project Laser Beam (PLB) initiative, which pools public and private sector time, energy and money to tackle child malnutrition, drew new partners as it took root during 2010. WFP and its corporate partners – DSM, the Global Alliance for Improved Nutrition (GAIN), Kraft Foods and Unilever – began rolling out the project in 2011 in the two pilot countries of Indonesia and Bangladesh, home to the world's fifth and sixth highest rates of child malnutrition.

To maximize the impact, interventions will be implemented in one targeted area in each of the two countries.

A contribution from DSM is allowing a Bangladeshi research institute to explore developing a highly nutritious, locally-sourced food product for children aged six to 23 months. GAIN is currently contributing through its expertise in performance management. Kraft has committed up to \$2 million for use in Bangladesh over five years, most likely in support of projects involving street food carts, homestead food production and nutrition education. And Unilever is funding a two-year school meals programme in Bangladesh targeting about 100,000 of the most vulnerable school children.

The project's ultimate goal is to dramatically reduce child malnutrition through a practical, focused, results-oriented model for public-private partnerships. Corporations contribute their knowledge and resources as well as the impetus of the private sector to add value to the expertise and experience of WFP and the other participating governments, UN agencies and NGOs.

Once the founding corporate partners' work concludes at the end of the five-year pilot phase, the goal is that a locally sustainable model will be in place, ready for swift replication anywhere malnourished children need help in getting a healthy start to life.



Free rice being distributed at Sanischare Camp in Nepal to help feed more than 100,000 refugees from Bhutan

FREERICE

It is the world's only online vocabulary game dedicated to feeding hungry people. For every correct answer, the site donates 10 grains of rice through sponsored advertising. As of April 2011, it has raised enough rice to feed more than 4.6 million people for a day.

Since launching the second generation version in September 2010, Freerice has attracted 1.2 million players every month.

In recognition of the site's achievements, Freerice was selected as an Official Honoree in the games

category in the 15th annual Webby Awards. The game was the brainchild of John Breen, a Harvard-educated computer programmer who has developed a number of humanitarian websites, including the award-winning Hunger Site. He came up with the idea for Freerice as a way to help his two sons prepare for university exams and later expanded the concept into a platform with two goals – to provide an English vocabulary to everyone for free and provide free rice to feed hungry people through WFP. Breen donated Freerice to WFP in 2007.

WFP IN NUMBERS 2010

WFP DELIVERED 4.6 MILLION METRIC TONS OF FOOD ASSISTANCE TO 109.2 MILLION PEOPLE IN 75 COUNTRIES

Beneficiaries included:

- 89 million** women and children
- 15.4 million** internally displaced people
- 2.1 million** refugees
- 51.2 percent** of beneficiaries were women or girls
- 2.7 million** women received additional nutritional support
- 66.1 million** children were assisted in WFP operations
- 21.1 million** schoolchildren received school meals and/or take-home rations
- 48.5 percent** of children enrolled in school meals programmes were girls
- 8.5 million** malnourished children received special nutritional support
- 2.5 million** people affected by HIV and AIDS in **41** countries received WFP support
- 2.9 million** people were assisted through cash and vouchers programmes
- 24.3 million** people received WFP food as an incentive to build assets, attend training, strengthen resilience to shocks and preserve livelihoods

People reached in top five countries (with percentages):

Pakistan:	16,126,000	14.8 percent
Ethiopia:	9,910,305	9.1 percent
Sudan:	9,234,074	8.4 percent
Afghanistan:	6,556,047	6.0 percent
Niger:	6,168,641	5.6 percent

A Nepalese man prepares rice for fortification with micronutrient powders from DSM to enrich the diet of Bhutanese refugees.



WFP distributed food at Tabarre Issa re-location camp on the outskirts of Port-au-Prince in Haiti, one of dozens scattered around the country providing temporary housing for millions displaced by the January 2010 earthquake.



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