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UGANDA: ORGANIC PINEAPPLE FARMING

VIDEO

PINEAPPLE FIELD

FARMER WALKS INTO SHOT

HARVEST

VS ON CAMERA

GROUP WALKS THROUGH FIELD

MUWANGA ON CAMERA

AUDIO

NARRATION

Organic means many things to many people. But for organic pineapple farmer Vincent Ssonko, organic means just one thing: a better life for himself and his family. (11)

VINCENT SSONKO (LUGANDA) M

"I have been able to educate my children...and harvest enough food to feed my family." (5.5)

NARRATION

The National Organic Agricultural Movement of Uganda – NOGAMU – promotes the growth of organic agriculture across the country – and the export of certified, organic, Ugandan products around the world.

Musa Muwanga is the Chief Executive Officer. (15)

MUSA MUWANGA (ENGLISH) M

"The green economy is important to Uganda because it creates a lot of opportunities to create wealth for different actors, from farmers to

traders, in a way that is more sustainable and protects the environment.” (13)

NARRATION

PINEAPPLE HARVESTED

The key to success in the export market is becoming certified as organic. (4)

VINCENT SSONKO (LUGANDA) M

V. SSONKO ON CAMERA

“I can sell this organic pineapple for 600 schillings to an exporter – but the same size of conventional pineapple worth only 200 schillings in the local market.” (8.5)

NARRATION

PACKING PLANT

Vincent sells his certified organic produce to a local exporter called BioFresh, which exports his pineapple to Germany. Workers at the packing plant earn twice what conventional packers earn, and enjoy free breakfasts, lunches and transport...unheard of in the conventional agriculture industry. (18.5)

SHED

Farmer Ssonko is also a certified Fairtrade grower. One of the benefits is that BioFresh has built a packing shed for him. (8)

RETAIL

NOGAMU even runs a retail outlet in Kampala, providing access to organic produce to the public. There's also a home delivery service; just order online and earth-friendly products are delivered to homes and hotels across the capital. (15)

(NEEDS FOOTAGE)

Jane Nalunga is the Senior Training Officer. (2.5)

JANE ON CAMERA	<p><u>JANE</u> (ENGLISH) F</p> <p><i>“The potential for organic agriculture in Uganda is very high. It’s easier to improve the livelihoods of farmers in rural areas thru organic agriculture than any other intervention.”</i> (10)</p>
(NEEDS FOOTAGE)	<p><u>NARRATION</u></p> <p>Executive Director of the UN Environment Programme, Achim Steiner says. (3)</p>
ACHIM STEINER ON CAMERA	<p><u>ACHIM STEINER</u> (ENGLISH) M</p> <p><i>“Together with our colleagues in UNCTAD we prepared a study on the transition towards organic agriculture and the associative productivity gains achieved. Across Africa, on average, the increases in yields were 100% and in East Africa, even 125%.”</i> (12)</p>
V. SSONKO ON CAMERA	<p><u>VINCENT SSONKO</u> (LUGANDA)</p> <p><i>“My life has changed. I started w 10 acres but now I have 80. I’ve built three houses, and opened a hardware store in the village.”</i> (9.5)</p>
SSONKO AT PINEAPPLE FIELD	<p><u>NARRATION</u></p> <p>Organic agriculture is a fantastic testament to the power of the green economy. Increasing incomes, improved livelihoods and more stable</p>
COUPLE WATCHING BOYS PLAYING SOCCER	<p>and predictable markets are just some of the benefits enjoyed by an increasing number of Uganda’s citizens. (15)</p>
UN LOGO CLOSING	<p>This report was produced by David Koch for the United Nations. (4.5)</p>