

- April Month: National Crusade Against Hunger -

April was declared by the President of Mexico, Enrique Peña Nieto, as the "Month of the National Crusade Against Hunger". Thus, in April different activities, involving the entire society, will be carried out to help overcome extreme poverty and food shortages in Mexico.



Official Site of the National Crusade VS Hunger and social networks.

- The website www.sinhambre.gob.mx highlights audiovisual content, proposals and calendar of events. It also presents the opportunity to participate and interact through official social networking.
- It was announced that for every "Like" received at the "No Hunger" Facebook page, companies producing milk will donate 250ml milk cartons to children in the 400 municipalities served through this campaign.
- Meanwhile, on Twitter will auction so that users can make bids with kilos of foodstuffs.

The Crusade Against Hunger has five main objectives:

- Zero Hunger, adequate food and nutrition intake of Mexicans living in extreme poverty and with severe food shortages;
- Eradicate severe child malnutrition and improve the growth indicators of children;
- Increase production and income of peasants and small farmers;
- Minimize post-harvest losses and food during storage and transport, as well as in stores,
- Promote community participation and mobilization.

Activities of the National Crusade against Hunger:

The National Council for Culture and the Arts will convene the first National Photography Competition "Mexico without Hunger", which is open to all people over 15 years. The topics: hunger, extreme poverty, small farmers and decreased post-harvest losses. Similarly, there will be a short film competition with mobile devices "In short against hunger".

Former President Luis Inacio "Lula" Da Silva will visit Mexico on April 19, to support the National Campaign against Hunger. On April 19th and 20th, the Civil Society Organizations Fair will be held and the community will be invited to create "A Wall against Hunger".

On April 30th, Jose Graziano da Silva, General Director of the Food and Agriculture Organization (FAO) from UN will give a key conference on the subject. The series of events will finalize with a concert aimed primarily for young people who seek action. The concert "Sharing music to eradicate hunger" will exchange tickets for nonperishable food.

Highlights

- Through the strategy of inclusion and social welfare, the National Crusade Against Hunger seeks to transform the lives of 7.4 million Mexicans living in extreme poverty and food shortages.

For more information...

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