

The World Food Programme: Feeding Millions

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The World Food Programme, as part of the United Nations system, uses funds collected through voluntary donations to help feed nearly 100 million people per year. Active in over 70 countries, it is currently the largest humanitarian agency fighting hunger in the world.

The five main objectives of the World Food Programme are to save lives and protect livelihoods in emergencies, prepare for emergencies, restore and rebuild lives after emergencies, reduce chronic hunger and under-nutrition everywhere, and strengthen the capacity of countries to reduce hunger. The recent economic downturn and current high food prices have made the difficult task of achieving these objectives even more challenging.



Bettina Luescher, a University of Wisconsin-Madison graduate (1985), is the current World Food Programme Chief Spokesperson for North America. She worked as a field producer, anchor, and reporter for CNN International for the 15 years prior to joining the World Food Programme in 2004. She estimated that it would take 3.5 billion dollars to feed every hungry child on the planet. To put this in perspective, British Petroleum posted a 6.1 billion dollar profit in the first quarter of 2010. Ms. Luescher expressed how simple ideas can have substantial impact and that with the right

food at the right time it is possible to feed everyone.

The website freerice.com is an online game that uses the power of the Internet to raise money to provide rice to those in need. Players choose to receive questions from the subjects of Math, Geography, Language Learning, English, Chemistry, and Humanities. Every correct answer donates 10 grains of rice through the World Food Programme. All one needs to do is go to the website, create a username and start playing an addictive game that incorporates both learning and supporting a good cause.