



The Mamadou Family – Frelaria's Face to the Future



Video panning over idyllic rural scene and moving along the road towards the Mamadou Farm. In the background we hear a softer version of the campaign rap, a fusion of traditional and modern.



It is evening. Mamadou and Sarah are sitting down having a cup of tea. The girls are playing with their friends in the background. We hear their laughter and the gentle lowing of cattle.



The family is joined by Mamadou's parents, Ezekiel and Abenet. They are very respected members of the community.

Mamadou: “We will have a good harvest this year. That fertilizer that we used has been effective.”

Sarah: “Thank God – and Gina’s teacher for his advice on how to grow better crops. So anyway, what is all this I am hearing about land?”



Mamadou explains the basic tenets of the land reform. Sarah is eager to hear about the fact that women's rights to access land will be improved. She thinks that more secure tenure will encourage people to invest in improvements.





Ezekiel agrees. He remembers the times of hardship and famine because of greedy landlords.



Many people died during those dreadful times. He agrees that land reform is urgently needed.

Mamadou is doubtful. He is not clear about all aspects of the reform policy. Sarah tells him to go and talk to Gerald, the local MP and ask him to organize a town hall meeting to explain to the people.



She also suggests that he talk to his brother, Ahmed, who is an official in the Land Ministry. Reform will make his job easier as there will be clear rules about who owns the land.



Finally Sarah urges Mamadou to think of their daughters' future. "Just think – if something terrible happened to you, me and the girls would lose our home."



Mamadou agrees. He tells Sarah how much he loves her and will do everything he can to secure the future of his family. Together as the sun sets on their beautiful farm, Mamadou and Sarah imagine their girls' future – businesswoman, lawyer, senator.





Frelaria – Our Land, Our Future



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<http://youtu.be/kdW3mLDm6ys>

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