



# GROW

FOOD. JUSTICE. PLANET.

JOIN THE CAMPAIGN FOR A FUTURE  
WHERE EVERYONE ON THE PLANET  
ALWAYS HAS ENOUGH TO EAT.



Oxfam

**TABLE  
FOR NINE  
BILLION**

Soon there will be nine billion of us on the planet. Our societies must grow to meet our needs, so we can put enough food on the table for everyone.

But already almost a billion of us go to bed hungry every night. Not because there isn't enough, but because of the deep injustice in the way the system works, and because too many of the ways we grow today are using up and destroying the natural resources on which we all rely.

The system is broken. But together we can fix it. We can grow in a better way – which contributes much more to human well-being. We can grow more food, more fairly and sustainably. And we can come together to share solutions so that our children and our grandchildren can join us at the table.

Welcome to GROW, Oxfam's new campaign for better ways to grow, share and live together, to help build a future where everyone on the planet always has enough to eat.

# A BROKEN SYSTEM

- Nearly one billion people face hunger every day.
- International prices of some basic foods are set to double by 2030, with about half of this rise caused by climate change.
- Providing women with the same access to farming resources as men could increase yields on their farms by 20-30%, reducing the number of hungry people in the world by 100-150 million.
- According to one estimate, three big multinational agricultural companies – Cargill, Bunge and ADM – control nearly 90% of the grain trade.
- The emissions cuts currently offered by world governments could still see global temperatures rise by 3-4°C. This would have a catastrophic effect on farming in many countries.



Rising food prices in Lucknow, India, have hit the poorest people hardest. Tanuja Dhanuk has recently had to ask her employers for leftovers to feed her family – a source of deep embarrassment. "Food prices are rising. The cost of flour is rising, rice and pulses and oil are all so expensive," she says.





# THE SYSTEM AS IT STANDS IS FAILING US ALL

**EVERYTHING CONNECTS: FOOD AND OIL PRICES...  
FLATLINING YIELDS...CLIMATE CHANGE...  
UNFAIR TRADE...FAILING MARKETS...  
GENDER INEQUALITY...LAND GRABS.**

These issues combine to create a system that's dominated by a few powerful companies and governments – and which is failing the rest of us.

**IT'S FAILING** every single person who's faced with rocketing food prices – while financial traders play commodity markets like gamblers play roulette.

**IT'S FAILING** every single person whose crops are destroyed by floods – while dirty industry lobby groups drag their heels to stop progress on clean renewable energy.

**IT'S FAILING** every single person who's kicked off their land – while corporations buy it at rock-bottom prices.

And **IT'S FAILING** every single person who can't focus on making a better future for their children – because all they can think about is where to find their next meal.

We need a new way of thinking, and ideas that hold a promise of a better future for the many, not just the few.





# THE FUTURE STARTS NOW

**FIXING THIS SYSTEM IS A HUGE CHALLENGE – THE BIGGEST WE'VE EVER FACED. BUT TOGETHER, WITH THE PASSION AND DETERMINATION OF MILLIONS OF PEOPLE WORLDWIDE, WE CAN MAKE IT HAPPEN.**

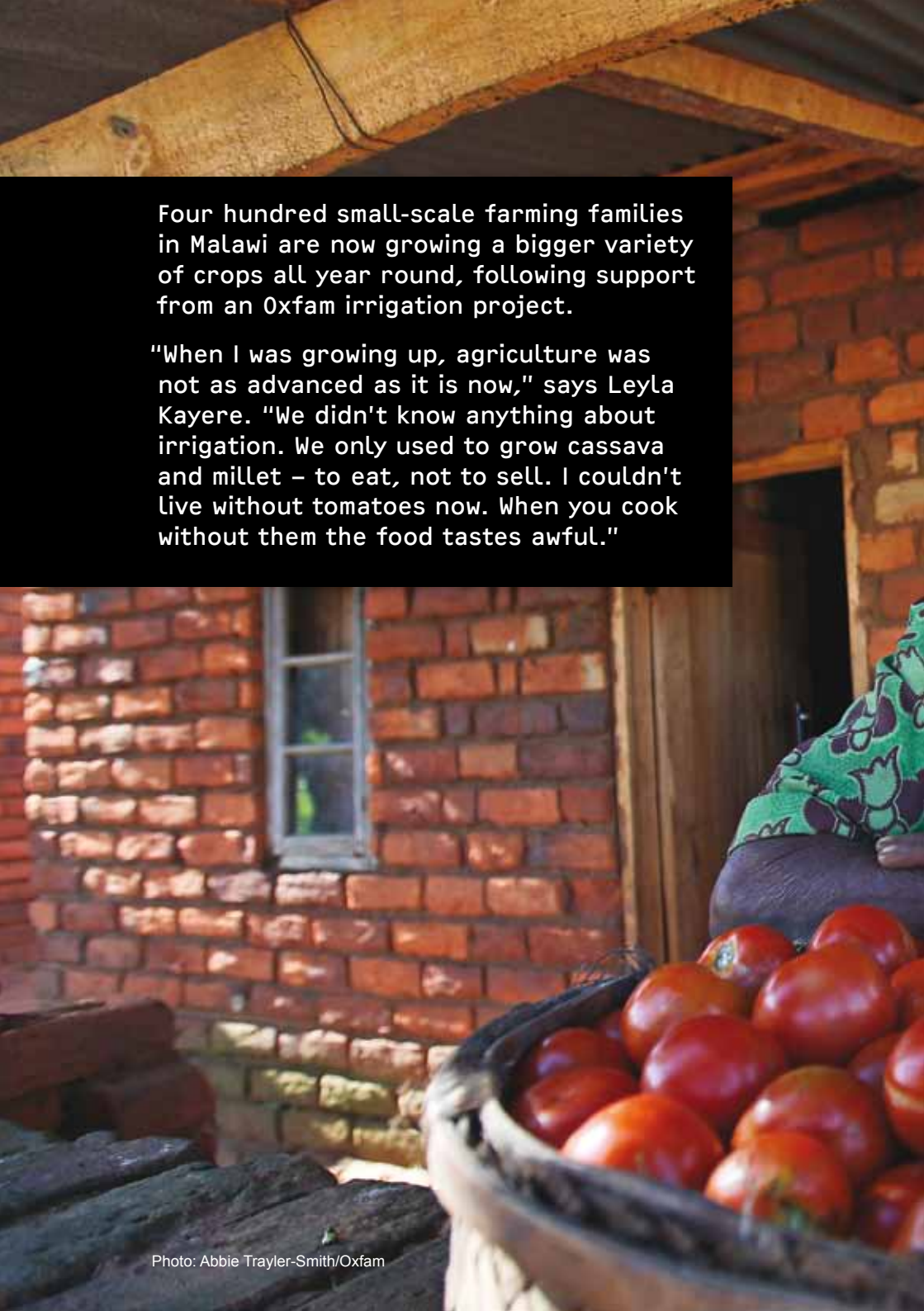
We've got a lot of plans. But we're also all ears. Because **GROW** has space for all of us to share our views and ideas about better ways to grow, share and live together.

This transformation is already underway, led by people, organisations and governments taking the future into their own hands on every continent – and then sharing their solutions.



**CHANGE IS  
POSSIBLE**

- Between 2000 and 2007, hunger in Brazil fell by a third because people pushed for change together – and their leaders listened and responded.
- In Vietnam, ambitious investment in small-scale agriculture helped the country meet the first UN Millenium Development Goal – halving hunger – five years ahead of schedule.
- In 2009 global investments in renewable energy overtook fossil fuel spending for the first time.



Four hundred small-scale farming families in Malawi are now growing a bigger variety of crops all year round, following support from an Oxfam irrigation project.

"When I was growing up, agriculture was not as advanced as it is now," says Leyla Kayere. "We didn't know anything about irrigation. We only used to grow cassava and millet – to eat, not to sell. I couldn't live without tomatoes now. When you cook without them the food tastes awful."



# GROWING A BETTER WORLD

**THROUGH GROW, WE WILL CAMPAIGN TOGETHER  
FOR THREE BIG SHIFTS:**

## **Growing better**

Which means investing in a new future for agriculture, so that more than a billion small-scale food producers around the planet – many of them women – can get the land and resources they need to grow enough for themselves and for others.

## **Sharing better**

Which means transforming how we manage the food chain between growers and consumers – ensuring that people aren't exploited, that everyone has enough to eat and that benefits are fairly distributed and risks managed so that the system is safe for all.

## **Living better**

Which means rethinking our notions of prosperity and developing better ways to do business, run our economies and live our lives. This will help us to protect precious resources, tackle climate change and focus on what really matters for future generations.



# EVERYBODY WELCOME

**THERE ARE SOME BIG IDEAS HERE,  
BUT EVERYONE CAN CONTRIBUTE.**

**GROW** will support people everywhere to make practical positive changes – to the food we choose, the impact we have, the things we share and the lives we lead.

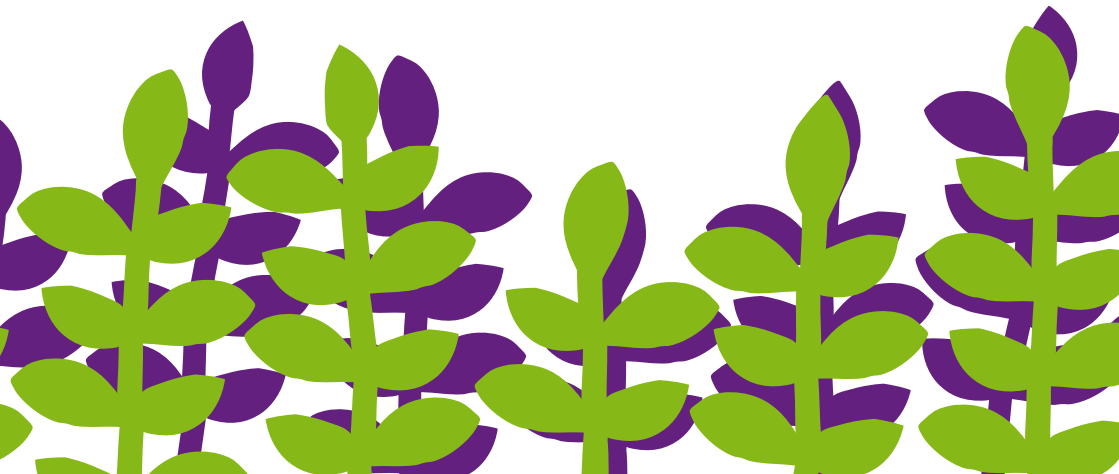
**GROW** is about working together, sharing solutions and involving millions of people in a global conversation about food, life and the future of our planet and then putting ideas into action.

**GROW** is about coming together to press governments for urgent action to reform bad policies, to preserve scarce resources and share them fairly, to ensure that everyone has a voice in the system and to support the billion-plus small-scale food producers to grow more and grow better.

**GROW** is about using our combined power to expose exploitation and profiteering, and to pressure companies to act responsibly.

## GROW IS A VISION FOR A BRIGHTER FUTURE

**IT STARTS HERE, AND IT STARTS WITH ALL OF US.  
SO BE PART OF IT. TAKE THE FIRST STEP NOW AT  
[WWW.OXFAM.ORG.NZ/GROW](http://WWW.OXFAM.ORG.NZ/GROW)**





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