



Federal Ministry  
of Food  
and Agriculture

# Social Media Toolkit

## Global Forum for Food and Agriculture 2024

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17 - 20 January 2024

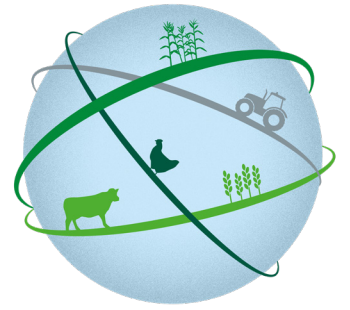
**GLOBAL**  
FORUM OF FOOD  
AND AGRICULTURE

**Food Systems for Our Future: Joining Forces for a Zero Hunger World!**

**Check out the event: [www.gffa-berlin.de/en](http://www.gffa-berlin.de/en)**

last updated: November 16, 2023

# About this Toolkit



## Food Systems for Our Future: Joining Forces for a Zero Hunger World

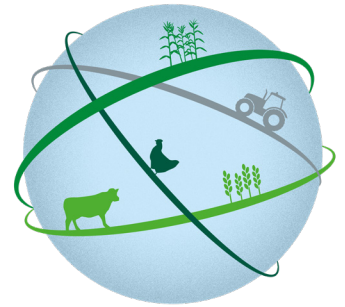
The 16th Global Forum for Food and Agriculture (GFFA), taking place from 17 - 20 January 2024 in Berlin, will address the food systems we need for our future and aims to provide impetus and promote international exchange.

This toolkit was developed to enlist our partners and individuals all over the world in generating conversations online.

We've developed social media content for our attendees to provide a key visual throughout the event.

The media material you find here is free for you to use.

# Topline GFFA Messages



You can use this language when speaking about the GFFA 2024 or adapt the language for your own use in blog posts, op-eds and social media.

The GFFA will take place from 17 - 20 January 2024 and aims to provide key impetus to sustainable and resilient food systems for our future.

The 2024 GFFA will address the issue of „Food Systems for Our Future: Joining Forces for a Zero Hunger World.“

Shaping our food systems in a sustainable manner to make them fit for the future while acting in line with the 2030 Agenda will require immense efforts.

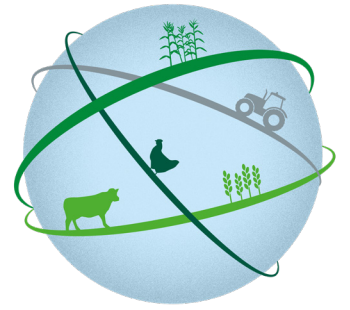
The international community has only seven years left to achieve the Sustainable Development Goals and, in particular, the zero hunger goal. However, around the world, one person in ten is still suffering from hunger.

In our quest to end hunger and malnutrition we are constantly facing new, and ever bigger, obstacles: the climate crisis, biodiversity loss, the impact of the pandemic, conflicts and wars. The multilateral dialogue is still overshadowed by Russia's illegal war of aggression against Ukraine and its consequences for global food security.

The Federal Ministry of Food and Agriculture (BMEL) wants to take advantage of the 2024 GFFA as a constructive forum, connecting all stakeholders, and deepening the international dialogue in the field of agricultural policy.



# Visuals and Logos

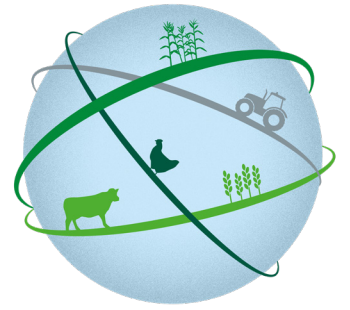


Feel free to use our visuals. There are several banners to choose from if you need some ready-to-post material. Please make sure to avoid destructive or disrespectful content and only use our material when promoting the event positively. If you have further questions on how to use our visuals, you can contact us:

[info@gffa-berlin.de](mailto:info@gffa-berlin.de)



# When you post...



We encourage you to share on your  
social media channels.

Make sure to tag us



on LinkedIn @GFFA



on X @bmel



on Instagram @lebensministerium

Share your post with  
a wider audience by using

## #GFFA

# Ready-to-Post



We encourage you to share on your social media channels. Here is an example on how to create an easy to handle post by using the samples of our toolkit.

1

Choose a platform.  
Example:



2

Choose a visual.  
Example:



3

Choose a text.  
Example:

The GFFA will take place from 17 - 20 January 2024 and is to provide key impetus to sustainable and resilient food systems for our future.

4

Use the hashtag  
and tag.  
Example:

**#GFFA**  
**@GFFA**