"We eat together—we share our food," said Annie, center, of Democratic Republic of Congo, pictured with members of a family of ten who she took into her home after they were displaced by conflict. "It’s our duty to look after each other."

Rankin / Oxfam
SOON THERE’LL BE NINE BILLION OF US ON THE PLANET.

ALL OF US, OUR FRIENDS AND OUR FAMILIES, DESERVE ENOUGH TO EAT.

THE FOOD, WATER, AND LAND WE ALL RELY ON COULD SOON BE USED UP.

SO MORE OF THE SAME IS NOT ENOUGH. IT’S TIME TO CHANGE THE WAY WE PRODUCE, CONSUME, AND SHARE.

GROW IS THE NEW CAMPAIGN TO DO JUST THAT. STARTING NOW.

TO GROW FOR ALL. A BETTER WAY OF LIVING. SHARED SOLUTIONS FOR A SAFER PLANET.

SO THE NEXT GENERATION CAN JOIN US AT THE TABLE.
OUR WORLD PRODUCES ENOUGH FOOD FOR ALL OF US.

BUT ONE IN SEVEN PEOPLE STILL GOES HUNGRY.

MEET THE PEOPLE WHO DON’T HAVE A SEAT AT THE TABLE.

Right now, 925 million of us face hunger. That number includes women, men, and children, in countries rich and poor.

Hunger is not about too many people and too little food. Some of us face greater challenges than others accessing the food we need. Women, who experience daily discrimination and inequality, are most likely to bear the heaviest burdens. The young, too, are vulnerable: malnutrition accounts for one-third of all deaths of children under age five.

About 80 percent of the world’s hungry people live in rural areas, where most work as farmers, fishers, herders, and laborers. They are going hungry because they can’t access the resources they need—like land and clean water—to grow enough to provide for themselves and others.

This is a moment of both challenge and opportunity.

We have the ability to reduce poverty and hunger around the world, but solutions must focus on these small-scale food producers who can have the greatest impact. We must also support women, who are often the key agents of change in their communities. Right now, they are fighting back—and we must join their fight.

A vegetable seller lays out her wares for a customer at a village market in Ndiaganiao, Senegal. Sales from local markets like these provide an important source of income for women farmers in the area, most of whom lack the funds to transport their crops to the capital, Dakar.

Rebecca Blackwell / Oxfam America
JUSTICE.
COMPANIES AND GOVERNMENTS CONTROL GLOBAL FOOD PRODUCTION. AND THEY OFTEN DETERMINE WHO EATS AND WHO DOESN’T.

THE GLOBAL FOOD SYSTEM IS UNFAIR.

Hunger is about power—and politics. The power to control scarce resources sits neither with the billion-plus farmers who produce food, nor the billions of consumers who eat it. Instead, governments and a few hundred companies have enormous influence on what food costs, where and how it’s grown, and who can afford to buy it.

Take global food prices, which are often driven by the investments of a powerful few. Food prices reached record highs in late 2010, leading to food riots around the globe, and remain volatile. When prices go up, small-scale farmers don’t benefit. They are vulnerable to the uncertainties of a changing market, and food that is affordable one day may not be the next.

Today, many of us want to make sure our food is sustainably produced. We are making smarter decisions as consumers, which is a good first step. But we can also leverage our buying power—and our voices—to fix what isn’t right. Together, we can build a better food system, one that sustainably feeds a growing population and empowers poor people to earn a living, feed their families, and thrive.

Cerbendo Medel Laguna of Mexico works his barley field. “We felt that together we could change things,” said Laguna of forming a local farmers’ organization. “We have been able to negotiate a better price for our corn. … I have to live on the money from my harvest for a whole year, so any increase in price, no matter how small, is very important.”

_Diana Hernandez Cordero / Oxfam_
ENOUGH FOR EVERYONE.

We’re approaching a breaking point. Our planet’s resources cannot withstand the pressure of a broken food system. Conflicts over land and water, more-frequent droughts and floods affecting the world’s farmers, and increasingly unpredictable and extreme weather patterns are all symptoms of a food crisis that may soon become permanent.

Oxfam knows the struggles small-scale farmers face because we have spent decades supporting their efforts to lift themselves out of poverty. We champion farmer-led innovations, like the System of Rice Intensification in Cambodia and Vietnam, that empower farmers to grow more crops using fewer resources. We provide humanitarian aid when food producers face droughts in Ethiopia, floods in El Salvador, and conflict in Darfur.

But we also know that fighting hunger means urging governments and companies to make smarter investments in agriculture and climate preparedness—investments that protect farmers living in poor and marginalized communities worldwide. It means taking steps to protect growers’ access to natural resources like water and ownership of resources like land. It means creating long-term, equitable solutions to the climate crisis and building people’s resilience in the face of more-frequent and extreme droughts, floods, and storms.

In Cambodia, thousands of farmers are using a technique called the System of Rice Intensification (SRI) to grow more rice with less water and fertilizer. Local farmers even developed a special weeder tool, pictured, to help SRI growers reduce their labor. Patrick Brown / Oxfam America
JOIN US.
YOU’RE INVITED TO JOIN A GLOBAL CONVERSATION ABOUT FOOD, FAIRNESS, AND THE FUTURE OF OUR PLANET.

OXFAM’S GROW CAMPAIGN IS ABOUT WORKING TOGETHER AND CREATING SOLUTIONS.

BE A PART OF IT.

There are some big ideas here. But everyone can contribute.

GROW will support people’s efforts 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 seeking solutions to hunger, wherever they may be found, and understanding that we can’t wait until the next crisis to do something about it.

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 world’s billion-plus small-scale food producers to grow more and grow better.

GROW is a vision for a brighter future. It starts here, and it starts with all of us.

TAKE THE FIRST STEP NOW AT OXFAMAMERICA.ORG/GROW
IMAGES (Cover) Seng Phon plants rice seedlings in the paddies of Cambodia’s Mekong flood plain. Women like Phon usually earn crucial income during planting season, but rising food prices mean that a day’s labor now buys just half the rice needed to feed a family.

Abbie Trayler-Smith / Oxfam

About 200 people took action against hunger at an Oxfam America Hunger Banquet event in New York City. The March 2011 event was led and organized by local Oxfam volunteers.

Nicole Kindred / Oxfam America