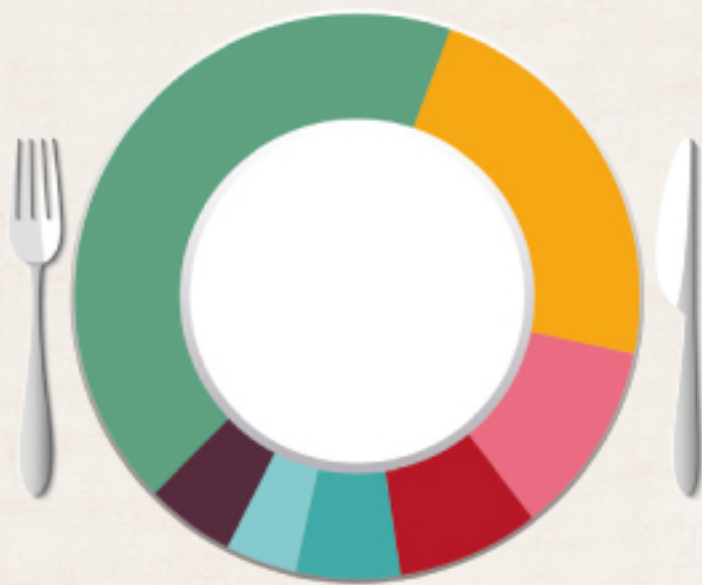


CANADIAN PERCEPTIONS ON WORLD HUNGER

Survey conducted by Ipsos of 1,002 Canadians aged 18 years and over from May 22-26, 2014

PRIMARY CAUSES OF WORLD HUNGER

- 43% Poverty
- 22% Government corruption in the Global South
- 11% Conflict/war
- 8% Lack of investment in agriculture in the Global South
- 6% Rising cost of food
- 4% Climate change
- 6% Other



60% consider that the Canadian government should **ENSURE ACCESS TO SEEDS** to farmers in the Global South.



TOP 3 ACTIONS THAT CANADA COULD TAKE TO OVERCOME POVERTY IN THE GLOBAL SOUTH

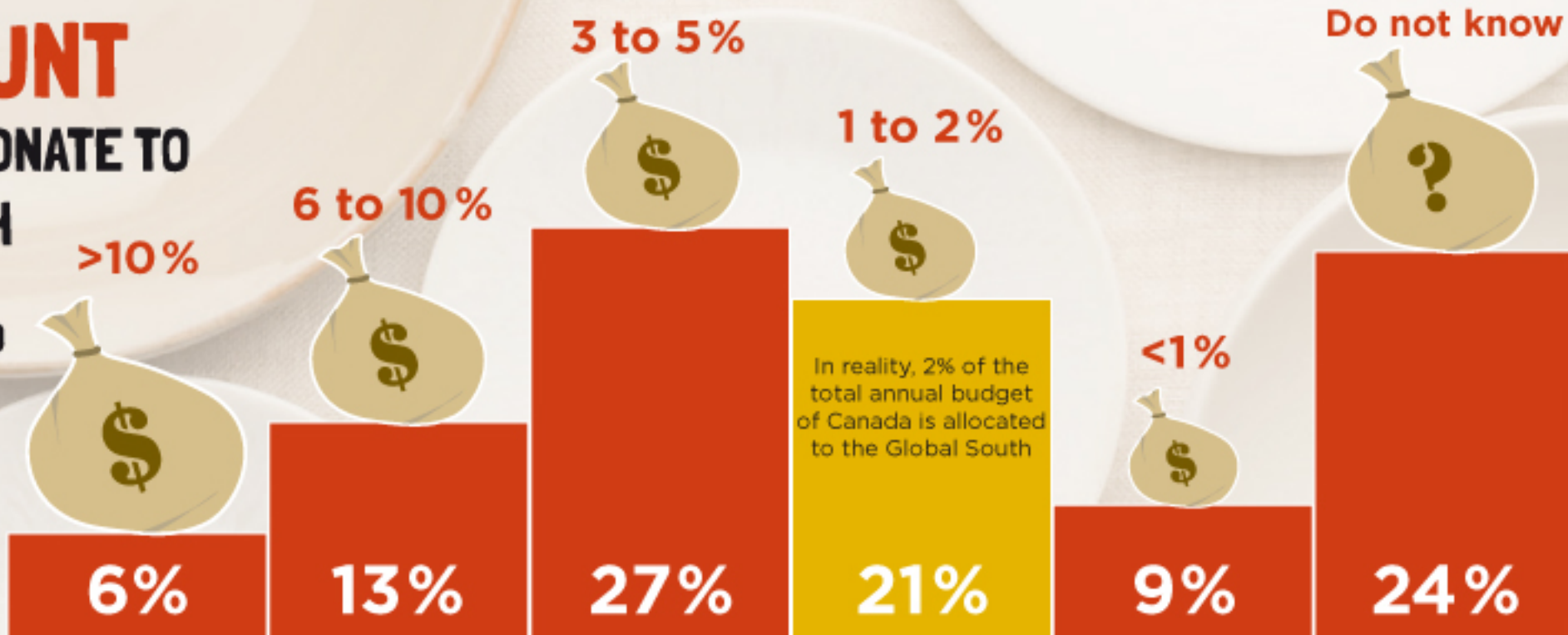


MOST TRUSTED PLAYERS IN THE FIGHT AGAINST WORLD HUNGER



IDEAL AMOUNT CANADA SHOULD DONATE TO THE GLOBAL SOUTH (IN % OF THE TOTAL ANNUAL BUDGET OF CANADA)

In 1970, Canada committed to giving 0.7% of its Gross National Product (GNP) in Official Development Assistance. This commitment was never met. Today, Canada gives less than 0.3%.



MOST EFFICIENT WAYS TO REDUCE WORLD HUNGER

- 63% believe that advocating to the Canadian government to **fund programs** that support small family farmers in the Global South could reduce world hunger.
- 65% of Canadians believe that **donating to charitable organizations** that help small family farmers in the Global South could reduce world hunger.

PERCEPTION OF THE NUMBER OF PEOPLE IN THE WORLD SUFFERING FROM HUNGER

In fact, **805 MILLION** people in the world suffer from hunger, that's about **1 IN 9 PEOPLE**



LOCATION OF PEOPLE SUFFERING FROM HUNGER

