



WFP China Country Brief

June 2020

World Food Programme

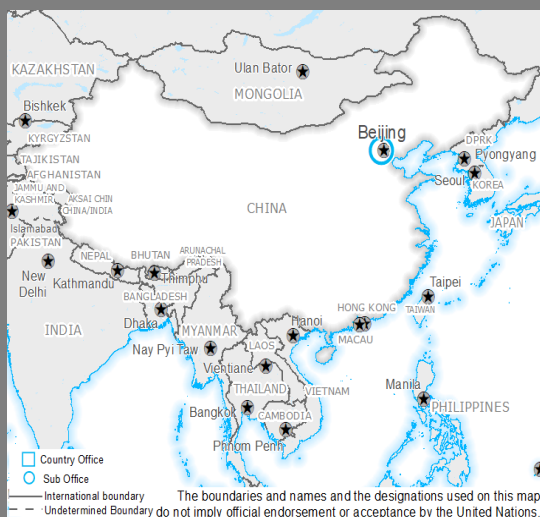
SAVING LIVES
CHANGING LIVES



Operational Context

China attained all of the Millennium Development Goals (MDGs) ahead of the 2015 target, including reducing the number of hungry people by more than half. Since the initiation of reforms in 1978, China has lifted more than 800 million people out of poverty. Nonetheless, China faces challenges in reducing residual poverty, inequality and malnutrition. There are still 30.45 million people in China living below the national poverty line. The Chinese Government has set the ambitious goals of eliminating absolute poverty and substantially reducing relative poverty in China by 2020 and reducing stunting levels in children under 5 to 7 percent.

WFP has been present in China since 1979. Following the phase out of operations in 2005, WFP maintained a liaison office in Beijing until 2016. Recognising China's expertise in ending hunger and poverty, WFP and China entered a new era of partnership in 2016, including the establishment of the WFP China Centre of Excellence. In March 2017, the WFP China Country Strategic Plan 2017-2021 was launched; it focuses on sharing China's expertise through South-South and Triangular Cooperation; innovative small-scale demonstration projects inside China; and resource mobilization.



Population: 1.3 billion	2015 Human Development Index: 90 out of 188
Income Level: Upper middle income	Stunting: 8.1% of children under the age of 5

Highlights

On 24 June, WFP HQ Supply Chain, WFP China, and key Chinese government partners including Ministry of Agriculture and Rural Affairs, Ministry of Foreign Affairs, etc. discussed the establishment of the long-term logistics Hub in China.

The government partners showed strong support for the hub and encouraged WFP to submit the revised concept note as soon as possible. WFP expressed appreciation for China's strong support. Both sides agree to establish the Hub in China as a multifunctional and high-tech Hub to support global humanitarian responses.

Updates

From 9-11 June, Dr. Sixi Qu, WFP China Representative and WFP colleagues visited the ad-hoc Hub in Guangzhou with partners from the Ministry of Agriculture and Rural Affairs. The Hub is in operation to support the global response to the COVID-19 pandemic. The delegation visited the warehouse and participated in meetings with private-sector partners and local government officials from Guangzhou, who showed strong interests to support the Hub for its long-term extension. The delegation also visited a potential site for the long-term hub.

On 12 June, Chinese Vice Premier Hu Chunhua visited the kiwi planting base of Kiwi Smallholder Farmers Value Chain Project in Jinzhai County, Anhui Province. He expressed confidence and appreciation of the project's impact on poverty alleviation and farmers livelihood creation after hearing the introduction of the current orchard operations and the pro-poor farmers cooperative. He spoke to local women smallholder farmers to understand the women empowerment and income generation elements of the project. This High-level recognition of WFP's contribution in supporting China to achieve its poverty reduction objectives will strengthen WFP's partnership with the Chinese Government.

On 16 June, WFP China met with the Chinese Academy of International Trade and Economic Cooperation (CAITEC) and Guangzhou International Engineering Consulting Corp (GIECC) to share information about WFP's evaluation and performance management policies and procedures. CAITEC is seeking inputs from various organisations to design means to evaluate the impacts of the contributions made by the China International Development Cooperation Agency (CIDCA). WFP China provided guidance on how to align the evaluation with the Sustainable Development Goals.

On 16 June, Mengniu Milk Donation Ceremony was held in Jingxi of Guangxi Province. Mengniu Group, one of the leading dairy companies in China, committed to donating free milk to supplement school meals for the coming three years in Jingxi, providing around 2,000 preschool children with a box of nutritious milk during each school day. This nutrition supplement will contribute to the children's micronutrient improvement and immune system enhancement.

Country Strategic Plan (2017-2021)

Total Requirement (in USD)	Allocated Contributions (in USD)	Six Month Net Funding Requirements (in USD)
31.3m	13.4 m	0

Strategic Result 2: No one suffers from malnutrition.

Strategic Outcome 1: Malnutrition rates among children in targeted “poverty counties” reduced in line with national norms by 2020.

Focus area: Root causes.

Activities:

- Activity 1: Provide advice and technical assistance for extending nutrition programmes to hard-to-reach areas.

Strategic Result 3: Smallholders have improved food security and nutrition.

Strategic Outcome 2: Year-round livelihoods among smallholder farmers in frequent need of food assistance in areas such as Anhui, Gansu, Guangxi, Hainan and Hunan provinces are enhanced.

Focus area: Root causes.

Activities:

- Activity 2: Advice on and assistance in integrating into national food supply chains.

Strategic Result 4: Food systems are sustainable.

Strategic Outcome 3: Populations regularly affected by natural disasters in Anhui, Gansu and Guangxi provinces and other poor disaster-prone areas better able to withstand and respond to shocks all year round.

Focus area: Resilience-building.

Activities:

- Activity 3: Advice on and assistance in strengthening response mechanisms for shocks –supply chain interventions asset creation in drought-affected areas and insurance systems.

Strategic Result 5: Countries have strengthened capacities to implement the SDGs.

Strategic Outcome 4: Selected developing countries assisted in enhancing food security and nutrition in line with their prioritized SDG2 targets by 2030.

Focus area: Root causes.

Activities:

- Activity 4: Provide government with expert advice and policy support on food security and nutrition issues.
- Activity 5: Knowledge-sharing through study-tours training technology transfer and online exchange platforms
- Activity 6: Foster leadership among a new generation of smallholder farmers.

Strategic Result 7: Developing countries access a range of financial resources for development investment.

Strategic Outcome 5: Work to enhance food security and nutrition in targeted “poverty counties” and selected developing countries supported year-round by increased private-sector resources and public-private partnerships

Focus area: Root Causes.

Activities:

- Activity 7: Development and formalization of partnerships.
- Activity 8: Facilitation of enhanced support from the Chinese Government.

Congo), making sure that the masks are certificated with test reports to meet the UNI standard. WFP will continue to follow up and provide logistic support to facilitate the donation.

On 25 June, the Chinese traditional festival "Dragon Boat Festival", WFP China launched the Chinese version of #MissingThisMeal campaign on Chinese social media platforms including Weibo, Kuaishou, and Wechat as well as corporate platform Meituan. The WFP short videos were reposted 1,500 times, and the hashtag 念想饭局 has reached 220 million views on Kuaishou platform. The campaign drives RMB 100,000 donation by 30 June.

WFP discussions on the cooperation with Pinduoduo (the largest online group-buying platform in China) continued during the past months. Apart from the visibility campaign through Wechat games, Pinduoduo also committed to future cooperation with WFP focusing on Chinese smallholder farmers. The Wechat game-the Biyou Grocery Store is a well developed idle and simulation game involving charity elements, in which users can complete tasks and donate their income from labour. The aim of the game is to raise public awareness of hunger, as well as to call for donation for WFP’s nutrition improvement projects in China. The actual donation will be made by Pinduoduo by the end of the campaign.

WFP China is launching a series of webinars with four modules on E-commerce and Rural Value Chain Development. On 29 June, 139 participants from the United States, Ethiopia, Italy, Sri Lanka, Togo, Egypt, Bolivia etc. joined the first module of the Webinars on E-commerce and Rural Value Chain Development: Policy on Rural E-commerce Development Enhancement and Digital Countryside Strategy. Dr. Sixi Qu, WFP China Representative moderated the session, and Mr. Stanlake Samkange, Senior Director of Strategic Partnerships Division, addressed the opening session remotely. Prof. Wang Yingkuan from Agricultural Planning Institute, Ministry of Agriculture and Rural Affairs and Prof. Tang Min, Counselor of State Council, Founder of the China Cross-border E-commerce 50-person Forum, spoke at the session.

Donors

China International Development Cooperation Agency, China’s Ministry of Agriculture and Rural Affairs, AliExpress, Alibaba Group Ltd., General Mills, Teck Resources Ltd, MasterCard, Royal DSM, Meituan.com and the Chinese public.

The China Foundation for Peace and Development (CFPD) offered to donate 300,000 disposable surgical masks to African countries for the COVID-19. WFP supports the emergency in-kind donation and provides coordination with the donor to find out the estimated value, relevant costs and beneficiary countries (Ethiopia, Tanzania and Republic of