

# Partnership for ethical and sustainable natural plant extracts



Pic: PhytoTrade Africa

**Baobab: the iconic tree of Africa. Baobab fruit pulp is a new African ingredient offered through the partnership between PhytoTrade Africa and Afriplex.**

**A**FRIPLEX, a specialist South African plant extract manufacturer and PhytoTrade Africa, the Southern African Natural Products Trade Association, are collaborating to provide the beverage, pharmaceutical, cosmetics and nutraceutical industries with a range of African plant extracts. 'What we are offering is unique,' says Danie Nel, chief executive of the Afriplex group of companies. 'Not only are we committed to delivering high-quality African products to the market, but we are also setting new benchmarks for access and benefit sharing with producers that are compliant with the Convention on Biodiversity.

'Trends show that ethical consumerism is a development that is here to stay, riding on the back of the move towards natural and organic products. The combination of PhytoTrade's equitable supply chain configurations across southern Africa, our network of scientists and research institutions, and our technical know-how and state-of-the-art laboratories and processing facility ensures we can meet this demand,' he adds.

According to Cyril Lombard, PhytoTrade's market development manager: 'We've developed a collaborative R&D programme with Afriplex and we plan to bring new products to the industry that meet regulatory requirements in Europe and elsewhere, as well as a range of innovative products from our R&D pipeline.'

PhytoTrade is a membership-based trade association with offices in SA and the UK, representing over 50 southern African natural products producers in Botswana, Malawi, Mozambique, Namibia, SA, Swaziland, Zambia and Zimbabwe. Working with products from indigenous plant resources, PhytoTrade develops ethical supply chains with tens of thousands of producers from all over southern Africa. The association provides international clients and partners

with innovative African natural products, sourced from ethical and environmentally-sustainable sources.

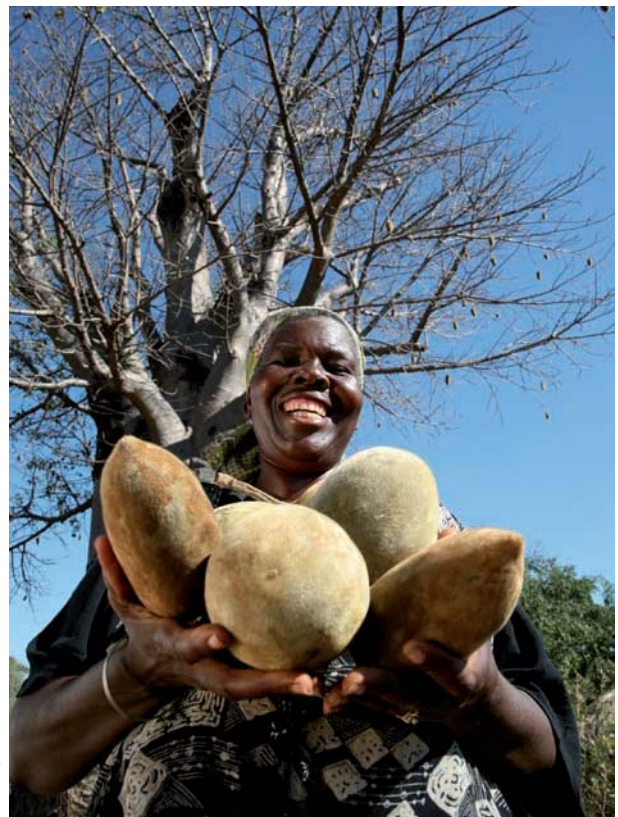
PhytoTrade's services include supply chain development and raw material sourcing; support for organic certification, sustainability and Fair Trade; documentary and bibliographic support; collaborative research and development; marketing tools and support; and legitimate access to African biological resources, traditional knowledge and folklore.

Afriplex, based in Paarl in the heart of the Cape winelands, processes, researches and distributes herbal extracts, concentrates and tinctures. With its recently upgraded state-of-the-art R5,5 million R&D facility, Afriplex applies its technical and engineering excellence to formulate African products for the food, beverage, pharmaceutical and nutraceutical sectors. It represents the most extensive facilities in the country for the processing of indigenous African plants and incorporates both scientific and product development activities. These facilities are HACCP accredited, as well as Halaal and Kosher and EcoCert Organic certified.

The company's technologies include patented processes that have been developed in SA over a period of 15 years in collaboration with key South African researchers and universities, as well as joint venture programmes with leading international research institutes. ■

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**PhytoTrade Africa: T +27 (0) 21 790 5707**



Pic: PhytoTrade Africa

**Miriam is proud to offer her prize baobab fruit, the sale of which will help to send her kids to school. PhytoTrade Africa develops reliable and ethical supply chains with small scale producers from across southern Africa.**