

A Cooperation of GAFÉIAS and ERMINE

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Andreas G. Andiel, GAFÉIAS President & CEO

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Michael Minassie, Manager, and Dade Desta, Chief Strategist

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## EXPOSÉ (M3)

### Feature Documentary of the GAFÉIAS/UNIDO Cactus Project in Ethiopia

Establishing industrial processing and marketing  
of Beles (*Opuntia*)-based food products  
for increased income in rural communities in Northern Ethiopia



#### Hardfacts

Feature Documentation

90 min – 120 min

non political

Europe, Ethiopia

This film's goal is to present an agro-industrial development project, aiming on emotional and human aspects as well as pure technical, and in that sense non-political, procedures. The focus targets first of all on people, who are directly attached to the project, demonstrating their personal lives and general living conditions, which are developing and changing through the progress of the project. Dramatically style elements are deployed in their dichotomy - wealth and poverty, technical innovation and simplicity, modernity and tradition.

Objectives of the film are to present people's lives in the project region, communicating this innovative project as pioneering, and to show its impact on inhabitants, economy and poverty mitigation in the region. Above all, people who are committed to this project, shall tell their stories, share their thoughts, fears, hopes and expectations as well as their profound knowledge, technical, educational and humanitarian dedication.

### The Feature Stories



- We will present GAFÉIAS and UNIDO – United Nations Industrial Development Organization in Ethiopia, introducing related and committed experts and institutions, commonly taking care of the strategic, technical, educational and economic implementation of the project.
- We interview smallholder farmers, vegetable traders, food security as well as nutrition experts and foremost the numerous beneficiaries of the project in the Federal Province Tigray and its major cities Mekelle and Adigrat, showing their attitudes towards supply for and general opinion about *Opuntia*-based food-products.
- On a long-term period, young workers should be accompanied on a regular basis in the project region in Northern Ethiopia, during their education & training as well as their work on the fields, in the cooperatives, distribution-centers and industrial production sites.
- Representatives of leading scientists researching on Cactus will be interviewed. They will present the species' values and aspects for food security, its potential for food production & nutrition, as well as the cost benefit-ratio in regards of marketing, fair trade and sales.
- The project initiator and cooperation partner GAFÉIAS as well as the project owner UNIDO, funding organizations Mashav (Israel's Agency for International Development Cooperation in the Ministry of Foreign Affairs), OFID (OPEC Fund of

International Development), FAIRTRADE regarding direct marketing and organic wild collection product certification and stakeholder organizations in Ethiopia and in the region of Northern Tigray will be introduced, specifically representatives of UNIDO, GAFÉIAS and related agricultural and forestry research institutions as well as university departments.

- The chief character itself – Opuntia and Beles (Cactus Pear) – will show up regularly, as it is the real protagonist. It will be shown in all aspects of growth in nature, near settlements & farms, according farm management instructions and finally through production and marketing chains into shops and super markets.
- Harvesting, transport, further processing, marketing and sales of the product will be specifically shown, as this is the main focus of the project. The big variety from small market sales in villages and on the other hand the export of valuable Beles-products, i.e. the highly expensive cactus-seeds-oil, will be accentuated.
- Finally, meetings and interviews with representatives at the High Level Segment are intended to be essential parts of the feature documentation – progress, success and expansion of the project will be discussed.



Production Director: N.N.  
Production Coordination: N.N.  
Budget & Funding Coordination: N.N.