



# Investing in Ukraine's economy and food systems

## WFP WORKS WITH BAKERIES AND OTHER LOCAL FOOD PRODUCERS TO DELIVER FOOD ASSISTANCE NEAR THE FRONTLINE

WFP is committed to ensuring that its humanitarian assistance in Ukraine contributes to the recovery and sustainability of food systems, injects money directly into the local economy and promotes employment.

### OUR APPROACH

#### Bringing fresh, local, ready-to-eat foods near the frontline

WFP distributes ready-to-eat rations including fresh bread to people on the move or living in places where they may not have electricity or gas to cook - most often near the frontline.

Bread is an essential staple of the Ukrainian diet but often difficult to find or very expensive near the frontline as bakeries have closed down or struggle with electricity and raw materials.

#### Engaging directly with local traders, businesses and farmers

Since the onset of the Ukraine emergency response in March 2022, WFP has been actively engaging with food producers, food traders, businesses and farmers to source more and more of its commodities locally. WFP is already sourcing all of its bread, pasta, wheat, oats, sugar and sunflower oil locally. Since April 2024, WFP has started distributing millet, buckwheat and yellow split peas - all sourced locally.

### IN NUMBERS

**US\$1.35 BILLION**

Invested in the economy since March 2022 through local procurement, cash assistance and grain exports

**68**

Local businesses are registered as WFP food suppliers

**285,000**

People receive bread from WFP each month

**14 MILLION**

Fresh loaves of bread were distributed by WFP and its partners so far in 2024

**4,000–5,000**

Employees work in WFP-contracted bakeries

**18**

Small bakeries currently contracted by WFP to supply bread. Small bakeries provide 60% of the bread distributed by WFP.

**84%**

Of WFP's food is procured locally



## ZOOM IN: NOVODONETSKE BAKERY

Novodonetske Bakery is located 30 kilometers from the frontline in Donetsk oblast and is a **critical link in the local economy and local food system.**

Its owner, Vlad, opened the bakery in 2020 because there was nowhere to get fresh bread in the area. Vlad's dream was to expand the bakery and open new locations. **But when the full-scale war started in 2022, the bakery lost a lot of contracts and had to put many of its employees on downtime.** Despite the challenges, Vlad was determined to continue working, recognizing the shortage of food in his community and the need for bread.

**In February 2024, the bakery signed a contract to supply bread to WFP for food distributions near the frontline.** As a result, the bakery is now **operating at full capacity and has 14 full-time employees.**



**14** Employees

**85%** Women

**30K** Loaves per month

Olena is a worker in the bakery in Novodonetske. Credit: WFP/Antoine Vallas

**"THE COOPERATION WITH WFP IS A BIG SUCCESS FOR OUR VILLAGE AND FOR OUR SMALL BAKERY, I THINK IT IS VERY SIGNIFICANT AND A BIG DEVELOPMENT."**

- Vlad, bakery owner in Novodonetske, Donetsk region

**Left: a recipient of WFP ready-to-eat rations, including fresh bread from a small bakery, in Mykolaiv city.**

Credit: WFP/Anastasiia Honcharuk

**Right: a recipient of WFP ready-to-eat rations, in Kherson during the Kakhovka emergency. Credit: WFP/Yana Kononova**

## WAY FORWARD

### Contracting small and medium-scale bakeries in frontline regions

Following the successful collaboration with larger bakeries such as the Mykolaiv bakery, WFP has contracted 18 small and medium-scale bakeries in areas closer to distributions, to directly support communities in Dnipro, Donetsk, Zaporizhzhia, Mykolaiv, Kherson and Kharkiv regions.

Small bakeries provide 60% of the bread distributed by WFP.

### Improving production capacity and nutritional value

Since June 2023, all wheat flour and sunflower oil purchased in Ukraine have been fortified, thanks to the key role played by WFP in building a local supply of fortified food products. WFP's fortified food basket provides 75% coverage of micronutrients, compared to 54% in a non-fortified food basket.

WFP, together with partners, has been working to improve the capacities of national private sector suppliers to provide fortified commodities. As a result, WFP has successfully engaged 13 suppliers of fortified wheat flour and 8 suppliers of fortified sunflower oil.

WFP is in the process of supporting small bakeries with new baking and oven technologies and has plans to promote the fortification of bread to improve nutrition as well as broaden market opportunities for the bakeries.

### Analysing local markets to support recovery

WFP continues to analyse the most effective ways to support Ukrainian food systems and promote local economic recovery in areas most affected by the war, continuously adapting its assistance modalities to align with local market conditions.

