

PhytoTrade Africa
The Southern African Natural Products Trade Association
Information Update Newsletter, Issue number 15: January 2006
info@phytotradeafrica.com

Welcome to PhytoTrade update number 15...

Welcome to the PhytoTrade news update! In this issue we feature key findings from the Annual Review, an article from PROTA: our friends at Kew in the UK; highlight our work with IUCN-SA, the World Conservation Union and Analyze and Realize, provide you with updates on fair trade, organics and business and welcome new members. The PhytoTrade team would also like to take this opportunity to wish you "naturally" all the best for a fruitful 2006!

Annual review findings:

Year-end is annual review time. This is when we bring in an external advisor to help us assess progress and suggest design-tweaks that will improve our service-delivery. This year the advisor visited members in Mozambique, Zambia, Malawi, South Africa and Zimbabwe. He also participated in a two day meeting with PhytoTrade Board and staff.

Generally, the review finds us in good health. A recent flurry of market developments suggest 2006 will be both busy and productive, and some of us are already predicting a "watershed year" in the Association's growth and evolution.

One of the key recommendations was that we will need to boost our staffing levels in order to meet the anticipated upturn in demand for our services. This has led to a reconfiguration of some of our existing positions, and an impending recruitment drive for new positions. As a result, we have:

- ◆ Expanded the Information role to include a number of marketing and market development functions, leading to the dissolution of the Information Services Manager position and its replacement with a new position for Marketing and Communications Manager. Lucy Welford takes up this position with immediate effect.
- ◆ Created a new position in our UK office for a Client Relations Manager, with primary responsibility for managing the relationships with our commercial partners. Rosie Abdy Collins (formerly the Research Associate in the London office) took up this position on 1st January 2006. We will also be recruiting shortly for a replacement Research Associate.
- ◆ Created a new position in our Harare office for a Research Associate (Monitoring &

Evaluation). This is intended to strengthen our ability to collect and present data on the impacts of our work. The position has been taken up by Gabriel Ngorima, who has been conducting part-time research for PhytoTrade for the past two years.

- ◆ Begun developing the specifications for a further regional post aimed at supporting members in the development of rational business strategies towards natural product commercialisation. This job will be advertised early in 2006.

Another recommendation will see the establishment of a new funding facility for members to stimulate production of products for which no guaranteed markets yet exist, but for which demand is anticipated in the near future. This will replace the existing Trial Production Guarantees, with the key difference being that up-front financing will be made available when appropriate. Further information on this facility will be circulated to members shortly.

New members

We take great pleasure in extending a very warm welcome to our new corporate and individual members of PhytoTrade Africa, recently approved by our Management Board:

- ◆ Mrs Audrey Hativagone (Individual) Zimbabwe Email: aucris@mweb.co.zw Cell: 263 11 601237
- ◆ Olipelela LDA (Mozambique) Contact Mr Nicholas Dexter Email: dexter@itservices.co.mz Tel: 258 26217055
- ◆ Bioharmony (Pty) Ltd (South Africa) Contact Mrs Maria Ascencao Email: maria@bioharmony.co.za Tel: 27 21 7628803
- ◆ Mr Gastao Lukanu (Individual) South Africa, Email: glukanu_abc@yahoo.co Tel: 27 72 9471182 (SA) 258 82 6299590 (Mozambique)
- ◆ CARE International (Mozambique), contact Tim Russell, Tel 258 26 216463/4/5/6, 216989, 216990. Email tim@careintl.org.mz
- ◆ ECOSO Dynamics CC (Namibia); Contact Gero Diekmann; Tel: 264 62 518091; Email: dero@mweb.com.na

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Website makeover

The Executive Office was chuffed to note that the September-October 2005 issue of Nutraceutical Business and Technology profiles the PhytoTrade Africa website in its "around the web" feature.

Since then, and for the second time this year, PhytoTrade has upgraded its website. We've made it simpler and cleaner with more images and less text, but still just as many news, views, resources and over 100 downloadables. It also features a "fast track" section for members, companies, researchers and journalists.

The statistics also show that we are on the right track. The number of site visits per month has increased from 3,444 in 2004 to 7,099 in the ten months to October 2005. There were over 9,000 visits in September and October and the trend is strongly upwards. The Phytotrade website now achieves the highest hit rate of any website via Google for keyword searches related to African natural products trade. The most frequently downloaded files on the site relate to kigelia, with baobab not far behind.

We also have a new improved Members Only Website which is accessed on average three times a year by each member. Realising that this is an important resource for our members, we have devoted our energies to improving this section of the PhytoTrade site, featuring a range of new documents and information and our first **market briefing on Baobab fruit pulp**.

For those members who have difficulty downloading PDFs from the website, please do contact lucy@phytotradeafrica.com and we will be very happy to send you hard copies. Check it out on www.phytotradeafrica.com.

Fair Trade and Organic certification training course materials now on Members Only Website

If you missed the PhytoTrade Africa Fair Trade and Organic Certification training course held in Harare at the beginning of October, you can find all the background papers, course curricula and trainer's handouts on the Members Only section of the Website.

Analyze and Realize working with PhytoTrade Africa

Analyze and Realize a consulting company that provides specialist advice to the Natural Products industry based in Germany, and PhytoTrade Africa have recently started working together. A&R will be providing PhytoTrade with market-related advice

regarding Baobab fruit pulp and Kigelia Africana (African Sausage Tree) extract.

Look out for Fair Trade Guidelines

We're pleased to let members know that we'll be providing you with a set of new Fair Trade Guidelines, with the very latest in policy developments and practical advice about how to do Fair Trade in your enterprise or organisation. The guidelines will form part of our "Technical publication series" and will be available at the end of April 2006.

Training

PhytoTrade will be increasingly providing targeted training sessions which will be better geared towards members specific training requirements. The PhytoTrade Executive Office will be conducting a training needs assessment in the New Year. Based on these assessments, we aim to provide more specialised "seminar" type training sessions, in field situations where necessary.

PROTA and PhytoTrade Africa working together

By Olwen Grace, PROTA UK Country Officer

PhytoTrade Africa and the PROTA (Plant Resources of Tropical Africa) Foundation's office in London at the Royal Botanic Gardens, Kew, established ties in 2004. They have been working together, towards a shared vision for the sustainable use of Africa's rich plant resources, to empower those whose livelihoods depend on plants.

PROTA is focussed towards establishing a major online reference point (www.prota.org) for some 7000 plants that are used by people in tropical Africa. Despite its name - Plant Resources of Tropical Africa - the programme includes many plants of southern Africa too. Plants do not observe country borders, so there are many plant species from tropical Africa that are found in parts of southern Africa, as well.

Plants for Africa

Plants continue to sustain people on a daily basis across the globe, sometimes following ancient practices, and Africa is no different. For centuries, the plants of Africa have fascinated scientists with useful properties and remarkable ways of overcoming tough environmental extremes. For instance, the baobab (*Adansonia*) overcomes long dry periods by retaining large volumes of water in its fibrous trunk, providing valuable moisture to

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thirsty people and animals. The defences that plants display against environmental extremes and herbivores are frequently the very reason they are useful to us. The active molecules that make the roots of the monkey orange (*Strychnos* spp.) useful as an ingredient in soap, are probably there to protect the tree from insect and animal herbivores.

It is no surprise that a wealth of knowledge has been written about the uses and useful attributes of African plants. PROTA aims to make this knowledge more widely available, so that it may be used to carefully manage the way we use Africa's biodiversity. The online Databank is the first step towards this. It contains species review articles that highlight the important facts about plants – from how they are used, grown and harvested, to their conservation status and correct botanical names. The articles published online are also available in books and CDs published in our Handbook series, so Internet connectivity is not needed to access PROTA's Databank.

Is PROTA for you?

There is something in PROTA for a wide range of users of botanical information. The first in the PROTA Handbook series, *Vegetables*, was published in 2004, and followed recently by *Dyes and Tannins*; volumes on *Cereals and Pulses* and *Vegetable Oils* will follow soon. By 2008, our online Databank will hold information on 3 500 species. You can find nearly 400 useful plants at www.prota.org/uk/publications, with more being added regularly.

Books and CDs in the PROTA Handbook series are published by CTA, and are available at discounted rates to PROTA users in Africa. For details, please email PROTA-Malawi at protamalawi@sdpn.org.mw, or write to

National Herbarium and Botanic Gardens of Malawi (NHBGM), P.O. Box 528, Zomba, Malawi

For users outside southern Africa, the PROTA Network extends beyond southern Africa, and includes four offices in tropical Africa and three in Europe. For further information, PhytoTrade members should contact Olwen Grace at the PROTA-UK office (o.grace@kew.org).

Fair Trade and organic certification update

◆ Natural Futures Certification programme

After the launch of the Natural Futures partnership with IUCN-SA in October 2005, a new grant facility called the Natural Product Certification Support has become available. The facility is aimed at supporting members for first-time certification from a recognised body in Fair Trade or environmental certification. The objective of these grants is to improve natural product market access for PhytoTrade Africa members. Applications to the facility are considered on the basis of the strength of the application.

The closing date for the first round of applications was 30th September and CRIAA-SADC in Namibia was awarded an organic certification grant. This will enable CRIAA to begin the process of setting up internal control systems to proceed with the organic certification of marula, Kalahari Melon Seed oil and Ximenia oil. The next round of certification grants will take place in February 2006.

A consultant has been recruited by Natural Futures to conduct a three-month Feasibility Study on 'the barriers to certification in the natural products sector'. The output will be the design of a systematic lobbying and advocacy campaign aimed at reducing trade barriers.

◆ Organic certification:

Two PhytoTrade Africa members currently have organic certification. AOFI in Zambia has organically certified baobab, marula and trichelia oil by EcoCert, and Marula Natural Products in South Africa has ECO (German) certified marula oil.

◆ IFAT (The International Fair Trade Association)

IFAT is the global network of Fair Trade Organisations. IFAT members are involved in the trade of a diverse array of products ranging from textiles to food to cosmetics. Amongst other services, IFAT members have access to Shared Interest, which provides loans to organisations committed to fair trade principles. Shared Interest are at present based in the UK but are in the first stages of developing their international presence, with an African office opening in Nairobi in 2006. Currently, Speciality Foods of Africa in Zimbabwe is the only PhytoTrade member who is a member of IFAT. PhytoTrade Africa is currently a member of IFAT but is additionally being assessed for Fair Trade Organisation (FTO) status, and this can be expected by January 2006, if not before. The IFAT "Global Journey" of the Fair Trade banner and message is expected to travel throughout the

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region early in 2006. Since all members of PhytoTrade Africa adhere to the Fair Trade and Environmental Charters, application for IFAT membership should be an easy process. Having IFAT membership is a great way of communicating to your buyers that your business is based on fair trade principles. Further information and application forms for IFAT membership can be requested through the PhytoTrade Africa Executive Office.

◆ **FLO Max Havelaar Certification:**

The Fair Trade Labelling Organisation (FLO) is in the process of developing FLO Standards for Marula and KMS. These Standards will be additions to the existing Nuts and Oilseeds Standards. Max Havelaar, the French National Initiative of FLO responsible for developing these standards, hopes to have these finalised in the first quarter of 2006. FLO is also in consultation regarding the development of rules for Fair Trade cosmetics. It is hoped that these will be ready for launch at In-Cosmetics 2006. Once both these documents have been completed then PhytoTrade Africa's Marula and Kalahari Melon Seed oil producing members have the green light to be assessed by FLO. So we hope there will be a flood of Certification Grant applications! PhytoTrade Africa will continue to push for the development of standards for the remaining focal species not represented in FLO's standards.

PhytoTrade Africa exhibits at Natural and Organic Products

In collaboration with Natural Futures programme of IUCN-SA, PhytoTrade co-hosted a stand at the Natural & Organic Products Exhibition in October in Cape Town. The popularity of the show demonstrates increasing levels of interest in natural products by both industry and consumers in Africa. NOP has grown from 61 exhibitors in 2004 to 167 exhibitors this year.

On the first day of the show, when PhytoTrade and IUCN-SA launched the Natural Futures programme, the exhibition was well-attended mainly by South African industry representatives. The weekend exhibition focussed more on the retail industry and consumer interest in natural products. Whilst this was not of direct relevance to the PhytoTrade – IUCN stand, it was nevertheless useful and interesting to gain a first hand understanding of awareness of natural products and related issues amongst consumers. The 2006 exhibition will be held in Johannesburg.

IUCN-SA and PhytoTrade Africa launch new NATURAL FUTURES partnership initiative

Coinciding with what many see as a wave of sustained international interest in natural products from Africa IUCN-SA and PhytoTrade Africa have launched the Natural Futures initiative. It is a new partnership aimed at developing the region's natural products industry for the benefit of poor rural people and the environment.

Natural Futures adopts a diverse strategy towards achieving this. At the macro-level, it promotes trade policies and regulations that support natural products, as well as engaging in networking and awareness-raising within and beyond the industry to facilitate a more favourable investment climate. At the local level, it supports producers to enhance their market access through Fair Trade and organic certification, contributes directly to strengthening rural supply chains and provides targeted assistance to low-income producers.

Key to the success of Natural Futures is the partnership between PhytoTrade Africa and the World Conservation Union. IUCN, the World Conservation Union, is a membership-based non-profit organisation that provides a common platform for a global network of some 10,000 scientists and experts from around the world.

Speaking at the launch, Dr Nigel Gericke, renowned scientific authority on medical ethnobotany, described Natural Futures as "a ground-breaking partnership that is defining a path for industry to engage with the sustainable development of indigenous resources in true, equitable partnership with local communities in Southern Africa."

For further information contact

Natural Futures Programme, World Conservation Union (IUCN) South Africa
anthea.stephens@iucn.org www.iucnsa.org.za or
lucy@phytotradeafrica.com

Trade fairs 2006

PhytoTrade Africa will be attending or exhibiting at the following trade fairs next year:

- ◆ Biofach
16-19 February, Nuremberg, Germany
www.biofach.de
- ◆ In Cosmetics
4-6 April, Barcelona, Spain
www.in-cosmetics.com
- ◆ Natural Products Europe
9-10 April, London
www.naturalproducts.co.uk

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- ◆ International Conference for Organic Wild Products
3-4 May, Bosnia
www.ifoam.org/events/ifoam_conferences/IFOAM_Wild_Conference.html
- ◆ Vitafoods
9-11 May, Geneva Palexpo, Switzerland
www.vitafoods.eu.com
- ◆ M.A.D. (Make a Difference)
2-4 June, London, UK
www.themadshow.co.uk
- ◆ Cosmetic and Pharmaceutical Ingredients
3-5 October, Paris, France
www.cphi.com
- ◆ Eurolipids
2-4 November, Frankfurt, Germany
eurolipids.de/eurolipids.php?x=1
- ◆ SCS Formulate
29-30 November, Telford, UK
www.scsformulate.co.uk

And finally...

In December, Arthur Stevens, our intrepid Business Services Manager was struck down by a mystery illness spent over a month in hospital in Johannesburg where Gus, Nyarai and Lucy visited him. We are very pleased to report that Arthur has now made a fantastic recovery and will be in rehabilitation for most of January. We are sure all members will join the PhytoTrade Africa Team in wishing Arthur all the best.

We are very pleased to announce the arrival of more Phytobabies. PhytoTrade receptionist/ secretary Francisca Patsika has just given birth to a healthy baby boy, and office assistant Rumbi Nyaungwa is expecting very soon!