



THE WORLD FOOD PRIZE

David Beckmann and Jo Luck

2010 Laureates



Rev. David Beckmann



Jo Luck

David Beckmann and Jo Luck are receiving the 2010 World Food Prize for their landmark achievements in building Bread for the World and Heifer International into two of the world's foremost grassroots organizations leading the charge to end hunger and poverty for millions of people around the globe.

In honoring David Beckmann and Jo Luck, the World Food Prize recognizes the critical efforts of NGOs in mobilizing and empowering everyday citizens to end hunger in communities around the world.

DAVID BECKMANN



Bread for the World

David Beckmann, first through his work at the World Bank and then as head of Bread for the World, has had a significant impact in shaping international development programs so that they truly reflect the needs of the poorest people in the world, and in mobilizing a grassroots effort for more focused policies and increased appropriations for hunger alleviation by the U.S. government and its partners.

Since 1991, as the second president of Bread for the World—described as “a collective Christian voice urging decision makers to end hunger at home and abroad”—Beckmann has marshaled a quarter of a million constituent contacts a year with elected officials through letters, email messages, and meetings. Bread’s army of citizen advocates has engaged an ever-expanding network of concerned people urging support for legislation to change the policies, programs, and conditions that allow hunger and poverty to persist.



Bread for the World

Beckmann's inspired leadership has resulted in a dramatic growth in Bread's grassroots, bipartisan participation. He has increased Bread's membership, found in all 435 congressional districts of the United States, from 44,500 to more than 72,500 in the past decade. In addition, through the more than 5,000 local church congregations and 50 national denominations that are counted as members of Bread, more than 1 million Christians have become actively engaged in its advocacy to end hunger.

The innovative and impassioned strategies Beckmann has implemented to rally public support for bringing about policy changes have resulted in important legislation focused on long-term solutions, including increased resources for agricultural science and technology as well as support for development in poor countries.

The impacts of the government policies and programs he has fought for have brought hundreds of millions of people out of hunger and poverty. Included among these:

- Congress has tripled poverty-focused development assistance during the past decade, from \$7.5 billion in FY2000 to \$22 billion in FY2010;
- U.S. aid to Africa has quadrupled, and funding for agriculture and rural infrastructure has increased eightfold;
- Domestic nutrition programs and federal food assistance to needy families increased from \$33 billion in FY2000 to \$80 billion in FY2009; and
- Reforms in the U.S. Farm Bill have provided greater opportunity for struggling families in rural America and rural areas of the developing world.

While these positive strides have many causes, they would not have happened without Beckmann and Bread for the World leading millions of citizen advocates across the country to press for change, nor without Beckmann's personal commitment to founding and strengthening other organizations working in concert to improve the lives of the poor.

He founded the U.S Alliance to End Hunger in 2004, which has brought together diverse religious groups, charities, foundations, corporations, unions, and individuals to coalesce the public will to end hunger in the United States and worldwide. Beckmann has also helped to build and strengthen the political influence of many other humanitarian organizations, including: the Partnership to Cut Hunger and Poverty in Africa, the ONE Campaign, InterAction, World Vision, Feeding America, the Global Foodbanking Network, Universities Fighting World Hunger, Elanco, MAZON: The Jewish Response to Hunger, and the UN Millennium Hunger Task Force.

David Beckmann, a native of Nebraska, is a Lutheran pastor and an economist. He worked on poverty issues at the World Bank for 15 years before becoming president of the Washington D.C.-based Bread for the World in 1991. He has lived and worked in Ghana and Bangladesh and holds degrees from Yale, Christ Seminary, and the London School of Economics. He has authored many articles and books, including Transforming the Politics of Hunger and Grace at the Table: Ending Hunger in God's World. His latest book, Exodus from Hunger: We Are Called to Change the Politics of Hunger, will be published in the fall of 2010.



Heifer International

Jo Luck has spearheaded the effort to build Heifer International, founded in 1944, into one of the premier hunger-fighting non-profit organizations anywhere in the world, bringing food- and income-producing animals to extremely poor families, guiding them to self-reliance, and providing opportunity for improved livelihoods through animal husbandry, technical training, and community development.

Since becoming CEO of Heifer in 1992, Jo Luck has expanded the scope and impact of its activities throughout Africa, the Americas, Asia and the South Pacific, and Central and Eastern Europe, combating hunger by teaching poor communities how to become self-sustaining. Jo Luck and Heifer have educated and advocated on behalf of the world's resource-poor and hungry, working with local and global partners to influence and change policies, systems, and practices in ways that improve people's lives.

Jo Luck created innovative public education initiatives to link grassroots donors in rich countries to recipients in developing countries, increasing the knowledge and awareness of adults and children of all walks of life regarding global hunger and poverty issues. Reaching out to supporters in this way has brought the message of Heifer's sustainable solutions to hunger and poverty directly into hundreds of thousands of U.S. homes.



Heifer International

The result has been a significant increase in support for Heifer projects through donations from households, faith communities, schools, civic groups, and individuals of all ages. The number of steadfast supporters grew from 20,000 in 1992 to more than 500,000 in 2009. The organization's outreach activities have enabled 12 million families, including 1.5 million families in 2009 alone, to put nutritious food on their own tables and also contribute to feeding others through Heifer's practice of "Passing on the Gift," which asks every recipient family to give a female offspring of their animal to another family in need.

In implementing Heifer's programs internationally, Jo Luck saw the need to more fully engage food-secure people to participate in programs to help food-insecure women, men, and children in countries around the world. Her innovative approaches at Heifer included:

- Increasing the public's understanding of how the life choices made by people in rich countries affect people around the world, especially those living with hunger and in poverty;
- Issuing a call to action to grassroots supporters to make individual financial contributions that collectively sponsor more than 30 kinds of livestock and animals—from bees to water buffaloes—along with trees, seeds, and training that are provided to recipients; and
- Building capacity within resource-poor communities to produce a sustainable food supply and sustainable livelihoods.



Heifer International

To complement Heifer's Passing on the Gift tradition, Jo Luck implemented a highly successful values-based planning process for community development. The "Cornerstones for Just and Sustainable Development" model she created combines improved human nutrition, management of animal and natural resources, and human spiritual growth with training in organizational and business development, leadership, gender equity, and environmental conservation practices.

By placing animal and knowledge assets directly into the hands of farmers—particularly women—Heifer International has empowered them to quickly convert these gifts into food and, often, into income-generating enterprises. A strong impact of Jo Luck's legacy as the leader of Heifer is the binding together of people emotionally and economically, enabling them to envision and create a better life for themselves and their children.

Jo Luck served as president and CEO of Heifer International, headquartered in Arkansas, from 1992 to 2010, and director of international programs from 1989 to 1992. In 2010 she stepped down as CEO and will remain president until 2011. She is currently writing a book about her experiences with the organization. She attended Hendrix College and earned a degree at David Lipscomb College. She attended the Harvard University John F. Kennedy School of Government and Harvard Business School, Executive Education Program.

David Beckmann and Jo Luck will be presented the \$250,000 World Food Prize on October 14 at the Iowa State Capitol in Des Moines.

The award will be given in conjunction with the 2010 Borlaug Dialogue, themed "Take it to the Farmer: Reaching the World's Smallholders."



The World Food Prize was conceived by Dr. Norman E. Borlaug, recipient of the 1970 Nobel Peace Prize. Since 1986, The World Food Prize has honored outstanding individuals who have made vital contributions to improving the quality, quantity, or availability of food throughout the world.

Previous Laureates have been recognized from Bangladesh, Brazil, China, Denmark, Ethiopia, India, Mexico, Sierra Leone, Switzerland, the United Kingdom, the United Nations, and the United States.

In 1990, Des Moines businessman and philanthropist John Ruan assumed sponsorship of The Prize and established The World Food Prize Foundation, located in Des Moines, Iowa.



JO LUCK - BIOGRAPHICAL INFORMATION

Jo Luck is president of Heifer International, having served as the organization's president and chief executive officer from 1992 to 2010 and as director of international programs from 1989 to 1992.

During the years Jo Luck served as president and CEO, Heifer International, a global organization working to end poverty and hunger and care for the Earth, grew a \$7 million budget to more than \$130 million and expanded its programs and projects into numerous countries worldwide. Since 1944, Heifer has aided more than 12 million families—62 million women, men, and children—in more than 125 countries, benefiting more than 1.5 million families in 2009.

Prior to joining Heifer, Jo Luck served as executive director of the Arkansas Department of Parks and Tourism for more than a decade as then-Gov. Bill Clinton's first cabinet appointee in January 1979. Jo Luck also served as the first executive director of the Arkansas Advocates for Children and Families, an organization modeled after the Children's Defense Fund in Washington, D.C.

Her business travels have included a trip to Bosnia-Herzegovina on a fact-finding mission by invitation from the UN High Commission on Refugees. She was also a member of an evaluation team of nongovernmental development specialists, invited by UNICEF to visit Cuba, to review programs and services impacting children and families in 1995. Overseas travel in recent years included visits to Nicaragua, Ukraine, Romania, Nepal, Kenya, China, South Africa, Honduras, Thailand, Russia, Rwanda, Vietnam, Cambodia, and Ecuador for review and evaluation of sustainable development projects. She has traveled to Jerusalem, Hong Kong, Jamaica, Mexico City, and Santa Fe, New Mexico, to represent Arkansas at the International Women's Forum.

Jo Luck attended Hendrix College in Conway, Arkansas, and the John F. Kennedy School of Government at Harvard University, where she served on the Executive Committee of the Alumni Advisory Board. In 1999, she attended Harvard Business School's Executive Education Session on Governing for Nonprofit Excellence. She has received four honorary doctorates.

Jo Luck has served as chair of InterAction, the largest alliance of U.S.-based international development and humanitarian nongovernmental organizations working to overcome poverty, exclusion, and suffering by advancing social justice and basic dignity for all. She is a founding member of Women Executives in State Government (WESG), the Arkansas Forum of the International Women's Forum (IWF), and the Arkansas Women's Leadership Forum. She was one of two representatives from Arkansas to the U.S. Women's Conference Circle, organized by then-First Lady Hillary Rodham Clinton after the 1996 IWF Conference in Beijing.



DAVID BECKMANN - BIOGRAPHICAL INFORMATION

David Beckmann, a Lutheran pastor as well as an economist, is one of the foremost U.S. advocates for hungry and poor people. He has been president of Bread for the World since 1991, leading large-scale and successful campaigns to strengthen U.S. political commitment to overcome hunger and poverty. Before that, he worked at the World Bank for 15 years, overseeing large development projects and driving innovations to make the Bank more effective in reducing poverty.

Beckmann is also president of Bread for the World Institute, which provides policy analysis on hunger and strategies to end it. He founded and serves as president of the Alliance to End Hunger, which engages diverse U.S. institutions—Muslim and Jewish groups, corporations, unions, and universities—in building the political will to end hunger.

Currently Beckmann also serves as co-chair of the Modernizing Foreign Assistance Network. He has served as a board member of InterAction, the Partnership to Cut Hunger and Poverty in Africa, the ONE Campaign, the National Anti-Hunger Organizations, and the UN Millennium Hunger Task Force.

Bread for the World has an impressive record of achievement under Beckmann's leadership. Due in part to the persistent, bipartisan advocacy by Bread members, the U.S. government has tripled funding for effective programs to help developing countries in Africa, Asia, and Latin America. Bread has also helped strengthen U.S. nutrition programs, assisting millions of families in the United States who struggle to feed their children. Recently, Bread for the World initiated campaigns to press Congress to reform U.S. foreign aid and make it more effective in reducing hunger and poverty, as well as to protect and strengthen tax credits for low-income working families.

Since 2000, Beckmann has been asked to testify in Congress 18 times, appearing before such committees as the Senate Foreign Relations Committee and the Ways and Means Committee of the House of Representatives.

Beckmann has appeared on *Bill Moyers Journal*, PBS's *Religion & Ethics NewsWeekly*, CNN en Español, and C-SPAN, and in radio interviews with NPR's *Morning Edition* and *The Diane Rehm Show*. He is the author of numerous articles and books, including *Transforming the Politics of Hunger* and *Grace at the Table: Ending Hunger in God's World*. His latest book, *Exodus from Hunger: We Are Called to Change the Politics of Hunger*, will be published by Westminster John Knox Press in October 2010.

Beckmann earned degrees from Yale University, Christ Seminary, and the London School of Economics, and has six honorary doctorates. Beckmann has lived in Bangladesh and Ghana, overseen projects in Bolivia and Ecuador, and visited more than 70 countries.