

eat  
more  
trees

PRESS KIT

Sales agent: [REDACTED]

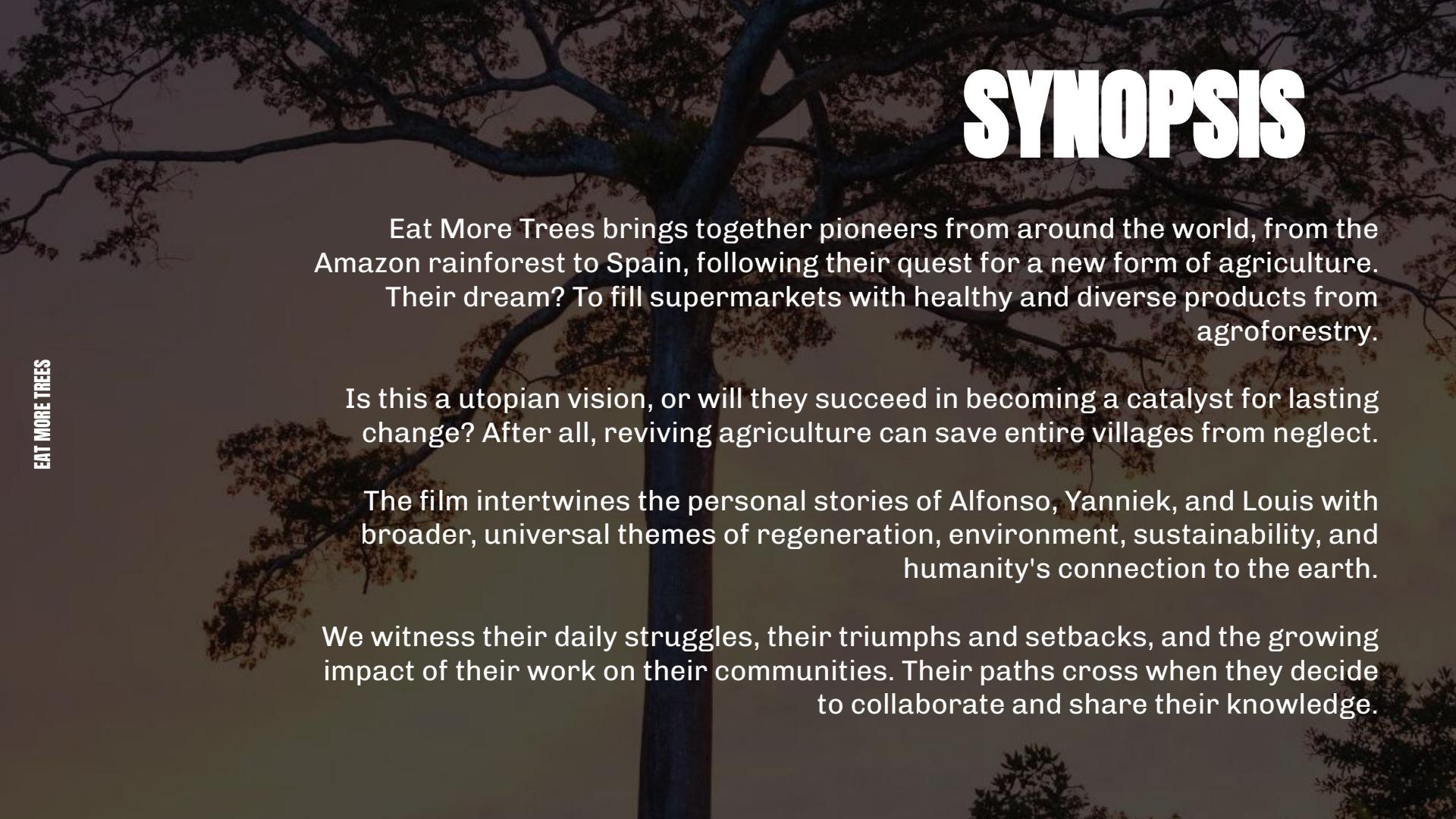
**Eat More Trees is a hopeful journey from the Amazon rainforest to the fields of Europe and America. The film explores how agroforestry can regenerate landscapes, restore biodiversity, and protect our climate, proving that a shift in how we farm could change what we eat forever.**



# VISION STATEMENT



Eat More Trees envisions a food system where tree-based foods are an important staple in our diets and where the health of the planet and the health of people are deeply interconnected. Our vision is one of abundance, of thriving ecosystems and of vibrant communities.



# SYNOPSIS

Eat More Trees brings together pioneers from around the world, from the Amazon rainforest to Spain, following their quest for a new form of agriculture. Their dream? To fill supermarkets with healthy and diverse products from agroforestry.

Is this a utopian vision, or will they succeed in becoming a catalyst for lasting change? After all, reviving agriculture can save entire villages from neglect.

The film intertwines the personal stories of Alfonso, Yanniek, and Louis with broader, universal themes of regeneration, environment, sustainability, and humanity's connection to the earth.

We witness their daily struggles, their triumphs and setbacks, and the growing impact of their work on their communities. Their paths cross when they decide to collaborate and share their knowledge.

# WHY THIS FILM?

EAT MORE TREES



## WE ONLY HAVE 25 YEARS LEFT

The desert must be one of the least hospitable places for humans to live. However, our current methods of food production are steadily pushing the soil toward desertification.

**By 2050, 90% of agricultural land will be depleted** if we continue with our current farming practices according to the UN. This is the result of past choices that have given us the cheapest food ever, so cheap that we no longer think about how we use it and often thoughtlessly throw it away.

At the same time, an excessive focus on quantity, appearance, and firmness (for logistical purposes and increased profit margins) has caused the nutritional value per gram of food to systematically decline for decades. Our food is becoming increasingly worse, and the way we cultivate it is destructive and not resilient to climate change.

# SOLUTION? ENTER AGROFORESTRY

"Never again hunger!", people shouted after World War II.

If we want to keep this promise, we must urgently take a different path, and what better way to start than by drawing inspiration from people all around the world who are already working on the solution today.

Eat More Trees introduces you to farmers who are creating a more resilient food system by planting trees that produce food for humans and animals, creating more profit, saving nature and cooling the planet at the same time.



# THE PRODUCTION

EAT MORE TREES



# INDEPENDENTLY FINANCED

It started with a dream. While working on a smaller project, landscape designer Louis De Jaeger shared a bold vision for the future of food with director Arne Focketyn. That spark of an idea soon caught fire, and with the arrival of impact-entrepreneur Jonas Mallisse, the team was complete.

Determined to remain independent, they secured funding from a group of philanthropists who shared their commitment to regenerating our food systems. This support launched the first phase of production, but as the story grew in scale, Brightside Productions joined as co-producers. Together, they refined and polished that initial dream into a powerful, cinematic reality that is now ready to change how we look at the world.





## SCRIPT

Louis De Jaeger & Arne Focketyn



## DIRECTOR & DOP

Arne Focketyn



## DURATION

80 minutes



## PRODUCTION

Brightside Productions &  
Eat More Trees

Realized with the support of our partners and the **Tax Shelter** measure by the  
Belgian legislator through Flanders Tax Shelter



# Team



**LOUIS DE JAEGER**  
Co-founder, Writer & Host



**JONAS MALLISSE**  
Co-Founder & Producer



**ARNE FOCKETYN**  
Director & Writer



**ILSE SCHOONEKNAEP**  
Producer & Sales



**PIETER DEWINTER**  
Producer



**MARLIES JANSSENS**  
Producer

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# Advisory Board



**ELS THERMOTÉ**  
CEO & Impact  
Investor at The Nest



**FINIAN MAKEPEACE**  
Co-Founder &  
Chief Strategy at  
Kiss the Ground



**PATRICK WORMS**  
Senior Science Policy  
Advisor World Agroforestry



**PHILIPPE BIRKER**  
Co-Founder  
Climate Farmers

# Partners



vp capital  
Driven by impact



# STARRING



**Benki Piyäko**

Indigenous leader of the Ashaninka tribe in the Amazon rainforest (Brazil)



**Dan Barber**

Pioneer chef of Blue Hill at Stone Barn (USA)



**Amy Miller**

Regenerative chestnut grower (USA)



**Wes Jackson**

Inventor of the perennial grain Kernza (USA)



**Greg Judy**

Regenerative rancher (USA)



**Carlos Nobre**

Climate & amazon expert. Nobel prize winner with IPCC report (Brazil)



**Louis De Jaeger**

International landscape designer (Belgium)



**Alfonso Chico De Guzman**

Regenerative farmer (Spain)



**Yanniek Schoonhoven**

Regenerative farmer (Spain)



**Pedro Diniz**

Regenerative agroforestry farmer (Brazil)



EAT MORE TREES

# NARRATOR

## NL: Maaike Cafmeyer

Actress Maaike Cafmeyer is the Dutch/Flemish narrator of Eat More Trees. Her longstanding commitment to social justice and her authentic, powerful presence make her an ideal choice. She is known for her compelling roles in Belgian television and film such as De Ridder, Eigen Kweek and Tabula Rasa. Maaike also stands out as a vocal advocate for societal change. She has consistently used her platform to speak out on issues like inequality, abuse of power, and systemic injustice.

Her deep emotional intelligence and sharp sense of integrity give her voice a unique authority that aligns seamlessly with the themes of our film. While she is not publicly affiliated with environmental organizations, her fearless engagement with urgent societal issues brings credibility and depth to the project. Her narration adds a human dimension that will help connect the audience emotionally to the story, making the message of the film both personal and powerful.



# FILM LOCATIONS

EAT MORE TREES

USA

Chestnuts: grains on  
trees + Kernza:  
perennial grains

BRAZIL

The Amazon: a 12,000  
year old food forest

U.K.

A farm with trees as  
animals

NEW YORK

Where top chefs cook out of the  
forest and receive the highest  
accolades because of it.

MEDITERRANEAN

Water shortages at the center of the  
climate crisis.

La Junquera: a farm where a young  
couple tries to stop the desert

A photograph of a person from behind, wearing a red and black striped baseball cap and a dark t-shirt, walking away on a dirt path through a dense tropical forest. The path is lined with palm trees and other lush greenery. The scene is bathed in bright sunlight filtering through the canopy.

EAT MORE TREES

# THE PEOPLE BEHIND IT

EAT MORE TREES

# JONAS MALLISSE

**Impact entrepreneur and advocate for conscious consumption.**

For years, I have been fascinated by the friction between our modern lifestyle and the finite resources of our planet. I witnessed the absurdity of a global food system where we exhaust the earth to produce more than we can consume, only to throw a third of it away. It became clear to me that this was not just a logistical failure, but a profound disconnection from value itself. We had forgotten how to respect the energy, water, and labor that goes into every single bite.

Searching for a way to bridge this gap, I realized that we do not need to choose between business and ethics. I found that by combining the speed of a startup with the heart of a movement, we could turn a systemic problem into a scalable solution. Through co-founding initiatives like Too Good To Go in Belgium, I saw firsthand that millions of people are ready to change the world if we simply give them the right tools to act.

In an era often defined by climate anxiety, I want to prove that the impact economy is not a pipe dream. It is the most logical way forward. I am dedicated to building a future where every transaction nourishes the planet rather than depleting it, proving that we can restore balance to our world, one conscious choice at a time.



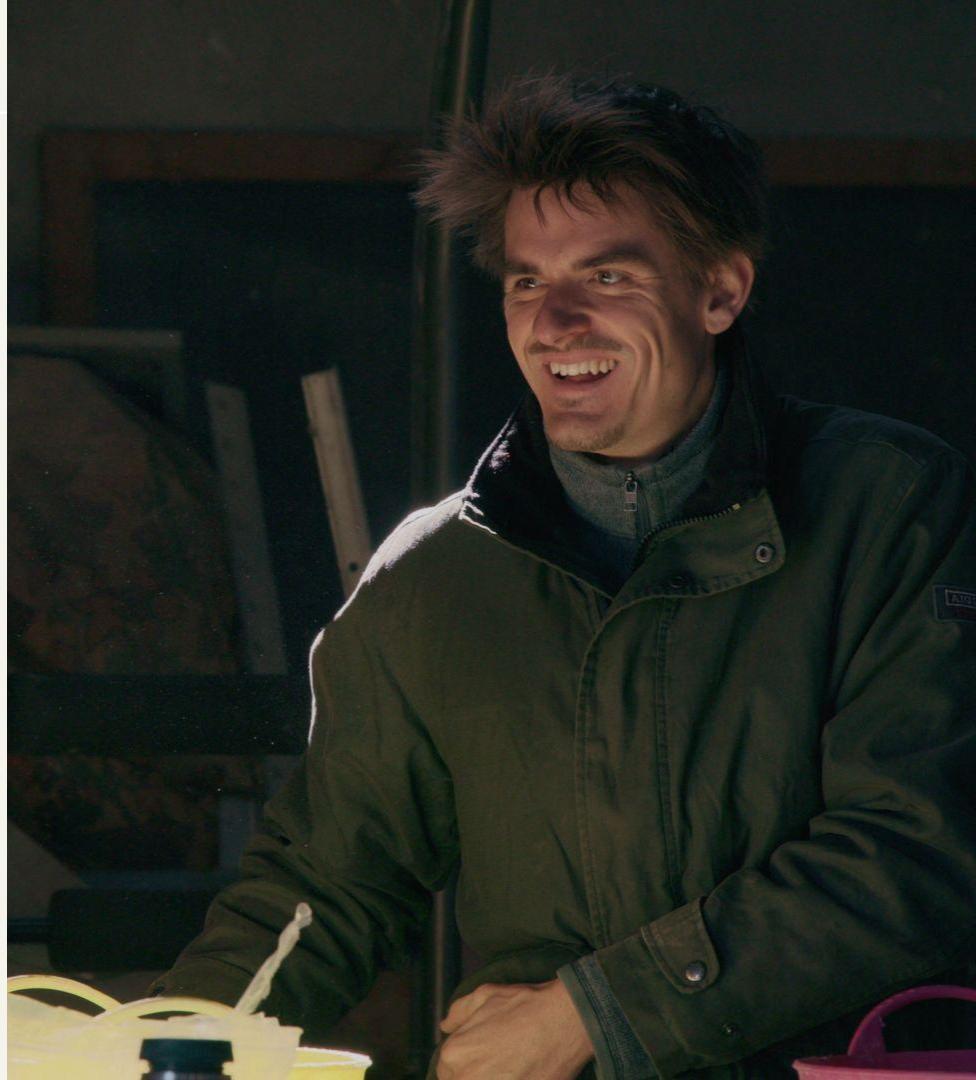
# LOUIS DE JAEGER

**Author, award-winning filmmaker and designer of edible landscapes.**

For work and pleasure, I travelled the world and saw how humanity is destroying soil at a rapid tempo. I quickly realized that the biggest reason is the disconnection between humans and nature. When I searched for people who lived the longest in harmony with nature and are still doing this today, I found that for the last 12.000 years or even longer, the Amazon has been co-created by humans and nature, culminating in the richest place of biodiversity on this planet.

While hunter-gatherers are the most sustainable inhabitants on this planet, I quickly realized that the modern human cannot go back to this, so I went looking for the modern version of it, and found agroforestry. Soon I found out that people are cooling the planet, saving nature, providing the most healthy food and making money at the same time by planting more food trees and bushes.

In times of doom and gloom news, I wanted to show the world that a possibility of paradise does exist and that we can create this, one tree at a time. And so this film was born.



# ARNE FOCKETYN: DIRECTOR STATEMENT

My grandfather farmed all his life in Noorderkempen, not far from the Dutch border. With his single income, he raised eleven children, including my mother. Uncle Roger took over the farming torch. To remain profitable, he had to move to another farm with more land. As a child, I often stayed there.

If I woke up early, I could help milk the cows. Later, ostriches appeared on his property, and he sold their eggs. Spreading risks through side activities, they called it. When his son, my cousin, turned 18 and also wanted to farm, they had to expand again and look for side activities. Due to the limitations of their land, this wasn't possible, and the farm was sold.

Uncle Roger and my cousin took jobs in construction, a decision they have never regretted, but their farming story came to an end. A few years ago, another cousin took over a small-scale organic farm, Kempengoud, with a farm shop. It is a daily struggle to stay profitable, but he and his family are finding their way. Thus, the circle is complete, and the process of industrializing conventional agriculture and the rebirth of small-scale farming with all its experiments runs as a common thread through my family.

Around this mini-universe is a very disruptive vision of food: it must be as cheap as possible. The catch-22 that so many farmers around the world are caught in is literally deadly. It is the sector with the highest suicide rates. Furthermore, climate change and soil depletion add extra pressure on all farmers and society, while many solutions to reverse this dynamic are found within agriculture itself. Essential to this is the shift from agriculture as a battle against nature to a reconciliation with nature, using as many ecosystem services as possible for the benefit of both people and nature.

With Eat More Trees, I want to change the way people view their food. What you eat is directly related to your world. Currently, this relationship is completely out of balance for most people, but it doesn't have to be that way. Seeing this in a film can be a phenomenal discovery. Getting closer to the truth is always a win.



A woman with blonde hair tied back in a bun is seen from behind, carrying a young child on her back. She is wearing a long, light-colored, flowing dress. The setting is an orchard with several fruit trees, including a prominent lime tree with yellow fruit on the right. The ground is covered in dry, brownish soil and low-lying green plants. The sky is a clear, pale blue. In the background, a person wearing a red shirt and blue shorts is walking away through the trees.

EAT MORE TREES

IF WE WANT TO PLANT  
MORE TREES  
WE NEED TO EAT MORE  
TREES





# PRESS CONTACTS

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