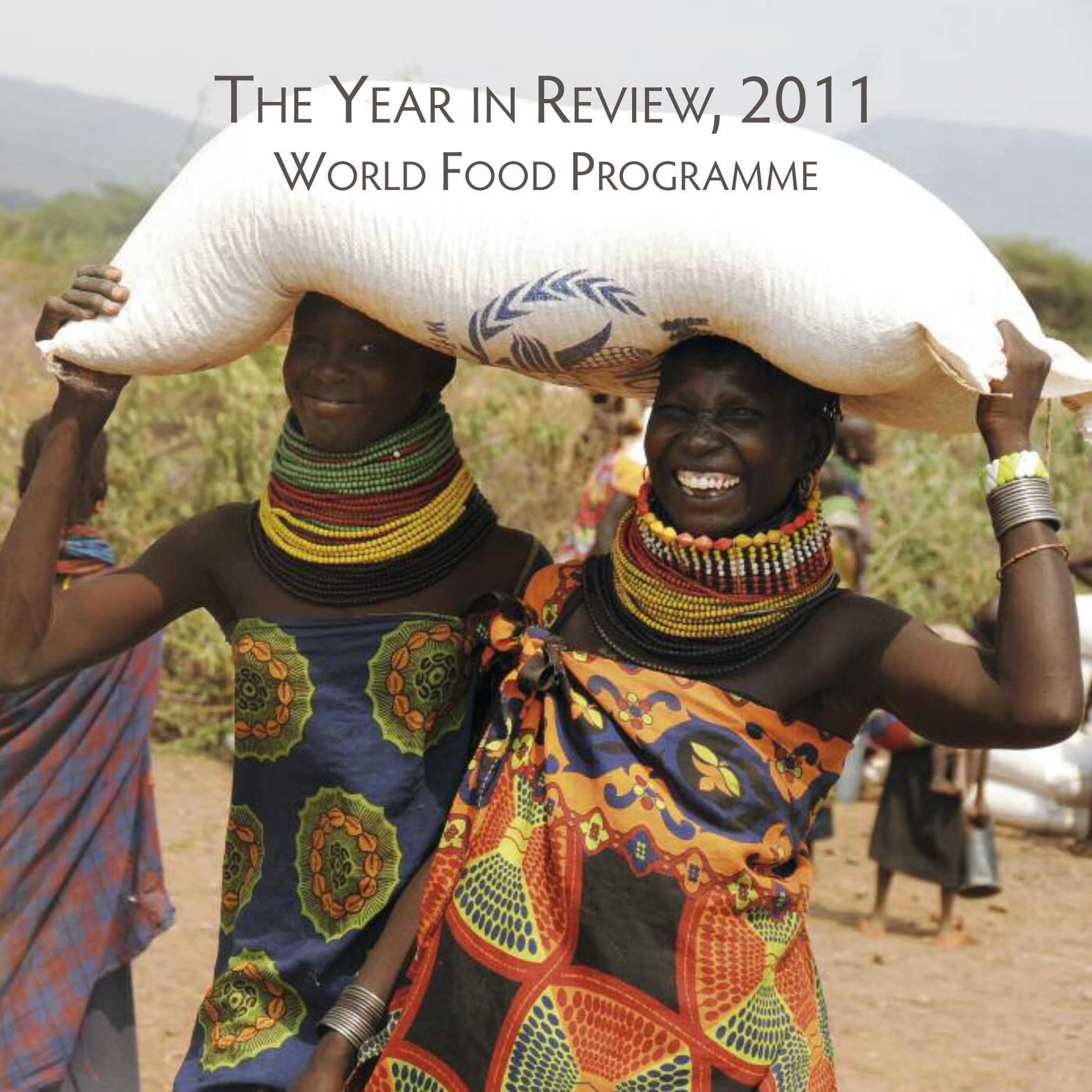


THE YEAR IN REVIEW, 2011

WORLD FOOD PROGRAMME



All over the world, WFP keeps food safe in warehouses, like this one in Ethiopia, before delivering it to those most in need.



CONTENTS

- 3 From the Executive Director**
- 5 2011: THE YEAR IN REVIEW**
- 9 RESPONDING**
 - Horn of Africa
 - Asia Region
 - Japan
- 15 CHANGING LIVES**
 - The Arab World
 - Food and Hope via Vouchers in Afghanistan
- 19 INNOVATING**
 - Almond Power in Afghanistan
 - It Takes a Village in Laos
 - Super Nutritious Super Cereals
 - Wawa Mum* and *Acha Mum*
- 25 SECURING PARTNERS**
 - Governments
 - The Private Sector
 - The Online Audience
- 33 EXPANDING OUR REACH**
 - Brazil
 - Republic of Korea
 - South Sudan
- 36 WFP in Numbers 2011**

All figures in this document are in U.S. dollars

COVER:

In drought-stricken Turkana, Kenya, WFP paid particular attention to the nutritional needs of children under the age of five and pregnant and nursing mothers. These activities are funded by the European Union, EU member countries or ECHO, the EU's humanitarian arm.
WFP/Rose Ogola



WFP's school meals programme in Honduras supports more than 1.4 million children in 20,000 schools, like this classroom at Policarpo Bonilla school in Valle de Angeles.

FROM EXECUTIVE DIRECTOR ERTHARIN COUSIN

Dear Supporters,

When I stepped into the leadership role at the World Food Programme in April, I was already an advocate and supporter of WFP.

Several months later, I am astonished at the passion, skill and talent that surround me as I write this letter. With these traits, every day WFP's dedicated workforce quietly works to feed the world's hungry poor. I am proud to now lead this team.

In the pages that follow, you will read about the life-saving work performed by WFP in 2011. This work ranged from the drought in the Horn of Africa to the floods in Asia, and the lives we saved in the process. You will read about our most recent innovative programmes, such as a school meals centre of excellence in Brazil and a donor outreach post in South Korea. You will read about how the political headlines in the Middle East shaped our work, and about how new partnerships with the private sector helped fuel that work.

I want to thank former Executive Director Josette Sheeran because her leadership directed the organization's 2011 accomplishments. I inherited a terrific organization, and I look forward to making it even better.

I invite you to celebrate these stories of success with me — and to continue supporting the important work that made them happen. Truly, without your support, we could not carry out this work.

Ertharin Cousin



Working alongside the government of Cambodia and other humanitarian organizations, WFP helped families rebuild their lives after the worst floods Cambodia has seen in more than a decade.



2011 IN REVIEW

Natural catastrophes and political upheaval defined 2011, as parts of East Africa and South Asia buckled under the worst climate disasters in decades and unprecedented anti-government protests in the Arab world deepened poverty and sparked massive human migrations.

Throughout the year, the United Nations World Food Programme reached out to help some of the world's most destitute and fragile communities cope with short-term calamities and the longer-term ravages of poverty. At the same time, we helped a donor nation, Japan, as it recovered from a triple catastrophe — a colossal earthquake, followed by a tsunami and nuclear crisis that carved a path of misery across parts of the island nation.

Overall, WFP's 2011 food assistance reached nearly 100 million people in 75 countries around the world. The vast majority — nearly 83 million — were women and children.

Our work remains unfinished. Today, hunger preys on nearly a billion people, stunting children and national economies. Hunger is the world's greatest solvable problem but it does not require a scientific breakthrough. We have the money, technology and knowledge to do it.

WFP made strides last year in six areas that are part of the answer: emergency food relief, nutrition for children under two, school meals, small-scale farming, and training and voucher programmes.

Some of these strategies were put to the test in the Horn of Africa, as one of the worst droughts in decades blistered the region. WFP delivered food relief to millions of desperate people and responded to a rare and complex catastrophe in parts of southern Somalia: full-blown famine.

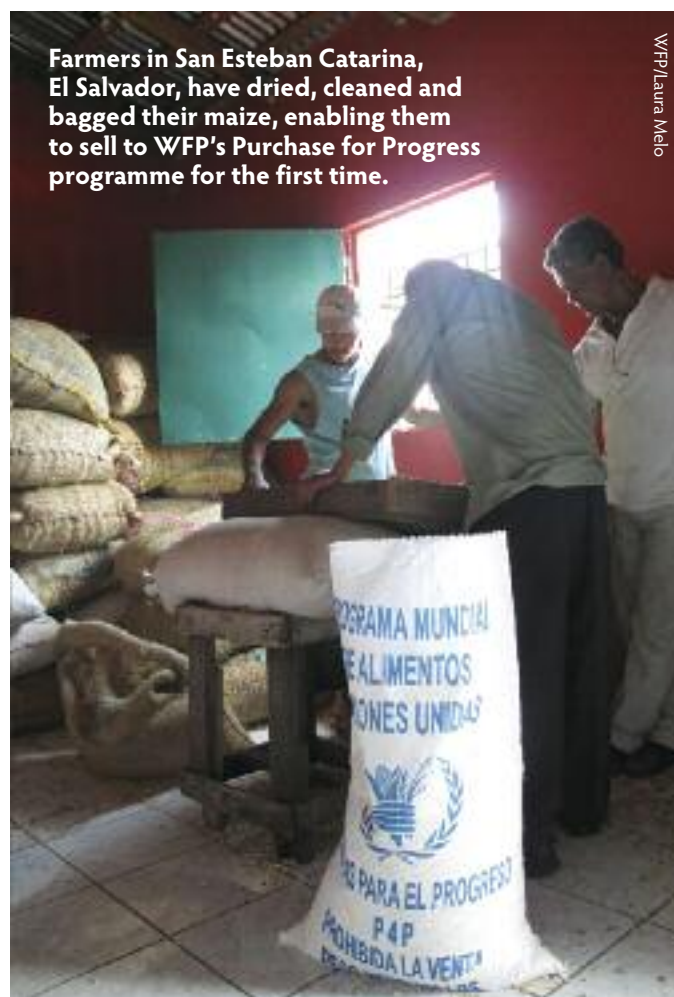
We are also preparing communities to be more resilient in future weather-related disasters that will likely intensify with changes in global climate conditions. In Ethiopia, farmers in a WFP-assisted land-rehabilitation programme emerged from the 2011 drought relatively unscathed. In Somalia, too, we turned from emergency assistance to longer-term mitigation projects like building reservoirs and roads.

A continent away, WFP again came to the aid of millions of people battered by torrential floods and storms that swept across a string of East Asian nations. In the hardest-hit country, Pakistan, WFP's food assistance reached 3.5 million people still recovering from the flooding of 2010.

And in Egypt, Libya, Syria, Tunisia and Yemen, WFP offered emergency food assistance to hundreds of people caught in political unrest that spilled across borders and, in some cases, into 2012.

Other watersheds marked the year, as WFP opened a pioneering Centre of Excellence Against Hunger in Brazil and offices in the Republic of Korea and South Sudan, the world's newest nation.

WFP also expanded its arsenal of innovative tools to fight malnutrition and hunger, from nutrition training programmes in remote Laotian villages to vouchers for food and cash that reached 4.4 million people worldwide last year.



Farmers in San Esteban Catarina, El Salvador, have dried, cleaned and bagged their maize, enabling them to sell to WFP's Purchase for Progress programme for the first time.

WFP/Laura Melo

And we deepened our collaboration with small farmers in Afghanistan and other developing countries through the Purchase for Progress (P4) initiative, which boosts small-scale agricultural production and marketing capacity to buffer the poor against volatile food prices.

The year also saw research strides in our line of Super Cereals and new, locally produced spinoffs of nourishing, Ready-to-Use Supplementary Foods. More than 14 million women and children received nutrition support from WFP – up from 11.2 million in 2010.

None of these achievements came single-handedly. WFP broadened partnerships with national governments and transnational organizations on work ranging from school meals programmes to a drought insurance plan being developed by the African Union. The European Union, our second-largest donor and leading cash contributor in 2011, worked closely with WFP towards reaching the UN Millennium Development Goals.

The private sector remained a prominent partner in 2011, contributing nearly \$94 million to WFP's activities. More than a quarter of these funds supported our emergency operation in the Horn of Africa.

Many of these partnerships focus on the longer term, as we help communities build a better future. In Ethiopia, we are working with the PepsiCo Foundation and the U.S. Agency for International Development to develop a novel chickpea-based meal supplement for malnourished children. Partners are working with chickpea farmers there to increase yield for the hummus-like supplementary food for local use and for export.

The public also responded massively to WFP's work. School children ate more than 900,000 school meals last year funded by an online charity drive launched by a new partner, the Chinese internet company Tencent. Overall, WFP's online fundraising netted a record US\$12 million last year and our subscriber base more than doubled to reach nearly 800,000 supporters.

In the Democratic People's Republic of Korea, WFP feeds primary school children like this young girl, who enjoys a specially fortified biscuit (produced in country) and later a lunch of rice with maize and a few vegetables.

In the Dadaab refugee camps in Kenya, moderately malnourished children and pregnant and nursing mothers receive special attention from WFP.

RESPONDING

HORN OF AFRICA

It took three weeks for Adan Kulo and his family of seven to walk across the parched moonscape of southern Somalia to the sprawling Dadaab refugee camps in northeastern Kenya. But the herdsman had little choice. Three years of failed rain had decimated his livestock, leaving him destitute.

“It was a very difficult journey,” Kulo recalls of the long and dangerous trek last July with a pregnant wife and sick young child. Bandits stole the family’s meagre savings. Two days before arriving in Dadaab, they ran out of food. “I was so afraid that they would die,” he said.

As profound drought seared the Horn of Africa last year, shrivelling plants and killing animals, it sparked a massive exodus of exhausted, sick and hungry people. WFP was there. Our food assistance reached millions of people from the five drought-affected East African countries: Djibouti, Ethiopia, Kenya, Somalia and the Karamoja region of Uganda. In parts of southern Somalia, humanitarian agencies faced a catastrophe of appalling dimensions—full-blown famine, a phenomenon we dedicate our lives to preventing. A mix of drought, conflict and restricted humanitarian access contributed to the crisis.

WFP began sounding the alarm as early as November, 2010. Months later, at the height of the crisis, more than 1,500 people arrived daily to Dadaab, swelling the camp’s population to roughly 460,000 in a matter of months. Mothers described abandoning weak children by the wayside to save the rest of their family. There was a similar influx at the Dolo Ado refugee camps in Ethiopia and in the informal settlements of Somalia’s battered capital, Mogadishu, where makeshift shelters filled every open space amid the rubble of ruined buildings.

In Kenya, Ethiopia and Somalia, WFP faced a dual challenge of helping both local, drought-affected communities and the masses of refugees and internally displaced people (IDPs). All our operations in the region were already seriously underfunded when the crisis began, making it difficult to scale-up relief efforts quickly. In Somalia, our efforts were further complicated by the country’s precarious politics.

Despite the insecurity, WFP managed to work in the capital, Mogadishu, where our general food distributions and hot meal centres helped roughly a quarter of a million people. WFP also provided food assistance to tens of thousands of displaced people and local residents near the western borders with Ethiopia and Kenya, as well as to hundreds of thousands in Somalia’s central and northern regions.

In the central Somali village of Docol, WFP food distributions offered a lifeline for displaced pastoralists like Nadifa and her family. “My sons have no jobs, I can’t work, my husband can’t work and we only have ten goats left,” said Nadifa, whose nomadic existence was torn apart by the drought.

In Kenya, WFP offered cash-based assistance to local communities and distributed food rations to the floods of new arrivals to Dadaab, as they awaited a registration process that sometimes took weeks. “Al-Hamdulillah (thanks to the almighty)!” exclaimed Saruuro Mohamud, after receiving rations of maize, pulses, oil and other staples.

Along with hunger, malnutrition was shockingly high across the region, particularly among young children. WFP sharply expanded nutrition and supplementary feeding programmes across the region, bringing in special nutrition products by air, sea and road to reach hundreds of thousands of malnourished mothers and children.



Tens of thousands of residents and displaced people received WFP food that was cooked daily at centres in Mogadishu, Somalia.

WHAT IS HUNGER?

Hunger is the body’s way of signaling that it is running short of food and needs to eat something.

Hunger can lead to malnutrition, a state in which the body can no longer maintain natural functions such as growth, pregnancy, lactation, learning abilities, physical work and disease resistance. The term covers a range of problems, including being dangerously thin (underweight), too short for one’s age (stunting) or deficient in vitamins and minerals.

Our efforts made a difference. In Kenya’s northwestern Turkana region, sickly, underweight Stephen Akai improved within weeks, echoing a pattern we saw among the legions of malnourished children we helped. “He’s now healthier and quite playful,” mother Esther said of her seven-month-old.

Droughts and other natural disasters are certain to return to the Horn of Africa, and WFP is helping vulnerable communities to better cope with them. Through our MERET land rehabilitation programme with the Ethiopian government, for example, farmer Dadij Yedete emerged from the drought relatively unscathed, thanks to the apple trees and other cash crops that he grows. Neighbours just a few kilometres away were struggling. In Somalia, too, WFP has shifted from emergency assistance to longer-term programmes like building reservoirs, wells and roads to strengthen local resilience.

Towards the year’s end, relatively good rainfall brought relief to many drought-affected regions. Once again, herds of goats and sheep grazed in areas where just a few months earlier nothing stirred. Malnutrition and hunger receded.

But these victories are fragile. The year closed with millions of people still needing support—and with grim forecasts for the next rainy season.



WFP provided life-saving food rations to people in Pakistan's Sindh Province, including delivery by boat in areas inaccessible by roads.

ASIA REGION

A year after the worst floods in **Pakistan's** history unleashed a humanitarian crisis, the South Asian nation was hit by another wall of water in 2011. Pounding rains again turned vast swathes of Sindh and Balochistan provinces into murky lakes, leaving millions of people in desperate need.

Pakistani authorities initially believed they could meet the challenge without outside help. But as the rains kept falling and floodwaters swallowed more and more territory, it became clear that another massive intervention would be necessary. WFP was ready. Days after the government appealed for international assistance in early September, the first emergency food distributions began. By the year's end, WFP had reached some 3.5 million flood-affected people with assistance from the United States, Germany, ECHO (the European Commission's Humanitarian Aid and Civil Protection office) and others.

While Pakistan was hardest hit, it was one among many Asian nations battered by torrential monsoon rains,

typhoons and tropical storms in 2011. From Sindh to the Philippine island of Mindanao, the natural disasters — in some cases the worst in living memory — killed hundreds of people, displaced millions and dealt a heavy blow to agriculture and industry.

As always, WFP reached desperate communities by trucks, motorcycles, planes and boats to deliver staples like oil, wheat and rice, along with fortified foods to protect young children and other vulnerable people against malnutrition. But we are also thinking long term, as we help communities adapt to weather calamities that experts predict will increase with global warming and exact a devastating toll on those living on the edge.

The misery was particularly acute in Sindh, where nearly a quarter of the population already suffered from malnutrition. Laying waste to fields and villages, flood waters displaced more than five million people, leaving them entirely dependent on whatever aid came their way. As part of a broader, community-based strategy to tackle

moderate acute malnutrition, our special nutritious food products reached tens of thousands of the most vulnerable people — children and pregnant and breastfeeding women — in both Balochistan and Sindh. More than eight out of ten completing treatment had fully recovered by year's end.

Like Pakistan, **Sri Lanka** was battered by the worst floods in decades. Between December 2010 and February 2011, monsoon rains and powerful tropical thunderstorms unleashed torrential floodwaters that killed 62 people and displaced another 1.2 million. The muddy onslaught destroyed houses, bridges, roads and crops, driving up food prices.

Moving quickly, WFP launched an emergency operation reaching half a million people over six months. “How else could I have fed my children without your help?” asked Mary Ramasamy, who received WFP food rations after water inundated her home in eastern Sri Lanka and washed away her few bags of rice.

Further east, torrential rains starting at the end of July also lashed Cambodia and Laos, turning chunks of land into giant lakes. In both countries, WFP helped tens of thousands of people recover.

As the flood waters ebbed, WFP moved to longer-term disaster recovery and mitigation. After Pakistan's government determined the relief phase was over, we launched food- and cash-for-work activities in early 2012, while continuing the nutrition programmes.

In **Cambodia**, WFP rolled out a year-long recovery initiative in November targeting nine hard-hit provinces. Our food assistance has helped some 150,000 people rebuild flood-damaged roads and rehabilitate dikes, dams and irrigation canals to better link them to markets and better cope with future disasters.

Rations of rice, canned fish, oil and fortified foods like high-energy biscuits are also helping those who cannot participate in the projects. In Siem Reap province, those rations mean widow Kang Ny can now use her tiny

income as a day labourer to keep her children in school, instead of sending them out to earn money. “The food helped me make ends meet,” said the mother of six, whose family was among thousands who fled flooding. “I really did not want to pull my children out of school, because I know if they are educated, they can have better jobs and a bright future.”

In the **Philippines'** Central Luzon region, Noel Quiambao is also grateful for the high-energy biscuits WFP distributed in October, after Typhoons Nesat and Nalgae blasted through the archipelago. “This is a big help to us, and especially important for our kids,” said Quiambao, whose family sought temporary shelter in a school. With support from Australia, Canada, ECHO, Japan and the UN's Central Emergency Response Fund, our food assistance reached nearly 1.7 million Filipinos reeling from a year of natural calamities.

With an eye to the future, WFP is partnering with the government and other humanitarian agencies to launch disaster preparedness and mitigation programmes targeting vulnerable communities, like Galidan in Mindanao's North Cotobato province. Here, villagers like Norodin Ulankaya have planted 4,000 trees to protect against erosion, flooding and siltation, receiving WFP food for their work. “The trees will help us regain our livelihood,” Ulankaya said of a project that also helps restore one of the country's largest wetlands.



JAPAN

On 11 March 2011, the northeast coast of Japan shuddered under a colossal earthquake and tsunami that swallowed thousands of homes, fields, schools, hospitals — and people. Coupled with the nuclear crisis at the Fukushima Daiichi power plant, the disaster left an estimated 19,000 people dead or missing and nearly half-a-million homeless.

Japan is among the countries best prepared for coping with disasters, but the scale of the devastation called for WFP's expertise as the UN's lead logistics agency. At the request of the Japanese government, we launched a four-month logistics operation, dispatching a 27-member team that included 15 Japanese who came from operations around the world.

Our emergency response was a watershed in many ways. We came to the assistance of a donor nation — in this case not to lead, but to support Japan's well-developed disaster response. The entire US\$4.8 million cost for the operation was funded by the private sector within Japan and globally — an historic first, as companies and the general public responded generously to WFP's appeal.

The catastrophe left hundreds of thousands of Japanese homeless and hungry, with many huddled in unheated emergency shelters. On behalf of the Japanese government, WFP rushed in 900 metric tons of emergency supplies from overseas, including blankets, water and food. We also delivered 620,000 packs of food and beverages donated by Japanese companies and collected by the Japan Association for WFP, our official supporting organization.

But WFP's operation went beyond delivering food assistance. Members of our earthquake team offered technical advice and support to a consortium of Japanese organizations involved in the relief effort. As supplies poured in, it became increasingly hard to find storage space, since the tsunami had washed away many public buildings. So WFP erected 45 large mobile warehouses and 36 pre-fabricated structures

to serve as storage space and offices for Japanese authorities and aid organizations.

"I was deeply moved just seeing that WFP warehouse being erected," said Masami Chiba, a community leader in the town of Minamisanriku. "With your help, we will never give up. I promise you that we will build a great town once again."

Indeed, WFP structures helped in ways we had not imagined. Some devastated communities used the warehouses to display mementos retrieved from the rubble. One warehouse was converted into a temporary shopping mall — complete with grocery and book stores and even a cake shop — to help revive the area's crippled commerce and restore a sense of normality. Yet another served as a makeshift dental clinic.

"I was very surprised to hear the requests to use our warehouses and prefabs in such ways," said Logistics Officer Atsushi Kondo. "But WFP's job is to help people, in ways they need the most."



In Tokura, Libya, WFP distributed food to vulnerable families and other people displaced by the violence sweeping through the country.



CHANGING LIVES

THE ARAB WORLD

Nobody expected that a single act of political defiance would lead the Arab world into a critical turn in its history. But Mohamed Bouazizi's fiery death in tiny Tunisia helped trigger an unprecedented popular uprising in 2011 that resonated across the region. While Tunisia's 14 January revolution was largely peaceful, many of the revolts that spread across North Africa and the Middle East were seared by bloodshed and massive human migrations.

WFP responded to the violent fallout — and to the particularly complex nature of Libya's conflict. In **Egypt, Libya, Syria, Tunisia** and **Yemen**, we offered emergency food assistance to hundreds of thousands caught up in political unrest that spilled across borders.

As Egypt and Tunisia opened new chapters in their histories, WFP launched recovery programmes for the most vulnerable, including hundreds of thousands of migrant workers who returned home from conflict-torn Libya.

Our response in North Africa began in late February, as fighting between rebels and government forces in Libya sparked a massive exodus into neighbouring Egypt and Tunisia, countries still struggling with the aftermath of their own popular revolts. Over the year, our regional operation helped 1.5 million people in all three countries.

Throughout the Libyan conflict, we reached civilians “irrespective of their adherence to warring factions,” said Regional Director Daly Belgasmi.

WFP was among the first humanitarian agencies to reach Tunisia's desolate Ras Ajdir border with Libya on February 28, shortly after demonstrations against Moammar Ghaddafi's regime flared into a full-fledged revolt. Almost immediately, we began distributing high-energy biscuits to tens of thousands of desperate people pouring across the Tunisian frontier. Many were migrant workers and their families from North and sub-Saharan Africa, along with terrified Libyan families.

When the Choucha refugee camp was established a few kilometres from Ras Ajdir in early March, WFP set up mobile kitchens. The roughly 2.6 million hot meals that we fed stranded people at Choucha and other camps in Tunisia and Egypt marked the first time WFP offered cooked food on such a large scale.

On another front, our logistics unit scrambled to deliver food aid to conflict-torn Libya, where fighting between government forces and rebels had depleted stocks and disrupted supply chains. The first WFP-chartered vessel sailed into the rebel-held port of Benghazi in early March, carrying enough wheat flour to feed more than 90,000 people for a month. It was the first of nearly a

dozen WFP-chartered ships carrying food, water, medical supplies and even ambulances to Libya on behalf of the humanitarian community. By the year's end, these vessels reached more than one million Libyans in areas cut off by the conflict. Some narrowly escaped shelling and sea mines.

"I'd look around to see if there was anything that should not be there," recalls Captain Andreas Krossa, returning to Alexandria, Egypt, after a perilous journey to Libya's besieged city of Misrata. Like many Libyans, Misrata's residents were overwhelmed by the deliveries. "They asked me, 'is this all for me?'" Krossa said. "They couldn't believe they would get a ship-load of assistance."

As the lead logistics agency for the relief community, WFP coordinated the movement of vital supplies and workers by air, sea and road, and built a humanitarian communications network inside the country. In another first, we also operated a regular ferry service to areas otherwise out of reach.

Along with saving lives inside Libya, WFP helped rebuild the futures of those who left. Tens of thousands of Tunisian and Egyptian workers returned home to countries struggling to build new democracies and overcome enormous economic problems. In Egypt, WFP helped some 350,000 of the returnees through retraining programmes for migrant workers and by helping women set up small businesses.

In Tunisia, we partnered with the government and the Food and Agricultural Organization of the United Nations (FAO) to launch a two-year initiative offering agricultural jobs and training to tens of thousands of Tunisians in the poorest rural areas.

As the political violence abated in North Africa, it escalated in Syria, where a prolonged drought increased economic hardship. In December, WFP launched an emergency operation to serve 100,000 Syrians most affected by the violence in

rural areas of Greater Damascus and in flash points like Hama, Dar'a and Deir Ezzor. In April, 2012, we scaled up our assistance to reach a quarter of a million hungry people.

Relying on a voucher system through mobile phones, WFP continued delivering food aid to 95,000 Iraqi refugees in Syria. "At first I was expecting the worst – we would not be able to receive our food because of the security situation," said Ibrahim, who lives in Lattakia, home to thousands of Iraqi refugees. "But then we received an SMS from WFP with the voucher and address of the new shop – and *Hamdulilla*, we got our food!"

Political upheaval also swept across Yemen, the poorest country in the Middle East. The uprising, along with soaring food and fuel prices and a breakdown in public services, deepened hunger in this country of 24 million. WFP has worked in Yemen for years, providing food to the poorest, helping children recover from malnutrition and supporting girls' education. As the country's economic crisis deepened, WFP began distributing cash vouchers to the poorest families.

In the western Yemen governorate of Hajjah, the vouchers, worth about \$50, allow Mariam Jaber Shuei to buy food, medicines and other necessities. "It's enough," said the mother of six. "At least it's something that helps us get by."

FOOD AND HOPE VIA VOUCHERS IN AFGHANISTAN

For the first time in her life last February, Balqisa entered a Jalalabad food shop as a customer and not a beggar – free to choose what she and her children will eat. "I've never had money to buy food before," said Balqisa, who uses only one name. "I usually have to go from shop to shop, begging for each piece of bread."

That changed in 2011, when this mother of three became among the first to enrol in a new WFP voucher programme in this eastern Afghan city, aimed to provide



WFP began moving life-saving food supplies into Libya by road and sea soon after the conflict erupted, helping hungry people like this man and child at a distribution site in Tokura.

a safety net for some of country's poorest, including the disabled and widows like Balqisa.

"I have no family to help me," said Balqisa, who now receives a monthly voucher worth about 1,250 afghani, or \$25. She can exchange it for food items in selected shops, helping to boost the local economy.

First piloted in the capital Kabul in 2009, the voucher programme has taken off — reaching 36,000 people last year in Jalalabad and the northern city of Mazar-e-Sharif. Today, Afghanistan's voucher initiative is WFP's only large-scale programme of its kind in Asia, and we are expanding. In early 2012, we launched another voucher programme in Kabul and in the north, where a severe drought in 2011 left many Afghans facing food shortages.

In a country where one-third of the population is food-insecure, the vouchers are an innovative way that WFP brings food assistance to the most vulnerable Afghans. Recurring floods, droughts and earthquakes, coupled with decades of conflict, have left large swathes of the population unable to meet their food or nutritional needs. Despite these challenges, WFP's food

assistance reached nearly seven million Afghans in 2011, making the country one of our top beneficiaries.

"Working in a country as complex as Afghanistan means there is never room for complacency — we are constantly trying out new things," said Country Director Louis Imbleau. "First, so we can work more efficiently. And second, to build local capacity, striving for the day WFP will no longer be needed here."

The vouchers illustrate both the challenges and the rewards of WFP's operation in Afghanistan. The urban and semi-urban populations who received them are dispersed and therefore difficult to reach.

The country's high illiteracy rates, fragile banking system and lack of basic infrastructure demand spending large amounts of energy on training government counterparts, shopkeepers and bank employees — and thinking up solutions to seemingly simple operational problems.

But today pride is written across Balqisa's wrinkled face. With the vouchers, she knows her three children will not go hungry. She enters shops with her head held high.

After severe flooding in Pakistan, WFP food rations were the only means of survival for many. This baby has received *Wawa Mum*, a locally-produced chick pea paste that is vital to preventing malnutrition in children.



INNOVATING

Winning the hunger battle is not just about filling empty stomachs. Just ask 23-year-old La, a pregnant mother of two who lives in a remote province of northern Laos. “I want my child to grow up strong and healthy,” she said of the third child she will soon have.

WFP will help make that happen. La’s infant will get a head start with special, ready-to-use food supplements and other special interventions that bolster WFP’s nutritional arsenal to build healthy minds and bodies.

Amid growing international awareness of nutrition’s pivotal role in human development, WFP is rapidly expanding the numbers of children and pregnant and lactating women who receive our special, nutritionally enhanced food products. Inadequate nutrition during the first years of life can irreversibly cripple mental and physical development, reducing both educational achievement and earning potential. On a national scale, malnutrition drives up health care costs and slows economic prosperity.

Our coverage of the critical under-two age group witnessed a stunning rise last year, reaching nearly 3.2 million children in 2011, compared to 55,000 in 2008 — a nearly 60-fold increase.

Ranging from nutrient-packed, Ready-to-Use Supplementary Foods to micronutrient powders and fortified blended mixes of corn, wheat and soya, we are crafting cutting-edge solutions for people battered by natural calamities and the ravaging effects of malnutrition

All are tailored to meet WFP’s basic premise of the right foods at the right time — and place. They aim to turn around alarming rates of malnutrition, a leading contributor to child and maternal mortality.

In **Pakistan**, we ramped up production of our popular, locally produced *Wawa Mum* and *Acha Mum* brands of chickpea-based soft food designed to prevent and treat child malnutrition. We also launched other country-specific products, like WFP’s Myanmar Mix, a fortified Super Cereal produced in Myanmar’s southern city of Yangon. Like Wawa and Acha, Myanmar Mix uses locally available raw ingredients, boosts local manufacturing and suits local tastes.

Improving mothers’ knowledge and demand for the right nutritious foods is essential. In Laos, where child malnutrition is among the world’s highest, a WFP-sponsored nutrition programme is teaching mothers like La the basics about good diets. The programme is among several examples of our 2011 nutrition initiatives outlined below.

ALMOND POWER IN AFGHANISTAN

Afghanistan will soon be producing a home-grown response to one of the world's highest rates of child malnutrition, a creamy, fortified nut paste featuring a key cash crop — almonds.

With funding from the Canadian government, WFP is partnering with the Geneva-based Global Alliance for Improved Nutrition (GAIN) to produce the nutrient-rich paste in Kabul. The goal is to end imported nutritional supplements and revive local agriculture and industry ravaged by years of civil conflict. A few decades ago, Afghanistan was a leading producer of dried fruits and nuts.

“It’s sort of like peanut butter but tastes of almonds. It’s really good,” said Project Manager Stephane Meaux of the paste that will also blend in locally grown mulberries, soybean and wheat.

Almonds are high in protein, lipids and essential fatty acids. When we roll out the product in 2013, the paste will expand WFP’s toolkit of nourishing Ready-to-Use Supplementary Foods. With protein-

and vitamin E-rich almonds, it will help to slash pervasive malnutrition in Afghanistan that causes stunting in six out of ten children.

The local supplement will be similar to Plumpy’Sup, an imported fortified food that is currently used to treat child malnutrition in Afghanistan. “This will be much cheaper than importing from abroad, so we can distribute more for less money,” Meaux said.

WFP is partnering with a Kabul-based entrepreneur to produce the supplement. We plan to buy nearly 3,000 metric tons of the almond-based product over an initial two-year period. Manufacturing locally also means offering a new market for almond, wheat and mulberry growers who will supply half the needed raw ingredients — along with soybean farmers enrolled in WFP’s Purchase for Progress (P4P) initiative.

The ultimate goal is for Afghanistan to take ownership of the project. “When the government is ready to take the lead, everything will be in place — the processing network, the local producer and the local product,” he said.

Amidst the Afghanistan drought, WFP and partners like *Action Contre la Faim* distribute Eezee Paste, a nutritional product that is used to prevent and help fight malnutrition for children under two.



WFP/Teresa Ha



WFP/Teresa Ha



WFP's nutrition education programmes in Laos help reach rural villages.

WFP/Bounmee Maokhamphou



WFP's Mother and Child Health and Nutrition Programme in Laos helps young children during the critical first 1,000 days of life, when a lack of nutrients can permanently impair physical and mental development.

WFP/Annika Harald

IT TAKES A VILLAGE IN LAOS

It's time for the sugarcane harvest in northern **Laos**, but village chief Phiyeer knows what's most important.

"For many generations, our people have worked very hard in the fields. But we are still no better off," said Phiyeer, who goes by only one name. "It is education that will help us advance and build better lives in the future. For two days, it is more important to sit inside and learn rather than to cut sugarcane," he tells residents of Ban Phiyeer, a remote, mountain village, who are attending a refresher course on nutrition.

Ban Phiyeer is a testing ground for a nutrition education programme that WFP rolled out in more than 100 villages across Laos in 2011 with support from AusAID and Yum! Brands. The "teachers" are local government officials and NGO staff who graduated from a WFP-designed and -sponsored nutrition training course. Now, they are on the front lines of this southeast Asian nation's struggle to overcome some of the world's highest malnutrition rates. It is in villages like Ban Phiyeer where chronic malnutrition is at its worst. In rural areas of Laos, one in two children under five is

chronically malnourished, thwarting their physical and mental development for a lifetime.

The trainers share their knowledge and skills with local communities. The focus is on women and other family members who take care of small children. Villagers learn about the dangers of malnutrition and how cooking foods from local forests, gardens and markets can maximise nutrition and make their diets more diverse. The training sessions are tailored to different ethnic groups and delivered in ethnic languages through colourful visual materials, role playing, nutrition games and cooking sessions.

The change is tangible. Six months after their first training, most villagers can recognise signs of malnutrition and identify the causes. They feel confident, they say, in making good nutrition decisions for themselves and their families. "The training gradually helps change the individual's cooking and eating," said Phetdavanh Xayasouk, one of 60 graduates of the course.



With funding from ECHO, the humanitarian arm of the European Union, WFP implemented nutritional support programmes for more than 100,000 people in Turkana, Kenya.

SUPER NUTRITIOUS SUPER CEREALS

We call them Super Cereals. They are fortified corn, wheat or rice-soya blends that help malnourished children, pregnant and lactating women and other vulnerable people regain weight and health. A more powerful variation, *Super Cereals plus*, packs soya oil and dried milk into the mix to treat malnourished children from six months to two years old.

During last year's Horn of Africa hunger crisis, WFP rushed Super Cereals to the region to help drought and famine victims. Super Cereals were also produced in Myanmar in 2011, where they feature in a new, local product called *Myanmar Mix* that is being distributed to mothers and HIV patients. The year also saw major research strides to improve the stability of the “plus” variety and perfect the Super Cereals recipe — to achieve the right balance of vitamins and minerals that the

World Health Organization recommends for treating child malnutrition.

In early 2012, WFP conducted its first taste tests of both improved mixes in Cambodia. We wanted to find out not only if Cambodian children liked them, but just how much they would eat. “They could be really sweet, but if children stop eating after a couple of spoonfuls, that’s not interesting for us,” said WFP food technologist Charles Jelensperger. Based on taste tests in Cambodia as well as Burkina Faso, the improved mix will be rolled out in various countries over 2012.

With demand for Super Cereals expected to triple — to an expected 50,000 metric tons in 2012, compared to 16,500 last year — WFP is now looking for local producers that can meet WFP’s strict standards in the countries where we work. Our goal is to develop domestic production of the mixes, which will cut costs, boost local economies and improve the products’ nutritional value.

WAWA MUM AND ACHA MUM

When record floods tore across Pakistan in 2010, three-year-old Shahid lost his home. He became so malnourished he could no longer walk. Like thousands of other destitute children, Shahid began receiving small white packets of *Wawa Mum*, a nourishing chickpea paste produced by factories in his own country. When the floodwaters roared back last year, *Wawa Mum* was again added to WFP’s relief basket as we helped hundreds of thousands hit by the latest devastation, especially among tens of thousands of conflict-displaced children in Pakistan’s restive northern Khyber Pakhtunkhwa province and the Federally Administered Tribal Areas.

Wawa and sister product *Acha Mum* are among our newest additions to a rapidly expanding line of Ready-to-Use Supplementary Foods, nutritious pastes that can be eaten directly from their packet.



At Kenya's Kakuma Refugee Camp, over 80,000 refugees from Somalia, the Sudan and elsewhere depend on WFP for essential food support, such as this gift of maize flour from the government of Germany.

Wawa and Acha are cheaper alternatives that WFP rolled out just before the 2010 floods. Wrapping a day's worth of vitamins and nutrients into a single serving, *Wawa Mum* — Pashtun for “that’s good, Mom!” — helps children suffering from acute malnutrition. *Acha Mum* helps prevent malnutrition developing in emergencies.

Both therapeutic foods have delivered positive results. Malnourished children receiving Ready-to-Use Supplementary Foods in Pakistan generally recover within three months of treatment, rather than six months with other products. In flood-torn areas where Acha was

distributed last year as part of a larger malnutrition programme, recipients registered 77 percent or higher recovery rates.

Pakistani manufacturers are now scrambling to meet the growing demand. With the introduction of new packaging machines, they more than doubled production of both pastes in 2011 to reach 1,000 metric tons a month — enough to assist 300,000 malnourished children on a monthly basis. In partnership with other organizations, we are also rolling out local adaptations of *Acha Mum* in Bangladesh and Ethiopia.



Partnering with WFP has helped the government of Honduras provide school meals to more than 1.4 million children.

SECURING PARTNERS

GOVERNMENTS

At Simon Bolivar primary school in southern Honduras, children sit down to savoury breakfasts of beans, tortillas and rice made with fortified oil, fresh cheese and locally grown ingredients.

They are the faces of the future — and of the government's commitment to provide school meals to 1.4 million primary-school youngsters in this central American nation, where one child in four suffers from chronic malnutrition.

Honduras' school meals programme, WFP's third largest worldwide, highlights WFP's effective collaboration with foreign donors, small farmers and community members. It is just one snapshot of our broad and deepening public-sector partnerships with both national governments and transnational organizations like the African Union.

In Honduras, the government finances nearly 80 percent of its school meals programme. With Canadian and private-sector support, WFP covers the rest and helps oversee procurement, logistics and programme monitoring. The country's school meals are truly a national effort, since almost all the food is locally grown or produced. More than a third of the raw ingredients are supplied by small farmers enrolled in our Purchase for Progress (P4P) initiative, supported by the European Union.

Similar alliances are boosting school meals around the globe. In Lesotho and Malawi, for example, WFP has worked closely with national governments to design and implement the programmes. Lesotho plans to fully finance its school meals by 2013.

"I'm a good example of what school meals can achieve," said Lesotho Education Minister Dr. Mamphono Khaketla, who benefited from them as a child. The food helps Lesotho boost school attendance, she said, because "children know that at least they will have one decent meal a day."

WFP also offers governments the technical training and support needed to design long-term solutions. That's the case in Peru, where we teamed up with the University of Peru to review the country's food security and nutrition programmes. Following WFP's advice, the government now issues ID cards to beneficiaries in a bid to reduce fraud and error.

As the Horn of Africa struggled with a devastating drought last year, WFP and the African Union launched the African Risk Capacity initiative — a groundbreaking, multi-partner drought insurance fund to help governments better respond to extreme weather patterns.

WFP provides funding and technical support for yet another AU project that gathered momentum in 2011 — a 12-nation study that looks at the economic and social impact of child under-nutrition in Africa. Findings will likely empower myriad nutrition initiatives, including school meals that will nourish Africa's next generation of leaders.

THE ONLINE AUDIENCE

WFP's online fundraising netted a record \$11.9 million in 2011, as thousands of new supporters and partners continued to join our fight against hunger. During the first two months of 2011 alone, more than 40,000 people donated to our emergency operation in the Horn of Africa region, following WFP's call to action through banner ads and media coverage.

Social media platforms like Facebook and Twitter, along with higher web traffic and our outreach to non-English speakers help WFP spread the word. WFP's website is now available in 16 languages.

Our partnerships with internet companies like GroupOn, Tumblr and YouTube help us raise funds and brand awareness, positioning WFP as one of the world's most popular and effective humanitarian agencies.

Numbers tell the story. Our global online subscriber base more than doubled last year to reach 795,000, compared to 291,000 in 2010 — putting us on a path to exceed one million in 2012.

"WFP, for such a large organization, seems to find a way to connect with its supporters and make each one of us feel important," said one Russian donor, Katerina, in an email.

PUBLIC-PRIVATE PARTNERSHIPS

With donations reaching nearly \$94 million, the private sector emerged as WFP's tenth largest contributor in 2011, underscoring a growing commitment by corporations, foundations and individuals to help the planet's poorest.

Nowhere is this more evident than in the Horn of Africa, where the private sector mobilized more than \$24 million for victims of one of the worst humanitarian crises in decades. Private companies also funded the entirety of WFP's emergency operation in Japan, as we helped the nation recover from a devastating earthquake, tsunami and nuclear crisis.

"Our collaboration with the private sector continues to enrich our work in new and exciting ways, even as the budgets of traditional donors tighten," said Nancy Roman, director of Communications and Private Partnerships. "We know that hunger is solvable, and with the knowledge and resources of our partners, the private sector is helping us to implement hunger-fighting solutions that help us reach millions more people."

The reach and impact of our partnerships extends well beyond the dollars. Life sciences specialists like Dutch company DSM and Kemin Industries are improving the quality and safety of the foods we distribute.

The Bill and Melinda Gates Foundation is funding our pilot projects in nearly a dozen African countries that boost the harvests and earnings of small farmers. And as a drought and food crisis gripped the Horn of Africa, global logistics company TNT donated an airlift of nutrient-packed food product Plumpy'Sup, enough to feed almost 16,500 malnourished children for a month.

Our work with corporations featured in this year's report — Korea's LG Electronics, China's Tencent and U.S.-headquartered PepsiCo — illustrates the new directions our private-sector partnerships are taking.

Assuring the quality and safety of the food we deliver is a WFP priority. In Mombasa, Kenya, volunteers from private partner DSM assess the quality of the salt production process at a potential salt supplier.



Nairobi schoolchildren benefit from a WFP school meals programme funded by WFP's first Asian corporate partner, LG Electronics.

LG ELECTRONICS

Trees dot the hilly scrubland around Wukro in northern Ethiopia, casting a splash of green in a country devastated by drought. The saplings are part of a WFP food-for-work project that is returning barren, rocky soil into the rich, productive land that older residents remember.

The tree-planting initiative offers just one example of an ambitious “Partnership of Hope” between WFP and Korean company LG Electronics (LGE) to tackle poverty, hunger and climate change at the grassroots. Our partnership with LGE enables WFP to tackle hunger better by harnessing the power of employees, customers and cutting-edge technology.

Launched in 2009 in Ethiopia and Kenya, our collaboration expanded last year to include Bangladesh and Cambodia. So far, LGE has committed nearly \$6 million for projects ranging from school meals and health education to flood mitigation and income-generating activities.

In Kenya, LGE supports WFP school meals targeting more than 8,000 children in impoverished Nairobi neighbourhoods. LGE also funds WFP food-for-work and food-for-asset programmes to help communities improve farming, infrastructure and climate-change mitigation strategies in Bangladesh’s southwestern Barisal region and Cambodia’s southeastern Prey Veng province.

Through employee fundraising and public awareness campaigns, LGE is also challenging its staff and customers to invest personally in the fight against hunger. In October, the company rolled out a new application for its line of Smart TVs featuring WFP’s “WeFeedback” online fundraising campaign. The social media tool fosters direct engagement with global efforts to meet the first UN Millennium Development Goal — eradicating extreme poverty and hunger.

CELEBRITY PERFORMERS

As WFP’s first Ambassadors Against Hunger for the European Union, Malian singing duo Amadou and Mariam use their powerful voices to raise public awareness in Europe about the scourge of global hunger and our vital partnership with the EU. As our second-largest donor — and leading cash contributor in 2011 — the EU is partnering with WFP to attain the UN Millennium Development Goals through its humanitarian and development mandates. Throughout last year, Amadou and Mariam mobilized and energised listeners. At a June 2011 concert in Rome, the duo sang “Labendela,” an ode to children’s future which they dedicated to the fight against hunger.



WFP/Rein Skallerud

WORKING WITH PEPSICO AND THE ETHIOPIAN GOVERNMENT

Packed with protein, iron and calcium, chickpeas have long been a dietary staple in Ethiopia. One of the world's leading producers of the legume, this East African nation eats its chickpeas fried or cooked into thick stews to be scooped up with *injera*, the traditional spongy bread.

But Ethiopian children will soon eat them in another form; as a nutrient-rich, ready-to-eat meal supplement, thanks to a 2011 partnership between WFP, the PepsiCo Foundation and the U.S. Agency for International Development.

The chickpea project aims to boost the diets of an initial 40,000 malnourished children under five, offering a powerful new weapon against malnutrition, a leading cause of child mortality. The project is a model that could be scaled across the greater Horn of Africa.

Realized in collaboration with local partners, the initiative will train small farmers in central and northern Ethiopia to produce higher-yielding chickpea crops through better seeds and growing practices. Their harvests will provide the raw ingredients for the supplement's Ethiopian manufacturers; in the process, PepsiCo is helping to build the manufacturers' processing capacity.

"By having it manufactured locally, we hope to cut costs and reduce the product's delivery time in case of an emergency," Project Manager Melanie Jacq said. "It's also part of building the country's capacity, since we are supporting manufacturers in managing food safety and quality."

Besides being good for the body, chickpeas are also good for the soil. Participating farmers are rotating in other crops like wheat, teff and barley, maximising the output on their tiny plots.



WFP's partnership with PepsiCo, the Ethiopian government and USAID aims to develop a chickpea-based nutrition supplement in Ethiopia, creating greater opportunities for strong, healthy children like these in Atsbi Womberta.



The Chinese Ambassador to Cambodia helps distribute take-home rations in Cambodia's Siem Reap province, where WFP provided rations to children in grades 4 to 6. School meals are a longstanding staple of WFP operations. Thanks to a new collaboration with one of the world's largest internet companies, Tencent, breakfasts at some schools are funded by Chinese internet users, or "netizens," thousands of miles away. Tencent made an initial donation to support school meals for thousands of children in Cambodia and China, then reached out to its massive online community through an internet fundraising campaign.



WFP and the government of Brazil have launched the Centre of Excellence Against Hunger, which helps countries expand school meal programmes to improve the food security of children like these.

EXPANDING OUR REACH

BRAZIL

Acclaimed for its rich cultural and ecological diversity, Brazil is gaining international kudos for another asset, a decade-old development drive known as *Fome Zero* or “Zero Hunger” that has lifted nearly 25 million Brazilians out of poverty.

Now, Latin America’s largest nation is sharing its experience with other developing countries through WFP’s new Centre of Excellence Against Hunger. Launched in November 2011 in capital Brasilia, the centre aims to leverage Brazil’s success to other nations seeking to end hunger and malnutrition — and in the process become a global reference point on school meals, nutrition and food security.

The centre began by concentrating on school meals, tapping WFP’s longstanding expertise, as well as Brazil’s own model, which reaches 47 million children. It focuses on an initial 18 countries in Africa, Asia, Latin America and the Caribbean, hosting study tours showing how Brazil’s network of local authorities, small farmers, teachers, cooks and students collectively make school meals possible.

“They will come to Brazil, see the Brazilian experience and then we will plan together programs in these countries against hunger,” said the centre’s head, Daniel Balaban, who previously helped oversee Brazil’s school meals initiative.

There are powerful arguments for school meals beyond simply filling young stomachs. They help children develop healthy eating habits and improve their nutrition. They are also an incentive for children to remain in schools, giving girls in particular access to education they may not otherwise have. And they



WFP/Illuminati Fimes/Mariana Raphael

A Brazilian boy waits for his daytime meal at school, perhaps the only one he will receive this day.

build community ties, connecting children, parents, teachers and producers.

Zalia Toure, director of Mali's National Centre for School Canteens, took these lessons to heart during a December visit to community schools in the eastern state of Bahia. "The government invests the maximum for Brazil's children to go and study," Toure said. "Brazil has linked school to life — meaning to agriculture." Mali now plans to host a series of workshops in 2012 on implementing its own school meals programme, in a country where malnutrition is a leading cause of death.

"The most important thing we see from these missions from other African countries is they have commitment," Balaban said. "When they see the Brazilian experience, they think they're looking in a mirror — and they know they can do it."

REPUBLIC OF KOREA

September 2011 marked a new direction in WFP's Asia operations, as we opened our first office in Seoul, the Republic of Korea, with a single team focused on government relations and private-sector fundraising.

"Such an integrated office is probably the future way to do effective and enhanced fundraising," said regional representative Mohamed Saleheen.

The office underscores Korea's remarkable transformation from a food aid recipient just a generation ago to a thriving economy that serves as inspiration for others. By 2015, Korea plans to triple its development assistance, providing WFP with new opportunities for collaboration.

Last May, WFP forged a new strategic partnership that aims to export the success of Korea's "New Village" movement, which lifted millions out of poverty and hunger during the 1970s and '80s. So far, we have rolled out "Food for New Villages" pilot projects in Nepal and Rwanda, and Korea will launch others in Bangladesh

and Tanzania. In the coming years, Korea plans to further expand the programme, which helps rural communities develop infrastructure and climate-change mitigation strategies.

Closer to home, Korean lawmakers are supporting WFP through a "WFP Forum" at the country's National Assembly, the second only of its kind, after Japan. And our Ambassador Against Hunger, Korean movie star Jan Dong Gun, invested both time and money in WFP's humanitarian work last year. The Seoul office is also forging close ties with Korea's private sector, building on our development partnership with international giant LG Electronics.

SOUTH SUDAN

The world's newest country was born on 9 July, 2011, and with it our newest operation: WFP South Sudan. Overnight, the cluster of off-white containers in WFP's Juba compound turned from "sub-office", to a proper "country office" in its own right.

WFP's team in South Sudan faced the daunting task of building a new operation in a fledgling country where decades of civil war had left enormous development challenges, little or no infrastructure, some of the worst socioeconomic indicators in the world, and a raft of humanitarian emergencies.

WFP's existing Republic of Sudan emergency operation continued to cover both countries during an interim period while we finalised new operations. All of WFP's existing resources — food, equipment, vehicles, staff and budgets — would now be divided.

"Before I arrived in Juba I knew that it was going to be a tremendous challenge," said WFP's new country director, Chris Nikoi. "But I also realized that WFP was in a unique position to help this young nation achieve food security through projects that let communities develop their infrastructure, or help families earn a better living."



WFP is providing emergency assistance to hungry and conflict-affected people in South Sudan, where grain prices doubled or tripled, partly because the border between Sudan and South Sudan has been largely closed. Here, a trader scoops sorghum in a market in Doleib Hill, Upper Nile State.

It quickly became clear that South Sudan's humanitarian needs would be greater than expected — with root causes every bit as complicated as a nation's birth implies. Food security remained precarious. Erratic rainfall caused the staple sorghum crop to fail. Market prices of basic foods and fuel were troublingly high. And the border between Sudan and South Sudan largely remained closed, allowing only sporadic passage of WFP commodities.

South Sudan also struggled with massive population flows; totalling nearly 500,000, they included returnees from the north, refugees from Sudan's South Kordofan


and Blue Nile states and people displaced by conflict in the disputed Abyei area. "Back home I was a farmer — I had a garden with dura, maize and okra," said Achok Ajou Cyer, who fled her home in Abyei after violence erupted. "Without my garden I have nothing."

WFP provided food assistance to South Sudan as the country worked not just to meet the immediate humanitarian needs of the most vulnerable, but also to expanding communities' resilience in the medium-term, so the vicious cycle of hunger and violence can be broken for good.

IN 2011, WFP DELIVERED 3.6 MILLION METRIC TONS OF FOOD ASSISTANCE TO 99.1 MILLION PEOPLE IN 75 COUNTRIES

BENEFICIARIES INCLUDED:

- 82.9 million** women and children
- 15.1 million** internally displaced people
- 2.6 million** refugees
- 63.2 million** children were assisted in WFP operations
- 23.2 million** schoolchildren received school meals and/or take-home rations
- 11.1 million** malnourished children received special nutritional support
- 2.3 million** people affected by HIV and AIDS received WFP support
- 4.4 million** people were assisted through cash and vouchers programmes
- 21.3 million** people received WFP food as an incentive to build assets, attend training, strengthen resilience to shocks and preserve livelihoods

A wide-angle photograph showing a long line of white trucks with blue tarps covering their cargo, navigating a treacherous, muddy mountain road. The road is carved into a steep, brown hillside. In the background, majestic mountains are partially covered in snow under a clear sky. The scene conveys the difficulty of humanitarian aid in such regions.

A convoy of 18 WFP vehicles braved mountain passes, precarious road conditions, rain and mud for nearly a week to deliver food to schools in remote villages in central Afghanistan that had been cut off during the harsh winter. The trucks were donated by the government of Japan more than 20 years ago, and still help WFP serve the hungry in Afghanistan.

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World Food Programme

