



TOGETHER
for a sustainable future

OCCASION

This publication has been made available to the public on the occasion of the 50th anniversary of the United Nations Industrial Development Organisation.



TOGETHER
for a sustainable future

DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

CONTACT

Please contact publications@unido.org for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at www.unido.org



D 02393



Distr.
GENERAL

ID/CONF.1/20
8 June 1967

United Nations Industrial Development Organization

ORIGINAL: ENGLISH

INTERNATIONAL SYMPOSIUM ON INDUSTRIAL
DEVELOPMENT

Athens, 29 November-20 December 1967
Provisional agenda, item 4 (c)

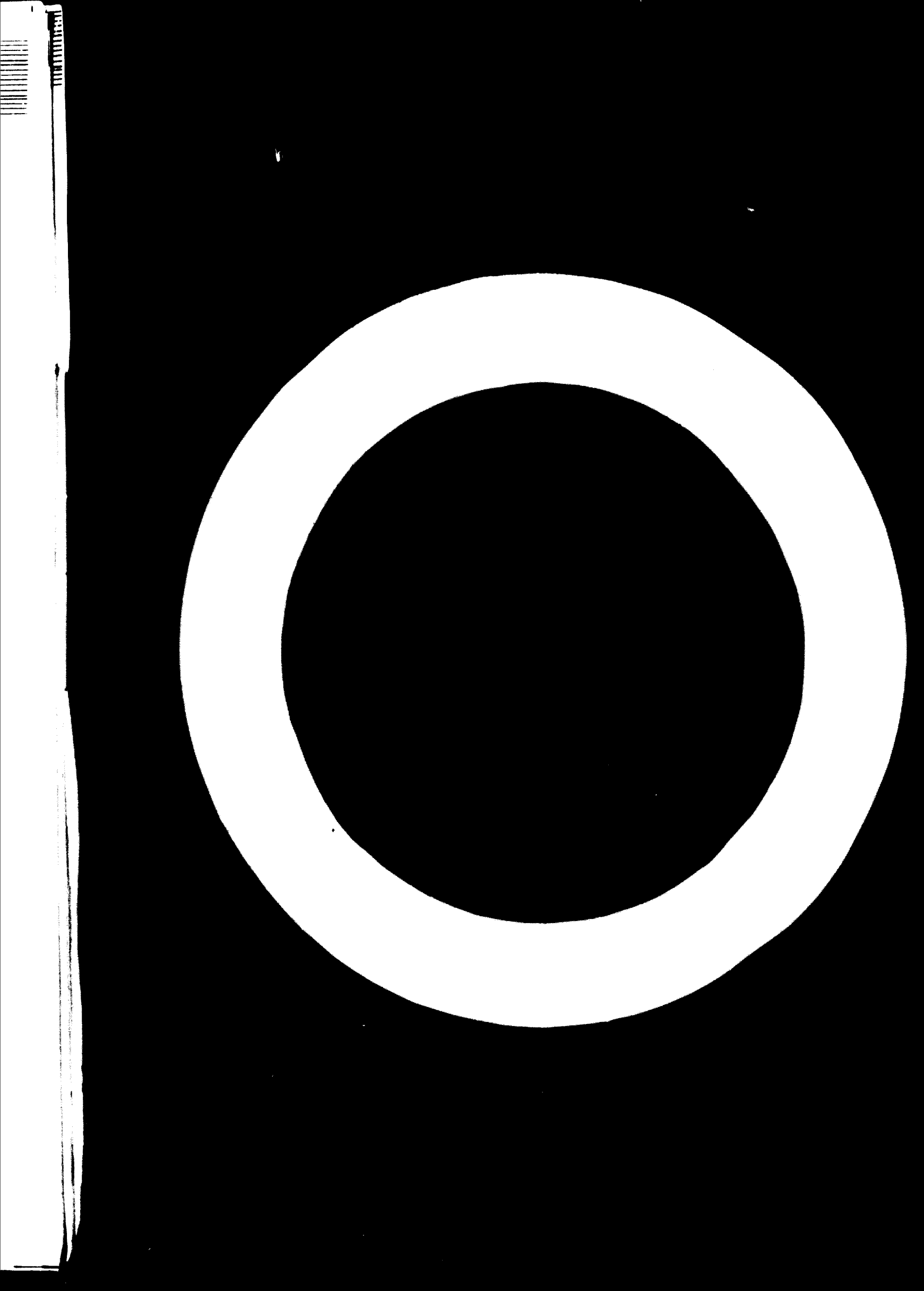
INDUSTRY SUPPORT UNDER THE FREEDOM FROM HUNGER CAMPAIGN

Prepared for the Symposium

Presented by the Food and Agriculture Organization

67-13281

/...



CONTENTS

	<u>Paragraphs</u>
I. PROGRAMME OF WORK	1 - 10
Field programmes and projects	1 - 3
Role and responsibility	4
Specific areas for action	5
Supporting activities	6
Future trends	7 - 9
Resources involved	10
II. INDUSTRY SUPPORT	11 - 38
Introduction	11 - 15
Contribution of industry to the educational and informational role of the campaign	16 - 21
Contribution of industry to action field projects	22 - 28
The fertilizer industry and FFHC	29 - 30
Pilot schemes	31 - 33
FAO/Industry co-operative programme	34 - 38
III. CONCLUSIONS	39 - 40

I. PROGRAMME OF WORK

Field programmes and projects

1. The scope of this paper does not permit reference to the large number of operational field programmes and projects which Governments have entrusted to FAO. Details for 1966, however, may be found in the "Second Consolidated Report of the Industrial Development Activities of the United Nations System of Organizations", paper ID/B/3, more particularly addenda 2 and 3 (FAO's Activities in the Field of Industrial Development - 1966 Annual Report). However, a brief account of the main lines of FAO assistance is given below.
2. FAO's areas of activity are to assist in the promotion and development of a wide range of processing industries which use a variety of products from agriculture, forestry and fisheries as raw materials. Such activities are carried out by the appropriate parts of the organization and are integrated into the over-all programme of work, because industrial development planning cannot be dealt with independently of the various aspects of production or catch, the handling of the raw materials, and the social considerations affecting the people. Thus, farmers, fishermen and forest workers are directly concerned with such activities all of which initially take place predominantly under rural environmental conditions, as processing plants never can operate effectively unless full participation of the primary producers in the entire chain of operations is guaranteed, from production, or catch, through handling to the processing plant.
3. The integrated programme also takes into account the work on the Indicative World Plan relating the growth of agriculture, forestry and fisheries to that of industry within the context of production, processing, consumption and trade.

Role and responsibility

4. FAO's role and responsibility in the field of industrial development is to assist its member Governments in such matters as:
 - (a) The formulation of policies and review of plans in order to accelerate industrial development based on a specific number of renewable natural resources;

/...

(b) Analysing economic, social and institutional, organizational and administrative aspects required to implement such plans and examination of the problems affecting implementation. This includes feasibility studies, raw materials assessment, compilation of data regarding relevant economic characteristics of the processing industries, such as value added, import content of inputs, optimum size, possibilities of regional economic co-operation, etc.;

(c) Development of programmes and projects aimed at the education and training of personnel at different levels and in a variety of disciplines, to accelerate the rate at which qualified skills become available to implement industrial development projects;

(d) Development of specific demonstration and research projects leading to operation of pilot processing plants that make use of the most appropriate modern techniques and technologies as determined by the raw material concerned, taking into due account new products and marketing development, consumer preference, social habits, and other factors that require consideration in order to arrive at profitable operation;

(e) Fostering products processing investment projects through preparation of investment plans, feasibility studies and raw material assessment, etc.

Specific areas for action

5. Sector-wise, FAO assists in the development of the following categories of industries:

- (a) Food and Food Products Processing Industries, including those based on both animal and plant products;
- (b) Industries Processing Agricultural Products other than Food (e.g., cotton, wool, tobacco, fibres, hides, skins and leather, agricultural residues, such as straw, bagasse and a variety of agricultural by-products and waste, etc.);
- (c) Forestry and Forest Industries, including Pulp and Paper;
- (d) Fisheries Industries;
- (e) Industries for the Supply of Essential Requisites to develop Agriculture, Forestry and Fisheries.

Supporting activities

6. Industrial development obviously requires action in many more fields to which FAO gives support and co-operates with other bodies in the United Nations system of organizations. Especially for the rural areas, industrial development requires adequate supplies of water and energy, development of farm access roads, suitable transportation facilities, including refrigerated transport for perishable food, the establishment of improved farm services and market structures, organization of co-operatives and credit systems, development of managerial competence, improved rural housing facilities, etc.

Future trends

7. It is obvious from the large number of field projects that Governments desire to accelerate the development of food and food products industries. This trend is of particular importance, especially as in many countries urbanization has become a serious problem considerably adding to losses and waste of food occurring all along the line between primary producer and ultimate consumer.

8. Such an accelerated development clearly requires a considerable volume of investment, particularly with respect to processing industries, storage, marketing, and distribution facilities, but also in the institutional and organizational structures serving agriculture.

9. In addition, such a development brings about new food products derived from a variety of resources, in particular with respect to the protein gap on which subject efforts are greatly expanding.

Resources involved

10. During the last few years, FAO's work as a whole has concentrated increasingly on field action programmes and projects. Thus, during 1966, out of about \$US80 million, more than \$US55 million were devoted to action projects and the implementation of field operations. For the operational period of 1966, about one-third to one-quarter of all FAO-operated UNDP-SF projects dealt with one or another area or sector of industrial development involving an expenditure of the equivalent of around \$US10 million.

II. INDUSTRY SUPPORT

Introduction

11. When the Director-General of FAO launched the Freedom from Hunger Campaign in 1960, his primary objective was to alert public opinion to the growing danger of world-wide hunger and malnutrition. To a considerable extent that objective has been achieved, for the Campaign has played a significant role in causing the world to take notice of this major threat.

12. At the same time, it has aroused enthusiasm and willingness to help, particularly in the non-governmental sectors of society. It has brought together official and unofficial organizations and has reinforced governmental programmes with voluntary support. It has inspired voluntary action and helped to engage people of the countries actively in the work of development.

13. In the forefront of action in the private sector are the processing industries and the industries that serve agriculture, forestry and fisheries which should be developed at a much quicker pace than heretofore, as it is they which open up the possibilities of a country's rapid economic growth.

14. The Director-General of FAO has long recognized this role for industry. In March 1961, the FAO Fertilizer Programme started operations with contributions from the World Fertilizer Industry, and a Fertilizer Advisory Panel, meeting usually twice a year in Rome, advises on the activities of this Programme (see para. 4).

15. In 1965, following the approval of FAO member Governments and non-governmental organizations during the thirteenth session of the FAO Conference, and subsequent to the meeting of the then FAO/Industry Relations Steering Committee, the FAO/Industry Co-operative Programme was set up within the framework of FFHC.

Contribution of industry to the educational and informational role of the campaign

16. FFHC was conceived by the Director-General of FAO as "a vast educational and operational effort involving changes in the mental attitudes and social habits and customs of practically the entire human race". Industries have recognized this educational challenge, too, as is illustrated, for instance, by the support given by the Massey-Ferguson organization to the Young World Food and Development Project to strengthen the work of out-of-school rural youth programmes in the developing

/...

countries. Another Massey-Ferguson project, the South American Farm Mechanization Training Centre in Colombia, will train technicians from South American countries to serve as instructors in machinery operation and maintenance and to supervise farm mechanization projects.

17. A particularly generous response has come also from the industries connected with animal health and production, and dairying, which have assisted FFHC in many ways. One hundred and thirty-eight films have been donated under FFHC by many industrial companies, the most notable being the film "Milk for Development" specially produced for the Campaign by the Danish Company NIRC Atomiser Ltd. (approximate cost: \$US22,000). These are in constant circulation among FAO field staff for use at training courses, etc.

18. Several hundred technical books have been donated by American Veterinary Publications Inc. and other publishing companies. These books, many costing as much as \$US18 each, were widely distributed to veterinary colleges, schools, etc., in the developing countries.

19. CIBA Ltd. of Basle, Switzerland, produced a special number of their house magazine dedicated to FFHC. They also provided equipment and staff for a demonstration at the Second FAO/WHO Conference on Veterinary Education in Copenhagen, 1965, costing \$US20,000. CIBA Ltd. also contributed to the costs of FAO publications on distomatosis and fascioliasis.

20. Alfa-Laval devoted a special number of their house magazine to FFHC, publicizing the aims of the Campaign, costing \$US45,000.

21. Merck Sharp and Dohme International collaborated with FAO in the production of a technical publication "World Protein Hunger - The Role for Animals" which is being given wide distribution. Additionally, the aims of the Campaign have been publicized without charge in a great variety of other industrial publications and through advertisements in leading newspapers and magazines.

Contribution of industry to action field projects

22. The declaration of 1 July 1965 by the Director-General of FAO of an "International Rice Year" under the Freedom from Hunger Campaign during 1966 stimulated attention and a number of actions relating to the world's most important food crop.

23. A specific industry contribution to the International Rice Year was the Conference on Mechanization of the World's Rice which was held in September 1966 under the auspices of the Massey-Ferguson Organization. This Conference focused attention on the vital role that could be played by mechanization in improving rice yields on the existing rice farms and in speeding the development of rice on new lands.
24. Field action projects have been supported under FFHC in a variety of ways. In the animal production and health associated fields, industry, which for many years supported the work of FAO, was given added impetus through FFHC. Recent examples of such collaboration are the provision by Messrs. CIBA of an entomologist in Latin America on the control of Dermatobia hominis, the tropical warble fly. In addition, the same company provided drugs and medicines to several animal health field projects.
25. Cooper, McDougall and Robertson Ltd., Berkhamsted, are co-operating in a Parasite Control project in Somalia with a contribution of over \$US8,000.
26. Large quantities of veterinary drugs have been received from pharmaceutical firms in the United States of America through the efforts of a Special Consultant to FAO working in the United States. These have been widely distributed in needy countries, and this work which is continuing is likely to increase.
27. In the fisheries field, OMISA, a group of firms manufacturing outboard motors, has collaborated with FAO since the beginning of the Freedom from Hunger Campaign and has donated engines to start off FFHC schemes in Dahomey, Togo, the United Arab Republic and Tanzania (Zanzibar). The motorization of existing, locally made, fishing boats permits a quick and considerable increase in the catch, thus making more protein-rich food available at low cost. The engines are given to such organizations as fishermen's co-operative societies which sell them on easy terms to fishermen under a revolving fund arrangement. Thus fishermen are assisted in raising their standard of living.
28. Other contributions-in-kind have been made in the form of motors, tractors and other agricultural implements, including forestry tools. These gifts are often of great help in the initial stages of projects, but their full value cannot always be realized unless spare parts are included and some degree of standardization is established to ensure adequate maintenance.

The fertilizer industry and FFHC

29. In order to bring modern fertilizer techniques within reach of farmers in the developing world, the World Fertilizer Industry, in collaboration with FAO, designed and supported a large project to test and demonstrate the use of fertilizers. Fertilizer trials on farmers' fields produce valuable information, check and supplement the work of research stations and encourage efficient use of chemical fertilizers.

30. The table below lists the number of simple trials and demonstrations that have been carried out from the winter of 1961 to the winter of 1966, and those planned for 1966/1967.

FAO/FFHC Fertilizer Programme

Table listing number of simple fertilizer trials and demonstrations as carried out in the Near East-North Africa, West Africa and Northern Latin America Regions

<u>Region</u>	<u>Simple Trials</u>	<u>Demonstration</u>	<u>Total</u>
Near East-North Africa	1,355	40,297	41,652
West Africa	8,822	44,566	53,388
North Latin America	<u>5,625</u>	<u>21,636</u>	<u>27,261</u>
GRAND TOTAL	15,802	106,499	122,301

An analysis of the results of these trials indicates that participating farmers obtained increased crop yields by an average of nearly 60 per cent through the use of fertilizers. The value of this crop response averaged 4.3 times the cost of the fertilizer used in all three regions.

Pilot schemes

31. The value of demonstrating the use of fertilizers to increase production and income is limited if farmers cannot obtain the required fertilizers when needed and under practical purchasing arrangements. Therefore, the World Fertilizer Industry and interested Governments agreed to support pilot schemes to develop, on the basis of experience under local conditions, fertilizer distribution, marketing and credit

/...

systems suited to the needs of farmers, especially traditional farmers, when these services either do not exist or are poorly developed.

32. As of January 1967, there were seventeen such schemes operating in ten countries taking part in the Programme. These pilot schemes will be continued and will include additional countries in Africa, one country in Asia and perhaps additional countries in the Near East and Latin America.

33. The Fertilizer Programme has fully justified the hopes placed in it by the World Fertilizer Industry and by FAO. It has shown farmers what fertilizers can do to raise their crop yields and incomes. It is noteworthy that total fertilizer consumption has increased from 240,000 tons in 1960/61 to 675,000 tons in 1966 for all the twenty participating countries.

FAO/Industry co-operative programme

34. Following the approval of FAO member Governments and non-governmental organizations during the thirteenth session of the FAO Conference 1965 and subsequent to the meeting of the then FAO/Industry Relations Steering Committee held at headquarters on 20 January 1966, the FAO/Industry Co-operative Programme was established within the framework of the FFHC.

35. It is this Programme's responsibility to maintain day-to-day contacts with interested sectors of the organization through an internal Working Group on FAO/Industry Relations. Co-operation with industry has been established through the General Committee of the FAO/Industry Co-operative Programme. The General Committee, through its Chairman or on the recommendation of its Executive Committee, advises the Director-General on the activities of the Programme. Its work is based at FAO headquarters in Rome; and direct contact is maintained with the members of the Programme.

36. Members provide the funds necessary to maintain the work of the Programme's secretariat by subscribing annually in equal shares (as determined by the General Committee) to a Freedom from Hunger Campaign Sub-Trust Fund established for this purpose.

37. The Director-General, on the advice of the Executive Committee, invites senior executives of such industrial firms as are prepared to participate actively in developing FAO-related industries in developing countries; these industries include:



United Nations Industrial Development Organization

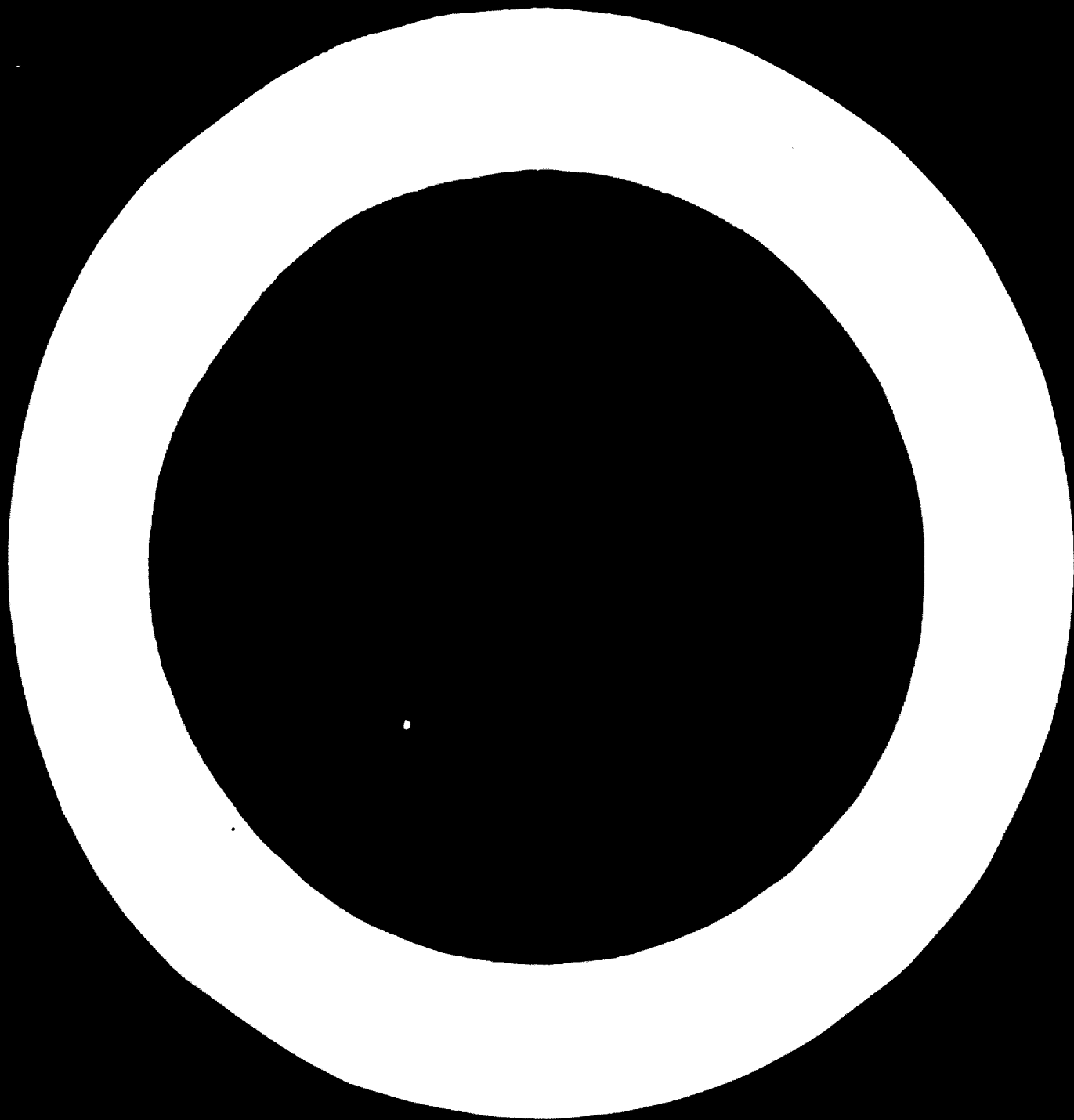
Distr.
GENERAL
ID/CONF.1/20/Corr.1
9 August 1967
ENGLISH-SPANISH ONLY

INTERNATIONAL SYMPOSIUM ON INDUSTRIAL DEVELOPMENT
Athens, 29 November-20 December 1967
Provisional agenda, Item 4 (c)

FAO PROGRAMME OF WORK AND INDUSTRY SUPPORT UNDER 'THE
FREEDOM FROM HUNGER CAMPAIGN

Corrigendum

The title of the document should read as above.



processing industries requiring materials derived from agriculture, including animal husbandry, forestry and fisheries; and industries supplying essential requisites for the development of agriculture, forestry and fisheries, such as seeds, fertilizers, insecticides and pesticides, vaccines and other animal medicaments; a wide range of tools for agricultural and forestry production, tractors and auxiliary equipment and machinery and packaging materials; also equipment for fisheries, gear, boats, vessels, and for appropriately designed fishing harbours and ice plants.

The General and Executive Committees stressed their desire not to form a closed membership group but to secure the participation of all industrialists who would contribute to the objectives of the Programme. This approach constitutes an indispensable condition for the fruitful association of industry with FAO.

38. The following methods, to achieve the objectives of the Programme, were suggested in the Declaration of Intent which the General Committee adopted on 28 June 1966:

- (a) to be the main but by no means the exclusive contact between FAO and Industry, and to be available for consultation with industrialists interested in investment;
- (b) to constitute a point of reference for FAO staff with regard to the development and implementation of investment projects by Industry;
- (c) to keep fully informed of FAO activities likely to be of interest to Industry;
- (d) to collect and bring to the attention of FAO the views of Industry on matters which might facilitate and expedite the implementation of investment projects;
- (e) to seek to interest in investment projects at the appropriate stage, which may well be at the moment of conception, but in any case should be earlier rather than later, industrialists who might be capable of implementing or taking the lead in implementing such projects;
- (f) to report to the Director-General on these activities and to respond to his recommendations.

FAO's co-operation with Industry is directed along four major lines:

- (a) to implement FAO's pre-investment field work jointly with Industry and Governments by mobilizing managerial ability, scientific and technical competence and capital resources;
- (b) to assist Industry and Governments in implementing project proposals initiated by them;
- (c) to organize country reviews and missions jointly with Industry in order to clarify and, if possible, improve the climate for co-operation with foreign enterprises in developing countries, and to identify priority projects in the FAO sector as proposed by member Governments;
- (d) to exchange technical and economic information on development activities, and to co-operate in research, demonstration and training programmes.

It is understood that, while industrial initiatives are bound to be based on the interest and support of private business, it will be left to the Government of each developing nation to decide whether, and in what form, it wishes to take advantage of these possibilities, and what guarantee it is prepared to offer for the security of foreign investment and for the efficient operation and maintenance of new industrial plants.

III. CONCLUSIONS

39. Thus, much has already been done by industry to combat world hunger. But further encouragement is needed to induce these industries and business sectors in the industrialized countries to accelerate their participation in the processing of renewable natural resources in the developing nations and thus raise productivity.

40. Full use must be made of existing knowledge and industrial research must find new applications to increase the world's food supplies. Development of the use of fish meal is one example of the many types of new food products in which industry can undertake action to fulfil an essential role of leadership and support.





22. 6. 72