

# Planting Trees campaign update



## The issue



As Malawi's population grows, forests are rapidly disappearing – cleared for farming, homes, and firewood (for cooking).

This leads to depleted soil, worsening droughts, and the loss of wildlife habitats.

## The approach



We work alongside farmers, schools, and community groups to plant trees.

This provides a sustainable source of wood, reduces pressure on natural forests, and gives nature space to recover.

But this project goes beyond planting trees. We also 'plant' knowledge — teaching communities the importance of a healthy ecosystem. Because when you value nature, you protect it.

## Meet the tree planting teams

Behind every tree planted is a **tree planting team**, organised by district: Area Managers Lizzie, Tionge and Smith are supported by 10 Coordinators.

The team runs awareness meetings with local chiefs and community members, explaining the project and how it works, and farmers who are interested and have suitable land can sign up.

Together, they work tirelessly throughout the year to ensure all stages of the process are fulfilled properly and efficiently: from tube filling and seedling nurturing, within the tree nurseries, to planting out. Training and monitoring are crucial to ensure quality.

Their target this year for Fruitful Office: over 700,000 tree seedlings.



*Awareness meetings, registering farmers, delivering tubes, and training farmers on pot filling*