

# Daily Meal



## HungerFREE campaign guide Summer 2010

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Every day over 1 billion people go hungry around the world. But it doesn't have to be this way. We know the causes of and solutions to hunger. But it's up to us to make sure politicians take the right action.  
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**We're campaigning to end hunger for good.**  
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## Extra! Extra! We can end hunger!!

A record billion people will go to bed hungry tonight. But if we prioritise hunger and rethink the way we grow and distribute food, we can create a HungerFREE world.

Now's a key moment to demand an end to the hunger scandal. We have a new government, a new Development Minister, new MPs, and an opportunity at a major UN poverty summit in September to urge our leaders to keep their promise to halve world hunger by 2015.

**It's time to put HUNGER IN THE HEADLINES – and we need your help to do it.**



**EXCLUSIVE: Leya Chede proves hunger can be beaten**

## Hunger solution found!

We spoke to Ugandan smallholder farmer Leya Chede recently and while she cupped some maize seeds in her hand she posed a simple question, "Will the UK support us to end hunger?" With some support, she's overcome hunger and is now joining our global campaign to get governments to live up to their commitments.

World leaders like President Lula from Brazil have recently stepped up their efforts on this issue. He's made remarkable progress on tackling hunger – cutting child hunger by 73% in six years – by making it a political priority and targeting support at the poorest family farms and women such as Leya.

Others are stepping up, too. President Obama has made hunger a headline global poverty issue for the US and is investing much more in tackling hunger in poor countries. Beating hunger is achievable – it's a question of political will.



Leya Chede, smallholder farmer, Uganda.  
Photo: ActionAid

## Why are we campaigning?

Hunger is manmade – it stems from poverty and a lack of resources and political voice – and the solutions are in our power. And yet the number of hungry people continues to grow. This is because:

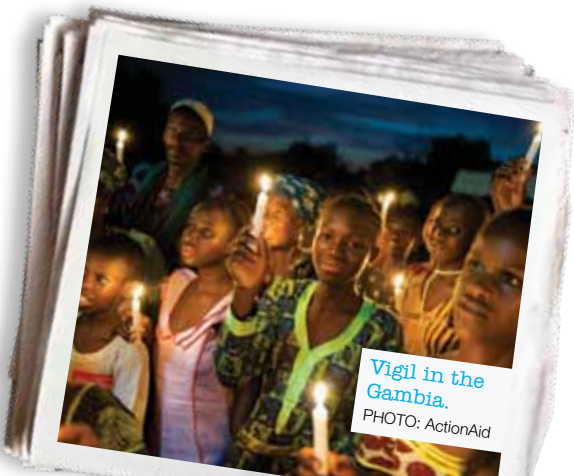
- high food prices continue to force poor families to sacrifice meals to survive
- the global recession has stretched many poor households, squeezing money for food
- droughts and floods are affecting the availability of food
- poor people lack land to grow food, or are evicted to make way for investors
- a huge amount of crops are going into biofuels, rather than feeding people
- governments have underinvested in smallholder farming for years. This means that three quarters of poor people – and 7 out of 10 hungry people – now live in rural areas.

But it's not all doom and gloom. With the right policies, approaches and resources, we can end hunger. Through our campaign with poor communities from Brazil to India and Uganda to Malawi, HungerFREE proves that hunger can be beaten. Now we need your help to urge politicians to summon the political will.

## Who are we campaigning with in developing countries?

The HungerFREE campaign holds governments to account in 35 countries worldwide – from grassroots to the global level. We're working with poor communities, farmers' organisations, cooperatives, women's groups, youth networks and citizens around the globe to demand an end to hunger.

Whether it's a vigil in the Gambia, a rock concert in Kenya, a farmers' rally in Haiti or Nepal, or collecting petition signatures in Sydney, Australia, ActionAid is pushing to make hunger a headline issue that politicians simply can't ignore.



## What are we calling for?

192 countries made eight pledges at the UN Millennium Summit in 2000 to tackle poverty by 2015, including halving hunger. World leaders will meet in September to review progress with five years to go.

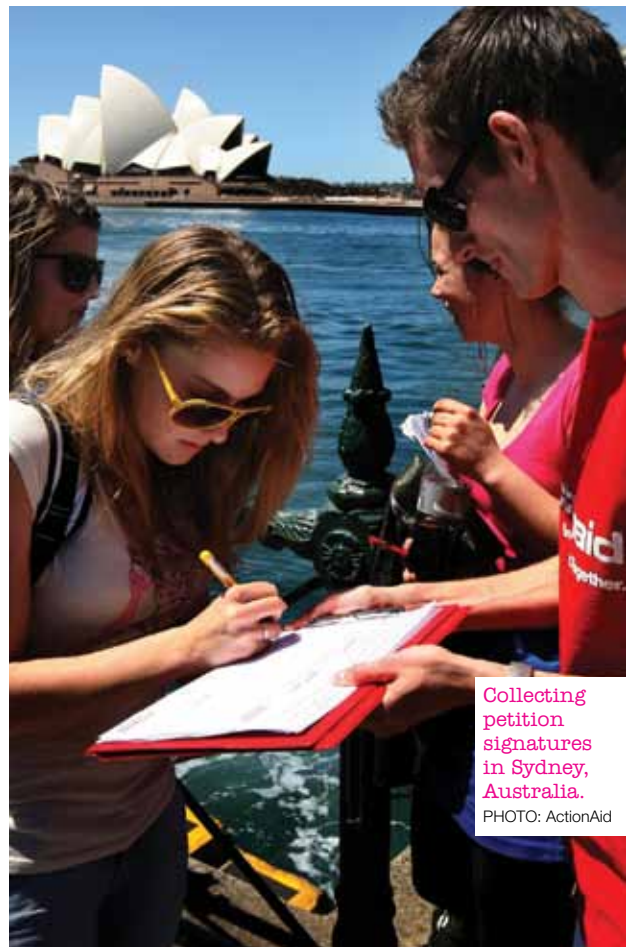


Regina Jackson, smallholder, Kenya.

PHOTO: Frederic Courbet/ActionAid

With the hunger promise badly off track, HungerFREE is urging the new UK Development Minister, Andrew Mitchell MP, to back a global 'rescue package' to get it back on track. The rescue package should:

- commit \$40bn a year to fund country-led plans to tackle hunger
- focus on supporting smallholder farming and women in particular
- promote sustainable agriculture to increase food production amongst poor communities and help tackle climate change.



Collecting petition signatures in Sydney, Australia.

PHOTO: ActionAid

## What's happened so far?



Thousands urged the UK to act on hunger at the World Food Summit last year and 12,000 recently petitioned the Department of Transport not to increase the amount of biofuels in our petrol because of their link to hunger in poor countries.

And while the UK and other G8 countries are taking hunger more seriously now – coming up with a \$22bn package over three years – this is only a quarter of what the UN says is needed.

Your pressure on the UK does count. The UK has put off making a commitment to more biofuels until 2011, for example, and your actions will amplify HungerFREE campaigning worldwide. The UN poverty summit in September is now the big opportunity to hold the UK to its promises.

## HungerFREE success



And we've had some amazing successes. **Vicky Rocha** is a HungerFREE activist, and she campaigned successfully this year to get the right to food enshrined in the Brazilian constitution. "Now food is a right for all people in Brazil," she says proudly. "It doesn't matter who you are and where you are from. We are strong enough to make a difference."

## What's next?

There's a series of big opportunities coming up that will demonstrate whether the world is serious about tackling hunger for good. Hunger will be on the agenda at the G8 and G20 summits in Canada in June and at the big UN poverty summit in New York in September.

ActionAid will look to get hunger in the headlines at music festivals and events throughout this period – from Reading to the Big Tent festivals – to keep up the pressure.

We'll even be creating our own special edition *Daily Meal* newspaper to get the message heard.

## What you can do:

### 1. Get people to send a postcard to the new Development Minister

We want Andrew Mitchell MP to make hunger headline news at the UN summit in September. Getting as many people as possible to take action is a really vital way to increase the impact of the campaign, and it's also a good opportunity to get more people involved with ActionAid. We can give you action cards and support to help you spread the word. Why not ask people to take action in your workplace, church, mosque, trade union, community group or university.



### Top tips

- Most people are likely to take an action if a friend or family member asks them to, so when you're distributing the postcards try to give them to people directly.
- Encourage people to take the action there and then. We all lead busy lives and the best intentions can often go astray! You may need to take along a few pens and offer to post the cards back to ActionAid for them afterwards.

### How do I explain the HungerFREE campaign?

#### Problem?

Hunger's at an all-time high. A couple of years ago the food crisis was all over the news, but just because we've stopped hearing about it, it doesn't mean that millions aren't badly affected. A sixth of humanity goes hungry and malnutrition affects the lives of millions of children.

#### Solution?

Yes, we can end hunger. We know that supporting women farmers in developing countries is the way to do it. What's more, it can be done – Brazil cut child hunger by 73% in six years this way. But of course it takes political will.

That's why we're urging the UK and other countries to fulfil their promise to halve hunger by 2015. A big UN poverty summit in September is our chance to put hunger in the headlines and get the political commitment to banish hunger for good.

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## 2. Write to your MP

For even more impact than a postcard, write a letter to your MP as well. It's vital that MPs hear from their constituents on global poverty issues. It helps build support for our campaigns and holds our government accountable for their efforts in tackling poverty.

We've written a template letter for you to use below, but don't forget to personalise it for greater impact.

You can find the name of your MP by putting in your postcode at [www.theyworkforyou.com](http://www.theyworkforyou.com) or by calling the House of Commons Information Office on 020 7219 4272. And please let us know if you receive a response from your MP – this helps us track the impact we're making. You can contact us on 01460 23 8047 or email [tradeandcorporates@actionaid.org](mailto:tradeandcorporates@actionaid.org)

\_\_\_\_\_ MP  
House of Commons  
Westminster  
London SW1A 0AA

Date

Dear \_\_\_\_\_ MP  
(insert your MP's name here)

Congratulations on being elected as my MP – I'm a constituent and I support ActionAid's campaign for a HungerFREE world.

Ten years ago world leaders promised to halve world hunger by 2015.

With five years to go, I'm shocked that a record one billion people go to bed hungry every night, and that nearly a third of children in poor countries are chronically malnourished.

This is profoundly unfair, especially as there's enough food in the world for everyone.

But we know the solutions to end hunger. Brazil has cut child hunger by 73% in six years – by supporting the poorest people, family farms and women in particular.

The UK has a golden opportunity to make tackling hunger a headline priority at the UN Millennium Development Goals (MDG) review summit in September.

Please could you ask the new Development Minister Andrew Mitchell MP what the UK's commitment is to achieving the MDG promise to halve hunger by 2015, and whether the UK will support a global 'rescue package' to put the hunger promise back on track.

I look forward to your reply and your support for a HungerFREE world.

Yours sincerely [your name and address below]

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## 3. Get active online

There are four things you can do online to help. You can:

- email the Development Minister
- email your MP
- tweet a hunger headline
- join us on Facebook for a HungerFREE world.

For more information, visit:

[www.actionaid.org.uk/hungerfree](http://www.actionaid.org.uk/hungerfree) or join the conversation on Twitter at [www.twitter.com/actionaidliz](https://twitter.com/actionaidliz) or Facebook at [www.facebook.com/actionaiduk](https://www.facebook.com/actionaiduk)

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## 4. Volunteer this summer at a HungerFREE event

We'll be taking the campaign to festivals over the summer, and we need your help! If you'd like to volunteer for a few hours on a stall, or if there are local fairs where you could ask people to support the campaign, please call 020 7561 7521 or email [campaign@actionaid.org](mailto:campaign@actionaid.org).

You'll be joining other ActionAid campaigners, and we'll give you all the support you need. We can also offer free entry to the Big Tent Festival, Scotland's biggest ethical event.

Join us at these festivals:


- **6 June** – Camden Green Fair, London
- **17 July** – Portsmouth Green Fair, Portsmouth
- **23-25 July** – Big Tent Festival, Falkland, Scotland

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## 5. Write your own hunger headlines

You might like to write a short article for our special edition of the *Daily Meal* newspaper, which we'll print and deliver to the UK government this autumn. We're looking for articles of no more than 450 words on your thoughts on hunger – what's inspired you about the campaign, what you want the headlines on hunger to be, what you want politicians to do – and we'll publish the two best submissions from supporters when we print the *Daily Meal* in September. Send your articles to us at: [tradeandcorporates@actionaid.org](mailto:tradeandcorporates@actionaid.org)



A woman with a green headwrap and a patterned maroon and white shirt is holding a bunch of green leafy vegetables. She is looking down at them with a serious expression. The background shows a simple, rustic building with a corrugated metal roof.

“As I talk now, food is a dream. It is very hard to feed all my six children.”

**Rose Gabeya, a widow and smallholder from Uganda.**

PHOTO: James Akena/ActionAid

If you have any questions, please get in touch.  
Thanks for your support, and happy campaigning!

[www.actionaid.org.uk/hungerfree](http://www.actionaid.org.uk/hungerfree)

email [campaign@actionaid.org](mailto:campaign@actionaid.org)

call **01460 23 8047**

twitter **@actionaidliz**

facebook [www.facebook.com/actionaiduk](http://www.facebook.com/actionaiduk)