

## SCRIPT AFRICA WOOD GROW ENGLISH

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### INTRODUCTION

Dutch company growing trees for Kenyan market and resolving food shortages

BETA LENGTH: approx 3.34

#### SHOTS:

- *Roeland Lelieveld talking to Daniel Muvali*
- *Wide shot properties with building*
- *Total shot building*

#### VOICE OVER

Roeland Lelieveld is 26-years old and together with his Kenyan companion Daniel Muvali he started AfricaWoodGrow about a year ago.

Roeland was here last time December 2010, and is now back to see how things are.

#### SHOTS:

- *Roeland walking across the land*

ROELAND LELIEVELD (EDITING ON WALKING SHOT), Dutch

***At first sight it looks very arid, but that's because of the drought.***

***Normally maize would grow here and beans, and then it's really green.***

#### SHOT:

- *Wide shot Roeland with employees under tree*
- *Wide shot employee digging hole*

#### VOICE OVER

The property measure 20 acres, and there are 6 people working on the land. The holes this man is digging are meant to plant trees.

#### SOUNDBITE DIGGING HOLE

#### SHOTS:

- *Wide shot field with young trees*
- *Close young tree moving in the wind*

Roeland wants to grow 10,000 trees, which will consist of a variety of the indigenous melia tree. The first young trees already dangle in the wind.

QUOTE ROELAND LELIEVELD NEXT TO SMALL TREE

***This one does really nice. It has a nice straight trunk. That's important for wood production. It should not have branches on the side. I just removed a small branch. That has to happen so it cannot side branches.***

SHOTS:

- *Wide water tank on the land*
- *Roeland spraying water on small tree*

VOICE OVER

Roeland is happy to see that the previously planned water tanks are finally there. They're to supply water for irrigation of the land when there are no rains.

SOUNDBITE SPRAYING WATER

SHOTS:

- *Wide shots employee making bricks from clay*
- *Close lifting mall from brick*

VOICE OVER

Then bricks needed for construction of a store are ready to be baked.

QUOTE ROELAND LELIEVELD

***For the time of the year and the period we're busy here, we started a year and two months ago, it looks things are going well, and I am really satisfied.***

SHOTS:

- *Wide two men with ox cart*
- *Two men talking to each other*

VOICE OVER

The local population is happy with the coming of the plantation, since there are not so many trees left. 33-years old James Kimuli saw how the trees were chopped for firewood.

QUOTE JAMES KIMULI

***So we need to plant from here, and get the seedlings to plant. Because from here ours is getting finished by now. The land is almost bare now.***

SHOTS:

- *Roeland together with Daniel*
- *Wide shot bare land with no trees*

VOICE OVER

Roeland's business companion witnessed why local efforts to replant trees failed and large areas remain without forestation.

QUOTE DANIEL MUVALI

***It has been difficult to grow trees because of the drought we experience from time to time. And poverty. People here under a Dollar a day. So from most of the money they get they buy food.***

SHOTS:

- *Wide man employee digging the land*
- *Close shot tomato plant*
- *Medium shot man digging the land*

VOICE OVER

To reduce food shortages, and to gather funds for tree planting, a portion of the land is dedicated to groceries. This is crucial since it takes ten years before the trees can be used commercially.

SOUNDBITE WEEDING

SHOT:

- *Medium shot building on the land*

VOICE OVER

Melia wood is ideal for construction since it's resistant against termites.

SHOTS:

- *Wide river bed with seedlings in pots*
- *Roeland with employees selecting seedlings*
- *Close putting seedlings in a line*

VOICE OVER

Then along the river is the core business of AfricaWoodGrow, seedlings for cultivation of trees.

QUOTE ROELAND LELIEVELD, Dutch

***We're now removing the good ones. Those we put there in a new line. The dead ones we removed, and put a new seed in the bag.***

SHOTS:

- *Wide shot timber shop in Kitui*
- *Owner Ken Maluki arranging timber*

VOICE OVER

The local market already seems interested in AfricaWoodGrow's products. This timber seller in Kitui now has to get his wood all the way from Malawi and Tanzania.

QUOTE KEN MALUKI  
NZAMBANI HARDWARE

***If we get it from here we might be very happy. It will be cheap and we get it when we need it.***

SHOTS:

- *Wide bags with seedlings*

VOICE OVER

AfricaWoodGrow also supplies seedlings for companies so they can also start growing the much desired trees.

TITLE:

**More information on products and prices:**

**AfricaWoodGrow**

**<http://www.africawoodgrow.com>**

ENDS