

SEKEM *Insight*

SEKEM's Journal for Culture, Economy,
Society and Ecology in Egypt

Editorial

Dear Readers,

you can purchase SEKEM products not only in Egypt. The staff of the various SEKEM companies are represented at many trade shows each year presenting SEKEM products to potential customers from all over the world. They travel both regionally, for example in the Gulf region, and to Europe as well as North America.

While in Germany even fresh products are available from SEKEM, it is SEKEM's natural textiles that have found a large group of fans all over the world, specifically in the United States. Thus, in this issue Shereen Masoud of Naturetex' trading partner „Under the Nile“ will be telling you more about the history of SEKEM's all-natural clothing in America.

This issue also reports on the ONE WORLD FAMILY Award that Dr. Ibrahim Abouleish has recently received and accepted on occasion of a visit to Germany. Plus, German documentary filmmakers Denkmal-Film present a wonderful Christmas gift that SEKEM's long-time friend Bertram Verhaag has put together: 9 films on ecological pioneers from around the world, including, of course, SEKEM.

Your Team of Editors

Find SEKEM also on the Internet at:



SEKEM in the USA

SEKEM Products
From Under the Nile

One World Family

Dr. Ibrahim Abouleish
Receives Prize

DENKmal-Film

DVD Collection as
a Christmas Gift

Successfully Bridging SEKEM Quality With American Style

In almost twenty years, Naturetex' trading partner in North America, Under the Nile, managed to build a popular baby clothing line exclusively from natural cotton made by SEKEM, which today has countless fans.



NATURETEX co-worker Konstanze Abouleish with colleagues from NATURETEX and Under the Nile.

What do NATURTEX and the U.S. have in common? The answer is Under the Nile organics. For over seventeen years, NATURTEX has been producing Under the Nile's collections exclusively for the U.S. market.

Under the Nile founders Janice and Mohamed Masoud design two collections yearly, carefully crafted with the American consumer in mind. Egypt is a home away from home for Janice

and Mohamed. They visit NATURTEX in person biannually. Both work closely with Konstanze Abouleish and her colleagues in Egypt to execute designs, create patterns, do fittings, and manage production schedules. The partnership between the two companies SEKEM and Under the Nile has led to the winning combination of the quality and purity of organic Egyptian cotton with American fashion and prints.

Essentials make up a big part of the Under the Nile collection and are sold throughout the year. They include basic clothing for everyday wear, as well as bibs, carpets, burp cloths, blankets, towels and washcloths: everything a mom would need to burp, bundle, and bathe. Also included in the collections are unique handcrafted toys that coordinate with each of the themes.

Under the Nile recently launched a new collection called “Welcome to the World.” This collection was developed especially to fit newborn babies for the trip home from the hospital, and features a print that says “Hello Goodbye” in five languages: English, Spanish, Italian, French, and Chinese. It is a great take-me-home gift that includes a heart shaped card for baby’s name and date of birth. This collection is just one of many that distinguishes the Under the Nile brand from others in the U.S. market.

The Red Envelope, an Under the Nile customer, has put together a cute original gift set using “Welcome to the World” items, which come in a handcrafted fair trade box made with wild grass paper and a coconut shell closure. This gift set can be found at www.redenvelope.com.



Some products at an ISIS Maternity store.

Where to Find Under the Nile

For new wholesale customers, a catalogue can be obtained through www.underthenile.com. The next spring/summer collection begins shipping in February.

Additionally, retail customers can purchase Under the Nile products through many different avenues. The enterprise works with companies to custom design collections that are sold exclusively under their label. They currently have private label programs for Giggle and ISIS maternity. Giggle has stores located in New York, California, Chicago, and Maryland, as well as on line at www.giggle.com. Their unique collections include bright stripes and pastel muslin. ISIS Maternity has stores in Boston, Atlanta, and Texas.

Products are also available at brick and mortar stores across the U.S., e.g. at Sprouts in New York, San Francisco, and Chicago; Giant Steps in Connecticut; Dawn Price Baby, with locations in Washington D.C. and Virginia; Baby World in San Rafael, San Bruno and Oakland; Satara Baby in Madison, Wisconsin; and Chicken Little in Santa Barbara, California. Whole Foods Markets also carry Under the Nile products.

Under the Nile products are also available on the web, for instance at Baby Earth (www.babyearth.com), Pure Home Products (www.purehome-products.com), The Land of Nod (www.landofnod.com), and Green Cupboards (greencupboards.com), to name a few.

One does not have to look very hard to find Under the Nile products—the company has established itself as the premier organic cotton baby clothing company in the U.S. Moms across the country trust Under the Nile for their babies, for its high quality, top value, and ethical sourcing.

Shereen Masoud

Shereen Masoud works at Under the Nile.



YOU CAN VISIT SEKEM YOURSELF:
WWW.SEKEM-REISEN.DE
WWW.AVENTERRA.DE

Dr. Ibrahim Abouleish Receives ONE WORLD FAMILY Award



It was a festive mood at Castle Solitude in Stuttgart, Germany when Dr. Auma Obama, sister of the U.S. President Barack Obama and Patron of the ONE WORLD FAMILY Days, presented the first ONE WORLD FAMILY Award to Dr. Ibrahim Abouleish on the 13 September 2013.

The prize is awarded to personalities who have given an extraordinary impetus to positive global development through projects for a better world, thereby acting as role models. ONE WORLD FAMILY intends to convey that positive change does not depend on individuals holding high social status. Good deeds can be done by anyone and the winners serve as good examples for individuals who have created change out of almost nothing and thus inspired many people to become active themselves.

ONE WORLD FAMILY is a non-partisan as well as politically and ideologically independent initiative of the staff of MMD Makro-Medien Dienst. The initiative is active in Germany and internationally, such as in the school and orphanage project „Hansa Niwas“ in India or the MMD Charity Run in Weil.

Source: Makro-Medien-Dienst

Impressions from SEKEM



On the new SEKEM farm in the Bahareya oasis in the Western Desert a new construction to provide shadow and rest to the farm workers has taken shape since the beginning of this year and has already proven itself over the course of the recent hot summer months. In the courtyard among the residential and industrial buildings it was built to allow co-workers to have a place where they could relax in the cool during their breaks and after work. The roof was later covered with dry palm leaves. Simon Merckens, under whose guidance the new pergola-like structure was built, is especially proud that construction could rely almost entirely on indigenous materials from the palm tree. Only some wire and threaded rods were needed. For all co-workers who live on the farm in the simplest conditions and have to deal with the scorching sun, wind, and dry climate everyday, the new place is an extremely welcome addition to the farm's facilities.

The idea had originally been developed by Mr. Ulrich, who has been personally supporting SEKEM for many years. Felix Auth, who worked as an intern in the wood shop at the SEKEM farm, also supported the construction. The farm workers who are already used to the local climate helped in preparing the palm trunks and complete the final site.

DENKmal-Film Publishes Film Collection on Global Eco Pioneers

For over 30 years, Bertram Verhaag has been producing documentaries under the roof of his company production company DENKmal film. As a producer, writer and director, Bertram Verhaag has consistently felt committed exclusively to political, environmental and social issues. In June 2013 he was awarded the B.A.U.M. Umweltpreis Award for his film work.

He has now selected 9 of his many films on good sustainable agriculture and collected them in an elaborately designed DVD book named “naturGerecht”. Over 400 minutes of film aim to convince everyone – even doubters – of the pioneering work and successes of organic agriculture .

„As a filmmaker, I strongly feel that I must not only cover negative news and abuses. I think that good developments must be known and should be promoted in the hope that

these good approaches spread and propagate. My films are intended to encourage people to change things and not to let yourself down thinking that nothing can be done anyway. The protagonists of my films have achieved much and inspire us all with their power and perseverance documented in these films.”

The DVD contains the following films of about 45 minutes each (in German):

“The Agriculture Rebel”: Sepp Holzer’s permaculture in the Salzburg Alps,

“Andeer is Different”: Martin Bienert produces award-winning organic cheese in the Grison mountains,

“The Farmer Who Hears the Grass Grow”: Michael Simml reaps the highest yields on his organic farm in the Bavarian Forest,

“The Farmer and his Earthworms”: Sepp and Irene Brown offer their earthworms the best living conditions imaginable,

“Reverence for Life ... let’s Talk About Killing”: Karl Ludwig Schweisfurth and his symbiotic agriculture in Herrmannsdorf,

“ Potato Love: Linda , Sieglinde & Co.”: About people who love the

potato in all its usual and unusual variations,

“The Merchant of the Soil - Agriculture Without Genetic Engineering”: Sepp Meier’s GMO-free work proves that agriculture does not need genetic engineering,

“The Eco Brewers in the Altmühltal - Where Spelt and Emmer are Turned into Beer”: An eco pioneer connects the Altmühltal’s brewery tradition with environmental protection and produces one of the healthiest beers along the way,


“SEKEM - From the Power of the Sun”: How Ibrahim Abouleish brought life to the desert of Egypt,

More detailed information about the movies are available on the website: www.denkmal-film.tv . The price of the book is 38.50 euros .

Orders can be placed in the DENKmal shop on www.denkmal-film.tv/shop, via fax: 089-526601, by email to sales@denkmal-film.com, or by phone 089-5234742.

Source: DENKmal film




SEKEM

Masthead:
The editors of SEKEM Insight wish to thank all contributors to this issue.

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1,2: Under the Nile; 2: One World Family Award; 3: SEKEM; 4: Denkmal-Film

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