



WFP/Riccardo Gangale

Purchase for Progress (P4P) Program

Friends of the World Food Program (Friends of WFP) believes in the power of local purchase. Not only can it streamline the process of delivering food assistance, but it also provides a boost to the local economies most in need of development.

Reliable Markets

The United Nations World Food Program (WFP) has long supported initiatives that help empower local farmers in developing countries and address long-term hunger needs. As part of these initiatives, the Purchase for Progress (P4P) program was launched by WFP in 2008, with support from the Bill & Melinda Gates Foundation and the Howard G. Buffett Foundation.

This new program aims to give small-scale farmers access to reliable markets and the opportunity to sell their surplus to

WFP at competitive prices. Through local procurement, P4P helps farmers to increase their household incomes – a critical component in solving hunger at the very core. Buying locally also helps WFP distribute food more quickly to those who need it most.

A Win-Win Program

“It’s a win-win,” said WFP Executive Director Josette Sheeran. “We help our beneficiaries who have little or no food, and we help local farmers who have little or no access to markets.”

Beginning in 2009, WFP expected to buy enough food to feed 250,000 people for the first year of a five-year pilot. The pilot targets 21 countries in Africa, Asia and Latin America, with a potential impact for 350,000 farmers. Ultimately, this ground-breaking initiative will connect farmers with new markets – and enhance their communities’ food security.



WFP/Peter Transburg

Alfredo Muarapaz, Mozambique

Alfredo Muarapaz earned \$50 when he sold his small cowpea surplus to WFP. “I used the money to buy school things for my children, dishes and clothes for my family and even some tools to improve my house,” said Muarapaz. Already, he plans to plant over 2.5 acres in 2009 and hopes for a harvest of 1,760 lbs. of cowpeas.

“Now that there is a secure buyer, I will produce a lot more,” he says. WFP helps local farmers, as they invest in the future.

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