



WALA

WALA Arzneimittel  
Dr.Hauschka Kosmetik

## WALA PRESS INFORMATION

### Green Film Festival Deauville: Dr. Hauschka short documentary film wins silver

*Bad Boll/Eckwälden – The short documentary film "LIMBUA has changed their lives" has won the Silver Green Award at the Green Film Festival in Deauville. The submission was produced by WALA Heilmittel GmbH, producer of Dr. Hauschka Skin Care. The prize-winning film documents certified organic company LIMBUA's successful collaboration with Kenyan small farmers and with WALA.*

Some 420 commercials, short films and documentaries from all over the world took part in the Green Film Festival in Deauville. Of these, 100 submissions were shortlisted and shown to audiences on 19 and 20 June 2018. These included the short documentary film "LIMBUA has changed their lives", about growing macadamia nuts in Kenya for use in Dr. Hauschka natural cosmetics. Created by Thomas Darchinger (director) and Matthias Obermeier (camera/editing), the film won over the international panel of judges. By awarding the film the Green Award in silver, the experts acknowledged the high quality of WALA's audiovisual communication on sustainable development, ecological innovation and social responsibility.

Organic quality and fair trade are key characteristics of the raw materials used in Dr. Hauschka Skin Care. Because of this, WALA establishes solid, long-term working relationships with many biodynamic farming partners – such as LIMBUA. Founded in 2009, the company is now one of the world's leading producers of organic macadamia nuts. These days, it is supplied by as many as 5,000 small farmers, who are provided with practical assistance and expert advice on cultivation. The certified organic macadamia nuts from Kenya have many fans and buyers on the international market. One of these is WALA Heilmittel GmbH. Ralf Kunert, managing director of WALA's raw material-sourcing subsidiary naturamus GmbH, describes the guiding principle behind the company's choice of suppliers: "We set great store by working together with our suppliers in a spirit of partnership. LIMBUA is innovative and social – values that are very important for WALA. Together with our suppliers, we aim to promote the practice of organic farming, to take responsibility for fair trade and to grow together."



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As well as sensory and analytical quality, social and regional quality plays a major role for WALA. This means that the company sources many raw materials from producers directly rather than via a trading company, ensuring complete transparency throughout the entire value chain. As Ralf Kunert explains: "First and foremost, we buy macadamia nuts from LIMBUA, but we also help the company with its marketing." He emphasises that it is of particular importance for the small farmers' mixed holdings to be completely organic-certified. And for LIMBUA not only to market macadamia nuts but also other products such as avocados. Ralf Kunert: "We are well aware that young companies often have major liquidity problems during the early build-up phase. This being the case, we have assisted LIMBUA with financing questions and, for example, provided a free loan to help pre-finance their harvest."

The prize-winning short film "LIMBUA has changed their lives" illustrates how the close working relationship between WALA Heilmittel GmbH, LIMBUA and the small farmers in Kenya takes shape in real life. And makes it clear how growing certified organic products has brought about a very real change in the lives of many small farmers in Kenya. The camera traces the route of the macadamia nuts from seedling to delivery. Local LIMBUA workers and German company founder Matti Spiecker report on the challenges they overcame and the future goals of the ecological project. And because sustainability must always be measured against the needs of future generations, the film also takes a look inside Kenyan primary schools, where LIMBUA teaches children basic elements of ecological farming using hands-on exercises. In this way, it helps farmers to help themselves. The partnership benefits all concerned: future prospects with fair payment for small farmers and organic-quality raw materials for Dr. Hauschka Skin Care with a production process that is transparent throughout the entire value chain.

## WALA Heilmittel GmbH – Nature's treasures transformed for you

'Nature's treasures transformed for you' – this has been WALA Heilmittel GmbH's guiding principle ever since the company was founded back in 1935. By harnessing the rhythms of polarities such as warmth and cold, light and darkness or movement and rest, the company creates healthcare products based on natural substances that, wherever possible, are obtained from organic sources and under fair conditions. Today, the foundation-owned company exports WALA Medicines, Dr.Hauschka Skin Care and Dr.Hauschka Med products to more than 40 countries. WALA employs approximately 1000 people and generated sales of € 141 million in 2017.

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