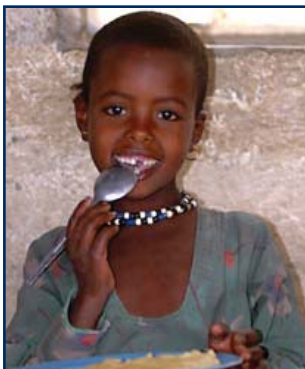


Business Alliance Against Chronic Hunger (BAACH)



The Issue

Worldwide, over 850 million people are hungry; 90% of these suffer from chronic hunger rather than short-term famine. The results can devastate both individuals and economies: over 5.6 million children die of hunger-related causes each year, and affected countries can lose up to 10% of labour productivity and 3% of GDP. Hunger is most prevalent in South Asia and sub-Saharan Africa, but Africa is the only region where it is getting worse.

Businesses have significant and unique abilities to combat the root causes of hunger. BAACH's pioneering approach harnesses business expertise to generate sustainable, market-based solutions to hunger and poverty.

Developing business-led solutions

Through BAACH, businesses leverage their expertise and capabilities to improve value chains – from production, processing and packaging to retailing and marketing – to increase food supplies, nutrition and incomes in hungry regions.

BAACH works to reduce hunger on the ground in Africa by strengthening specific value chains through business development and market linkages. Companies implement these solutions in partnership with governments, NGOs, international agencies and communities.

Globally, BAACH strengthens commitment to action on hunger by promoting effective business models to reduce hunger, facilitating dialogue and engaging in global partnerships.

“ Business can play an important role in addressing the root causes of chronic hunger. We are ready to commit our expertise to help build solutions to this problem. ”

William V. Hickey
President and Chief Executive Officer,
Sealed Air, USA

The Kenya pilot district

BAACH is focusing initial efforts in Siaya, the poorest district in Kenya, where 38% of children are stunted by malnutrition. Over 30 companies plus key partners – including NGOs, international agencies and the Government of Kenya – are taking action in four priority areas:

- Staple crop production and market linkages
- Integrated processing and packaging
- Retail and consumer market development
- Entrepreneurship capacity-building

“ I am particularly happy to see this group pushing this forward. The UN would like to work with you on the ground. You can count on us; we can only do this in partnership. ”

Kofi Annan
Secretary-General,
United Nations, New York

Get involved

Engagement in BAACH offers several benefits:

- **Action:** Generate tangible results on the ground to reduce hunger in Africa through sustainable, market-based solutions.
- **Networking:** Engage with global, regional and national leaders in business, government, UN and international agencies and NGOs.
- **Visibility:** Work with top business and public leaders, highlighting the Alliance approach in global dialogues and the media.

Who else is involved?

BAACH is led by a Steering Board that includes:

- Unilever
- Sealed Air
- Nike, Inc.
- Technoserve
- The MDG Centre

An advisory board comprised of leading experts and global institutions provides additional guidance. In Kenya, over 30 companies and other key partners have joined the Alliance.

For more information, please visit our website: www.weforum.org/hunger
or contact: hunger@weforum.org

