

**For Immediate Release**

Thursday, September 10, 2009

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**CARGILL AND YUM! BRANDS TO LEAD NEWLY-LAUNCHED BUSINESS COUNCIL TO END GLOBAL HUNGER**

*Business Council to End Global Hunger Advocates for a Comprehensive U.S. Strategy to End Global Hunger and Poverty*

**WASHINGTON, DC** – Today, Friends of the World Food Program (Friends of WFP) announced the official launch of the Business Council to End Global Hunger. Cargill and Yum! Brands, two global corporations, will lead this critical effort for the U.S. private sector. The Business Council to End Global Hunger will encourage trade associations, companies and other private sector entities in the United States to support the Roadmap to End Global Hunger – an advocacy initiative laying out a comprehensive strategy for the U.S. government to set the stage for a permanent end to global hunger and poverty.

The Business Council to End Global Hunger supports specific action and funding levels designed for the U.S. government. These recommendations will address urgent hunger needs in the short term, while laying the foundation for long term solutions. Given that the world's hungry exceeds one billion, the United States must act quickly and efficiently to ensure this number does not increase. The role of the U.S. private sector is essential to this effort.

"We proudly welcome the leadership of both Cargill and Yum! Brands," said Karen Sendelback, President and CEO, Friends of WFP. "These companies' leadership and commitment symbolize what we hope will be a growing movement in the private sector to urge the government to take broader action and address global hunger beyond just food assistance."

The leadership of Cargill and Yum! Brands will be instrumental in creating and expanding support of the Business Council to End Global Hunger in the U.S. private sector. Both of these companies already have a generous history of donating resources to help end hunger and poverty worldwide.

"At Cargill, we're committed to applying our global knowledge and experience to help meet complex challenges such as global hunger," said Paul Conway, senior vice president, Cargill, who is leading the company's work with the Business Council to End Global Hunger. "We recognize this is an issue too large for any one party to solve alone. We welcome the opportunity to partner with others on this critical initiative that is so consistent with Cargill's purpose of nourishing people."

"As part of Yum! Brands goal to be the Defining Global Company that Feeds the World, we are leveraging the scale of our global business, marketing power and employee volunteerism to fight hunger," said Jonathan Blum, senior vice president, Yum! Brands, Inc. and co-chair of the Business Council to End Global Hunger. "Today more than ever, there is a need for companies such as ours to address the global hunger issue. We look forward to working with others to help find a meaningful solution and leave the world a better place than we found it."

Cargill is an international provider of food, agricultural, financial and industrial products and services. Founded in 1865, the privately held company employs 159,000 people in 68 countries. Cargill helps customers succeed through collaboration and innovation, and is committed to applying its global knowledge and experience to help meet economic, environmental and social challenges wherever it does business. For more information, visit <http://www.cargill.com>.

Yum! Brands, Inc., based in Louisville, Kentucky, is the world's largest restaurant company in terms of system restaurants, with more than 36,000 restaurants in more than 110 countries and territories. The company is ranked #239 on the Fortune 500 List, with revenues in excess of \$11 billion in 2008. Four of

the company's restaurant brands – KFC, Pizza Hut, Taco Bell and Long John Silver's – are the global leaders of the chicken, pizza, Mexican-style food and quick-service seafood categories, respectively. Outside the United States, the Yum! Brands system opened more than four new restaurants each day of the year, making it the leader in international retail development. The company has consistently been recognized for its reward and recognition culture, diversity leadership, community giving, and consistent shareholder returns. In 2007, the company launched World Hunger Relief, the world's largest private sector hunger relief effort to raise awareness, volunteerism and funds to benefit the United Nations' World Food Programme and other hunger relief agencies. To date, this effort has raised \$36 million for the WFP and other hunger relief agencies and is helping to provide 160 million meals and save the lives of about 4 million people in remote corners of the world, where hunger is most prevalent. For more information, visit [www.yum.com](http://www.yum.com).

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*Friends of the World Food Program (Friends of WFP) is a U.S.-based nonprofit, nonpartisan organization that focuses on building support in the United States for the United Nations World Food Program (WFP) and other hunger relief operations. Friends of WFP unites organizations and individuals committed to solving world hunger. Our education, advocacy, and fundraising efforts in the United States support WFP's life-saving global food assistance and development programs. To learn more visit [www.friendsofwfp.org](http://www.friendsofwfp.org).*

## **About the Business Council's Leadership**

### Cargill

Cargill is an international provider of food, agricultural, financial and industrial products and services. Founded in 1865, the privately held company employs 159,000 people in 68 countries. Cargill helps customers succeed through collaboration and innovation, and is committed to applying its global knowledge and experience to help meet economic, environmental and social challenges wherever it does business.

In FY2009, Cargill contributed more than \$58 million to support the communities where its employees live and work. This includes partnerships with a diverse group of global, national and local organizations to address hunger and food security.

Cargill continued its partnership with the World Food Programme to improve access to food and education for more than 33,000 children in Indonesia. Cargill has contributed more than \$5.5 million to support WFP programs in SE Asia, Africa and Central America over the last five years.

Cargill donated \$5.5 million earlier this year for emergency hunger relief in 10 countries. More than 20 Cargill businesses made 230 grants to local charitable organizations to help relieve hunger during this economic downturn. Included in the relief effort were contributions of \$1 million to Feeding America's National Produce Program, which made 19.2 million pounds of fresh produce available to the entire Feeding America network of 200 food banks in the U.S; \$1 million to the Global FoodBanking Network to expand its school feeding programs to schools and populations in Argentina, Colombia, India, Jordan and South Africa; and \$500,000 to hunger relief agencies in Minneapolis, the company's headquarters community.

Cargill also launched a five-year \$10 million partnership with CARE to improve food security and alleviate poverty for more than 100,000 people. The projects provide training, skills-development, and market access for farmers, as well as educational opportunities and nutritional support for children in 6 countries.

For more information, visit <http://www.cargill.com>.

### Yum! Brands

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As a global food company, Yum! Brands is committed to making food accessible to the less fortunate in the world.

In 2007, Yum! and its brands launched its annual World Hunger Relief campaign, the world's largest private sector hunger relief effort, spanning 110 countries, 36,000 KFC, Pizza Hut, Taco Bell, Long John Silver's and A&W All-American Food restaurants and over one million employees, to raise awareness, volunteerism and funds to benefit the United Nations' World Food Programme and other hunger relief agencies. Funds raised for WFP go directly to the areas of greatest need, feeding poor school children in

the developing world and helping villages become self-sustainable. Every U.S. dollar raised during World Hunger Relief provides four meals for hungry children around the world.

In the past two years, more than one million of the company's employees, franchisees and their families have volunteered more than nine million hours to aid hunger relief efforts in communities worldwide through World Hunger Relief. The effort has raised \$36 million for the WFP and other hunger relief organizations and is helping to provide approximately 160 million meals and save the lives of about 4 million people in remote corners of the world, where hunger is the most prevalent.

At the Clinton Global Initiative last year, Yum! Brands pledged to do the following over the next few years: raise and donate at least \$80 million to help WFP and others provide 200 million meals for hungry school children in developing countries; donate 20 million hours of hunger relief volunteer service in the communities in which it operates; donate \$200 million worth of its prepared food to hunger agencies in the United States and use the company's marketing clout to generate awareness of the hunger problem, and convince others to become part of the solution.

This year, Yum! announced that five-time Grammy Award winner Christina Aguilera is giving hunger a powerful voice by becoming the global spokesperson for World Hunger Relief. Aguilera will help raise awareness of the hunger issue this fall by appearing in a new public service announcement, advertising and posters made possible by KFC, Pizza Hut and Taco Bell. She will also get the message out by appearing on the World Hunger Relief web site, [FromHungertoHope.com](http://FromHungertoHope.com), and in other online hunger relief efforts.

Yum! and its brands are also addressing hunger across the United States through its YUMeals program. Since its launch over a decade ago, YUMeals has become the largest prepared-food donation program in the world, donating more than \$46 million of prepared food annually to the underprivileged in the U.S. Since the company went public in 1997, it has donated over \$550 million of its food to hunger relief agencies in the U.S.

Yum! Brands also has been the primary sponsor of the Dare to Care Food Bank based in Louisville, Kentucky, for nine years, and has donated \$9 million to this local Agency. The company's support has enabled Dare to Care to expand the number of Kids Cafes, bringing the total number of meals served to at-risk youth in Louisville to nearly 100,000 annually. It has also allowed for the creation of the "Patrol Against Hunger" program, a unique partnership with the Louisville Metro Police Department that provides food to housebound elderly.

For more information, please visit [www.yum.com](http://www.yum.com).