

IFPRI 2019 Global Food Policy Report Social Media Toolkit



2019

Dear Colleagues:

The 2019 Global Food Policy Report—IFPRI’s flagship publication—releases Wednesday, **March 27 at 12:01 a.m. EDT**. Our main launch event will take place that day from **12:15 -1:45 pm EDT**.

As always, we appreciate your social media support and invite you to share the following content with your online audiences. On our main landing page, you’ll find links to download the report, pages for individual chapters, and information on the main launch event and other global/regional launches. Social media-friendly visuals are available for download in this [Dropbox folder](#). Recommended images for posts are noted below, but feel free to mix and match.

Thanks for your help!

IFPRI Social Media Team

Overview

Main launch event: March 27, 12:15pm – 1:45pm ET, IFPRI Headquarters, Washington, DC

Theme: Rural Revitalization

Hashtags: #GFPR2019; #RuralRevitalization

Links:

GFPR Homepage: <http://bit.ly/2019GFPR>

GFPR Washington DC Event: <http://bit.ly/2Ye3y5c>

GFPR Images/video: at [this Dropbox link](#)

2019 GFPR REPORT RELEASE 3/27 & THEREAFTER

DURING THE EVENT: Tweets

Join the discussion of #IFPRI's Global Food Policy Report #GFPR2019, emphasizing #ruralrevitalization with keynote speeches from Director General @ShenggenFan and @UNDP's @ASteiner.

<http://bit.ly/2Ye3y5c> #IFPRILIVE

#IFPRILIVE – @channingarndt discusses how #electrification is a key to #ruralrevitalization and can increase consumption of healthy, nutrient-dense foods at the #GFPR2019 launch event:

<http://bit.ly/2Ye3y5c>

#IFPRILIVE – Women's empowerment is a key step to achieving #ruralrevitalization & the #SDGs. hear from #IFPRI's @HMalapit on the role of #gender in rural transformation and potential benefits for all: <http://bit.ly/2Ye3y5c> #GFPR2019

#IFPRILIVE – Learn from #IFPRI's Ruth Meinzen-Dick about the #ruralrevitalization techniques that can mitigate the global food system's looming #climatechange challenges <http://bit.ly/2Ye3y5c> #GFPR2019

How can governments boost #ruralrevitalization? #IFPRI's Danielle Resnick explores the role of policies and programs #GFPR2019 at #IFPRILIVE: <http://bit.ly/2Ye3y5c>

#IFPRILIVE – If half of #Africa's #rural population lives far from urban centers, how can we link their markets to urban centers and improve agricultural value chains? Find out from #IFPRI's James Thurlow during the #GFPR2019 launch: <http://bit.ly/2Ye3y5c>

Facebook/LinkedIn/Instagram

Main post:

IFPRI's 2019 Global Food Policy Report #GFPR2019 – focusing on #RuralRevitalization – is now out! Revitalizing rural areas is a necessary complement to #urbanization – it can benefit both country and city by boosting agricultural productivity and diversity and by linking rural markets to urban centers. This means more and better food for the rural poor. Read more: <http://bit.ly/2019GFPR> [image, if needed: GFPR 2019 cover or GFPR 2019 logo]

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To create vibrant rural areas and better employment options requires #RuralRevitalization – the theme of IFPRI's 2019 Global Food Policy Report #GFPR2019. This means modernizing and diversifying agricultural #valuechains to promote youth employment, and investing in information and communication technologies and other forms of human capital. Learn more: <http://bit.ly/2019GFPR> [Image: GFPR 2019 Instagram 1 or 2]

While rural-urban links are improving around the world, many rural residents have little access to urban markets. About half of #Africa's #rural population lives far from urban centers. Learn more in chapter 4 IFPRI's 2019 Global Food Policy Report #GFPR2019, focusing on #RuralRevitalization: <http://bit.ly/2019GFPR> [Image: GFPR rural urban Africa.jpg]

Addressing #ruralrevitalization is central to achieving the #SDGs by 2030. Many of the world's poor and malnourished people live in rural areas and depend the agriculture sector for their food and livelihoods. Read more in Ch. 3 of IFPRI's 2019 Global Food Policy Report #GFPR2019: <http://bit.ly/2019GFPR>

Government action is critical for #ruralrevitalization. But its effectiveness depends on three things: Appropriate and predictable laws and regulations; effective policy implementation and enforcement; and accountability from frontline civil servants to elected politicians. Learn more in Ch. 7 of IFPRI's 2019 Global Food Policy Report #GFPR2019: <http://bit.ly/2019GFPR>

Twitter Copy

Main report tweets:

IFPRI's 2019 Global Food Policy Report #GFPR2019 – focusing on #RuralRevitalization – is now live! Read it here: <http://bit.ly/2019GFPR> [Image: GFPR 2019 cover.jpg or GFPR 2018 logo]

Rural-urban links can spur growth and diversification in #agriculture, increase incomes, support value chain development, and improve well-being. Read more in IFPRI's 2019 Global Food Policy Report #GFPR2019 #RuralRevitalization: <http://bit.ly/2019GFPR>

How will challenges including limited investment, trade disputes, and #climatechange affect #ruralrevitalization? Read more in @IFPRI's 2019 Global Food Policy Report #GFPR2019: <http://bit.ly/2019GFPR>

“#Ruralrevitalization is timely, achievable, and, most important, critical to ending hunger and malnutrition in just over a decade.” – IFPRI's Global Food Policy Report #GFPR2019 <http://bit.ly/2019GFPR>

“#Ruralrevitalization must go beyond economic progress ... to also restore and improve the natural environment—not only for better rural living conditions, but also for the health of the planet.” – IFPRI's 2019 Global Food Policy Report, out now bit.ly/2019GFPR #GFPR2019

Policies that increase agricultural productivity and improve market access are vital to #ruralrevitalization where incomes come predominately from #crops, #livestock, & wage labor. Explore @IFPRI's 2019 Global Food Policy Report #GFPR2019: <http://bit.ly/2019GFPR> [Image: GFPR 2018 rural income.jpg]

Restoring and improving the natural environment is a key component of #ruralrevitalization, essential not only to better rural living conditions but also to the health of the planet. Learn more in @IFPRI's 2019 Global Food Policy Report #GFPR2019: <http://bit.ly/2019GFPR>

Precision farming and small-scale irrigation are #RuralRevitalization techniques that can mitigate environmental & #climatechange challenges affecting the global food system. More in @IFPRI's 2019 Global Food Policy Report #GFPR2019: <http://bit.ly/2019GFPR>

Farming accounts for 70% of tropical deforestation and 25% of greenhouse gas emissions. #RuralRevitalization is crucial for protecting urban and rural environments. More in IFPRI's 2019 Global Food Policy Report <http://bit.ly/2019GFPR> #GFPR2019

#DYK almost one billion people, most living in rural areas of Africa and South Asia, lack access to electricity? How #electrification can increase consumption of healthy, nutrient-dense foods: <http://bit.ly/2019GFPR> #GFPR2019

#RuralRevitalization requires that all members of society be able to participate in and benefit from growth and transformation of rural areas – especially women: <http://bit.ly/2019GFPR> #GFPR2019 #whm19 #gender [Image: GFPR 2019 gender chart.jpg]

Women's empowerment is a key step to achieving #ruralrevitalization and the #SDGs. More in IFPRI's 2019 Global Food Policy Report <http://bit.ly/2019GFPR> #GFPR2019 #whm2019 [Image: GFPR 2019 gender chart.jpg]

Lessons learned from the EU's rural development experience support recommendations for #ruralrevitalization efforts in other regions of the world: <http://bit.ly/2019GFPR> #GFPR2019

Regional Messaging

Food insecurity & malnutrition are urgent priorities in #EastAsia and #SoutheastAsia, where countries have implemented #nutrition programs focusing on women and children at national, district, & community levels: <http://bit.ly/2019GFPR> #GFPR2019

Countries in #CentralAsia should strengthen the role of the private sector by accelerating reforms and improving institutional frameworks for regional integration. More in IFPRI's 2019 Global Food Policy Report <http://bit.ly/2019GFPR> #GFPR2019

Strong growth in #Africa's small, medium-sized and large cities present opportunities for #rural producers and agribusiness firms to cater to #urban demand for convenient processed forms of local foods: <http://bit.ly/2019GFPR> #GFPR2019

Outside of #MENA's major cities, regional economies in the Middle East/North Africa still depend heavily on traditional and on-farm economic activities. The need to create diverse, modern rural employment is widely recognized: <http://bit.ly/2019GFPR> #GFPR2019

The structure of #SouthAsia's national economies has changed dramatically in recent decades, marked by a sharp decline in the share of the agriculture sector of regional GDP: <http://bit.ly/2019GFPR> #GFPR2019

Building stronger rural-urban links in #LAC countries is imperative. Among developing countries, Latin America & the Caribbean is the most urbanized: <http://bit.ly/2019GFPR> #GFPR2019