

## PhytoTrade Africa: Adding Life to Trade

**PhytoTrade Africa** is the Southern African Natural Products Trade Association and represents over 50 members across the Southern African region. Together we are developing a viable, sustainable and ethical natural products industry. PhytoTrade Africa is unique in the way it is tackling business, poverty alleviation, environmental sustainability and benefit sharing in one practical package. PhytoTrade Africa reaches marginalized producers all over Southern African and seeks to combine both organic and fair trade standards.

Southern Africa is rich in biodiversity that has contributed to the fabric of domestic life for centuries. The demand for raw materials produced by PhytoTrade's members is growing rapidly, as the results of generations of traditional use and refinement become globally recognised.

PhytoTrade Africa is a member of the International Federation for Alternative Trade. In addition, some members will achieve organic certification this year, and whilst all members are signatories of the PhytoTrade Africa Fair Trade Charter, we are currently developing ways to apply these standards to the cosmetic industry.

### The Principles

All products from PhytoTrade Africa's members are:

#### Wild harvested

Through extensive research, PhytoTrade Africa has chosen seven indigenous tree species, each producing fruits containing valuable constituents for the cosmetics industry. These fruits are naturally organic and have been sustainably harvested by marginalized rural producers for generations. By creating viable and ethical markets for these products, local value is added, and the traditional culture associated with their usage is secured. In this way, rural producers' livelihoods and food security is enhanced, and the trees are conserved.



#### From educated and empowered producers

PhytoTrade Africa's members are supported by a dynamic management team who provide advice and training on a wide variety of key topics including quality standards; export procedures; market penetration strategies; business planning; certification criteria; health and safety issues; cosmetic formulation; oil processing; supply chain management; and regulatory environments. In addition, the welfare of each producer is considered with fair prices paid and long-term buyer relationships nurtured.

#### Within equitable relationships

The communities that harvest these products are organised groupings of rural producers that have the proven business capability to manage production. The roots of every product are firmly planted with these communities and for this reason all intellectual property and genetic rights are protected, and any patents that may arise from the research and development are co-owned through the supply chain. Through the creation of co-ordinated partnerships linking producers, regional organisations, governments and industry, benefit-sharing as envisaged under the Convention on Biological Diversity is ensured.

#### Implications for the cosmetic industry

- Quality ingredients
- Every ingredient has a rich African cultural heritage
- Every producer has been fairly treated
- Every material has been sustainably harvested
- You can be safe in the knowledge that by purchasing PhytoTrade Africa products, you will be providing support to communities that will re-invest that money in themselves; from paying for school uniforms, to school fees, or even a school.