

SAVING
LIVES
CHANGING
LIVES



Retail: Creating sustainable markets to achieve Zero Hunger

Applying 50+ years of supply chain expertise to local markets

With over 50 years of experience delivering food assistance to the most remote locations in the world, the World Food Programme (WFP) is no stranger to optimizing supply chains to ensure food reaches the people most in need.

But ending hunger globally cannot be achieved with food alone. Strong and efficient markets are required to achieve zero hunger. In countries where markets are functioning, WFP provides people with cash-based transfers, empowering them to address their needs in stores owned and operated by local retailers.

WFP also works with the retail sector to map their end-to-end supply chain, removing inefficiencies and improving prices, quality, service and access for beneficiaries and the local population.

When we develop local markets and the retail sector, everyone benefits

Since 2015, in the countries where we have deployed retail engagement strategies, we have seen concrete results.

In Lebanon, using data collected by Nielsen, WFP contracted stores are 5 percent cheaper than other stores in the market. This not only increases the purchasing power of WFP beneficiaries, but also for the local population, meaning everyone gets more food for their money.

Results go beyond price

In Kenya, WFP links local farmers and producers to retailers, introducing more fresh products into the market.

Through these efforts, the supply of fresh produce to Kakuma and Kalobeyei settlement markets have doubled. WFP has also connected the market with fish suppliers directly from the nearby Lake Turkana. This provides everyone in the community with more diversified and nutritional choices.

Sustainability extends beyond markets to people

WFP also provides training to local retailers on various topics such as negotiation, assortment planning, demand forecasting, and more.

Through enhanced business skills, retailers are able to both grow their businesses, stimulating economic growth, and offering a better customer experience for all.

4000+

retailers contracted

45.000+

products in WFP-contracted shops

US\$27m

in additional purchasing power from Jan 2017 - June 2018 (Bangladesh, Kenya, Lebanon, Jordan, Iraq)

Providing stability, choice, and dignity for those who have been displaced

For those who flee their homes leaving everything behind, shopping for food can be one way to restore their livelihoods.

Since January 2018, 135,000 more Rohingya refugees receive cash-based transfers to buy food to feed their families. In addition to providing daily food access through 8 locations, WFP, jointly with UNICEF, piloted a programme allowing beneficiaries to buy non-food items to meet their essential needs.

WFP also leverages data analytics to analyze beneficiary shopping patterns. This data is used to improve product availability, in-store operations, and negotiations with retailers.

What's next: improving markets and rebuilding countries

In Syria, as the country is rebuilding, WFP is working with 72 retailers across the country to develop a reliable supply of commodities and nutritious food to returnees and the food insecure. Currently, a "Food Van" model is in development which would provide fresh food to those living in the most remote locations.