This is a brilliant and simple campaign designed to secure food in our cities / towns / townships to alleviate poverty and hunger. It is essential to plant trees so that the earth can recover from rainforest and environmental destruction that is still taking place on an enormous scale. The trees roots bring up lost water from deep within the soil to evaporate from its leaves to create clouds that bring us rain and fresh water for us to use. Trees are beautiful and with their colours, textures, shapes, sizes, scent it arouses our senses and creates a pleasant ambience and feast to the eyes and ears as well as it attracts birds that make beautiful sounds. Fruit and nut trees provides us with an abundance of delicious food raw and processed into dried fruit and squeezed into juices.

Let us start with this campaign by planting trees in our poor neighbourhoods to create urban forests all over so that people can feed themselves. The amazing thing about trees are they don’t need much care and provide food in an abundance with little effort. When we beautify their environment the people’s moods will be uplifted as well and it will  make them happy and peaceful. They can sell the raw fruit & nuts to the public to provide a source of income. They can also preserve & process the surplus fruit & nuts to store for later consumption and also sell for more income. The great thing is they don’t have to have money to buy the fruit & nuts so there is no cost price involved and they can make 100% percent profit.







We are ready now to start with this campaign in Paarl, South Africa to inspire the rest of the world to do the same in their impoverished areas that urgently need help. We have all the resources: horticulturists, project managers, labourers and nurseries that can supply us with trees. All we need now is money. This is a great opportunity to create employment and empowerment as well.