



GENERAL INFORMATION

Indonesian World Food Day 2009
Yogyakarta, Oktober 2009

Achieving food security in times of crisis



16 October 2009
World Food Day



HISTORY OF WORLD FOOD DAY

World Food Day (WFD) was established by the Food and Agricultural Organization (FAO) at its Twentieth General Conference in November 1979. On the General Conference, it was agreed that WFD will be celebrated annually on October 16th. The chosen date of "October 16th" is the same date as that of the establishment of FAO in 1945.

WFD provides a reminder of FAO's constant search for a long-term solution to the problem of hunger and poverty in the world. WFD was created with the goal that "food for all" should become a human right for present and future generations. In specific, WFD aims to:

- to encourage attention to agricultural food production and stimulate national, bilateral, multilateral and non-governmental efforts to this end;
- to encourage economic and technical cooperation among developing countries; and agricultural development.

- to encourage the participation of rural people, particularly women and the least privileged categories, in decisions and activities influencing their living conditions;
- to heighten public awareness of the problem of hunger in the world;
- to promote the transfer of technologies to the developing world;
- to strengthen international and national solidarity in the struggle against hunger, malnutrition and poverty and draw attention to achievements in food

INDONESIAN WORLD FOOD DAY 2009

The WFD 2009 has been designed to strengthen the world concern in the current shocking number of malnourished people in the world that achieve a figure of 1.02 billion malnourished people in the world, meaning that almost one sixth of all humanity is suffering from hunger. In response to this, the WFD 2009 aims to strengthen cooperation among various related stakeholders in order to ensure the world's recognition of hunger as critical problem and develop measures to solve it.

THEME International

FAO adopts an international theme for each year WFD celebration. The theme crystallizes the most current global issue on World Food Security situation and provides a common focus for WFD activities. This year, WFD focuses on how to ensure food security in times of crisis.

The theme for WFD 2009 is "Achieving Food Security in Times of Crisis". It is chosen because the world is currently facing global crisis whose impact is mostly stalking the small-scale farms of the world, where 70 percent of the world's hungry live and work. The theme magnifies a message that the world has the know-how to do something about hunger and an ability to find money to solve problems, when we consider the importance how to solve it.

National

The national theme for WFD 2009 is "Strengthening National Food Security to Overcome Global Crisis". The theme is derived from the fact that Indonesia now stands on food self sufficient condition, which we consider as one major prerequisite to overcome global crisis. According to the regulation Number 7 in 1996 concerning Food Security and Government rule number 68 in 2002 concerning Food Security, strengthening National Food Security should be the responsibility of the Government collaboration with all related stakeholders at national as well as global level.

LOGO International



Figure 1. International Logo

The logo of international WFD uses on materials produced around the world which strengthens the universal visual image of World Food Day. The basic design represents the soil, water and the atmosphere. The world's food supply depends on the careful husbandry of these most basic of natural resources.

National



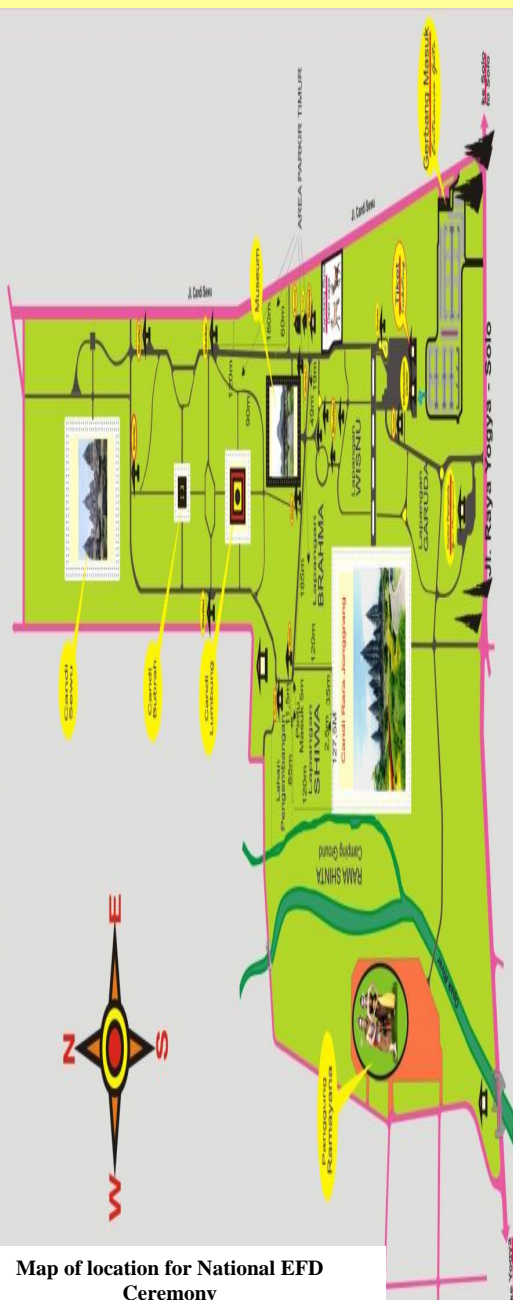
Figure 2. National Logo

The national logo for 2009 WFD has been adopted from a symbol used in traditional puppet of Javanese tradition, known as "Gunungan Wayang Purwa". The logo symbolizes the universe containing various sources of foods for ensuring food security of human beings. The logo describes both animal and plant sources of food, covering food crops (rice, maize and tubers), animal source foods (beef and fish), fruits and vegetables.

List of Hotel

- MELIA PUROSANI**
Jl. Suryotomo No.31
Telp: 0274-589522/211
- HYATT REGENCY**
Jl. Palagan Tentara Pelajar
Telp: 0274-869641/43
- PHOENIX HOTEL**
Jl. Jenderal Sudirman No.9
Telp: 0274-566617
- SHERATON HOTEL**
Jl. Laksda Adisucipto km. 8,7
Telp: 0274-488588
- GRAND QUALITY**
Jl. Laksda Adisucipto km. 48
Telp: 0274-485005
- JAYAKARTA**
Jl. Laksda Adisucipto km. 8
Telp: 0274-488418
- INNA GARUDA**
Jl. Malioboro No.60
Telp: 0274-512113
- NOVOTEL**
Jl. Jenderal Sudirman
Telp: 0274-580930
- SANTIKA**
Jl. Jenderal Sudirman No.19
Telp: 0274-562743
- IBIS**
Jl. Malioboro No.52-58
Telp: 0274-521113

Taman Wisata Candi Prambanan
Prambanan Archaeological Park



Map of location for National EFD Ceremony

ICON



Gunungan Kakung

The icon of WFD 2009 is "GUNUNGAN KAKUNG" (the male mountain) adopted from Hindu's mythology internalized in Javanese daily lives. Mountain symbolizes a harmony in the relationship between human being and his God; human being and human being; and also human being and the nature. Peak of mountain represents one God and the body of mountain symbolizes the lives of human being and his relationship with the nature.

The icon will be registered in Indonesian Book of Record (MURI).

National Ceremony

The Indonesian WFD national ceremony will be held on 12 October 2009, earlier than the designated date for WFD on 16 October 2009. The ceremony will be conducted in Kalasan Regency, Sleman District, Prambanan Temple, D.I.Yogyakarta Province. The President of the Republic of Indonesia has confirmed his attendance and will officially open the ceremony and International Food Expo 2009. The Food Expo will last on 12-15 October 2009 in locations surrounding Prambanan temple.

EVENTS

Series of events have been organized to celebrate the WFD 2009 in Indonesia. Those include the WFD Launching, Technology Display, Seminar, Diplomatic Tour, International Food Expo, Interactive Dialogue, International Food Expo and Competitions.

WFD Launching

The Launching of WFD events was held on 15th July 2009 in Code Farmer Group in Trirenggo Village, Bantul District, D.I.Yogyakarta Province opened by the Governor of D.I. Yogyakarta Province. There are some activities related to food security that were done with the community in surroundings like: food barn, food self help village, auxiliary food for elementary school students, fresh food safety model information, developing of inters and local food product, sugar cane acceleration, fisheries product and reward giving to farmers and extension workers, MOU signing between farmers group of LDPM and Village Cooperative Centre named Metaram, etc.

Technology Display

Technology Display will be held at the time of national ceremony and located at a land in Dukuh Klurak, Taman Martani Village, Kalasan around Prambanan Temple Tour Complex, D.I. Yogyakarta Province. This event performs applicable technology especially on-farm agricultural commodities such as: rice, second crop, fish and cattle.

Seminar

The Seminar of WFD will be held on Thursday, 1 October 2009. The venue is Sonokeling Room, Manggala Wanabakti Building Ministry of Forestry in D.K.I. Jakarta Province. The participants are from academies, biro crates, associates, workers, NGOs, farmers, civil societies. This event provides a great opportunity for all stakeholders and participants to share views and discuss about issues related to the WFD theme. The proceedings' Seminar will be given to the President of Republic of Indonesia by Minister of Forestry.

Interactive Dialogue

Interactive Dialogue between the Minister of Agriculture, Minister of Marine and Fisheries, Minister of Forestry and FAO Representative in Indonesia will be held to welcome the WFD commemoration on October 2009 at the station of Republic of Indonesia television channel.

Diplomatic Tour

The Tour will be held on 11 October 2009 surroundings Yogyakarta province. The participants are H.E. Ambassadors and representatives of international organizations in Indonesia.

Interactive Dialogue

Interactive Dialogue between the Minister of Agriculture, Minister of Marine and Fisheries, Minister of Forestry and FAO Representative in Indonesia will be held to welcome the WFD commemoration on October 2009 at the station of Republic of Indonesia television channel.

International Food Expo

Expo and exhibition will be opened by President of Republic of Indonesia following the WFD official ceremony for 4 (four) days in the location around Prambanan Temple, D.I. Yogyakarta Province. The exhibition will promote and support solidarity to enhance food security. The participants are the representatives of Government institutions, Privates, International Organizations and Embassies.

Competitions

The competition will be held to raise public awareness and care to divers' consumption and enhance food security. The Competition is how to make Indonesia typical food creativity by local divers, nutritious, balanced and safety food. The winner will be announced at the time of WFD ceremony on 12 October 2009 by Minister of Agriculture.



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