



## BUILDING A GREEN FOOD MOVEMENT IN CAIRO

**Yehia El Masry** and **Abdallah Tawfic** are two friends who founded Urban Greens, a startup company that works to raise the profile of hydroponic food production in Cairo, Egypt. The two urban gardeners have transformed the roof of Yehia's family home in Cairo suburb of Heliopolis into a flourishing oasis of greenery. Using two different hydroponic growing systems--nutrient film technique and deep water culture--Urban Greens has successfully grown lettuce, kale, tomatoes, peppers, basil and a variety of other herbs and vegetables. The startup company provides consultancy services, welcomes visitors and volunteers, runs programs for school classes and orphanages, sells their fresh produce at local markets, and donates vegetables to the Egyptian Food Bank. The two entrepreneurs aim to promote rooftop gardening as a small business opportunity that can raise the incomes of families living in the city. Throughout the two years their company has been in business, the two friends have been on multiple TV broadcasts and have seen widespread media interest in their venture. They have helped spread awareness about rooftop gardening across Cairo.

In the video below, Abdallah Tawfic shows us Urban Greens and tells us more about the company's approach.

