

## Nominate your winner!

**Welcome to this month's issue!** In addition to some reflections from our CEO Gus, we also look at BioTrade and some of the trade fairs PhytoTrade staff will be attending. And it's that time of year again...don't forget to nominate your winner for the Natural Products Awards!

### From the CEO

Things have continued at the usual frenetic pace. In terms of R&D we've been working on preparing our marula oil Novel Foods application. There are suggestions that the Novel Foods regulations may be altered shortly to allow for traditional foods to be approved almost automatically, which would help. But there's no guarantee of this and in the meantime we have to proceed as if there were no changes likely to be made. Consequently we've started the process of gathering data on the toxicology of marula by sending out questionnaires far and wide. Some of you may have received these.

In terms of market development, we have recently concluded our new partnership agreement with Afriplex, and have evolved a more comprehensive agreement with Aldivia. Following the approval of baobab fruit pulp by the UK Food Standards Agency (with final, EU-wide Novel Foods approval shortly expected), efforts have been focused on new baobab market opportunities. Afriplex have been hard at work on developing a variety of different baobab-related products for which market prospects look very positive. Aldivia have meantime been upping their efforts to identify new market opportunities for our oils, a process that has been much-aided by the arrival of our first batches of organically certified oils.

More recent developments have included the start of a process to register baobab as a novel ingredient within the US market, and a new product and market development initiative around Devil's Claw. Further news on these shortly.

Supply chain development activities have concentrated on launching the Natural Capital Fund. This fund, supported by the Ford Foundation, is aimed at bridging the gaps between supply and demand that inevitably arise in the early stages of a market's development. Many fruit are only on the tree for 3 months a year – if the demand suddenly spikes just after the last fruit has dropped, it will be another 9 months before fruit are available, during which time the client may well have lost interest. The Natural Capital Fund helps overcome this by enabling the purchasing of stocks during the season for onward sale out of season when the demand arises. So far the Fund has financed the purchase of ximenia and KMS oil from Namibia and baobab powder from Malawi and Zimbabwe.

We've also been reviewing the audit procedures for our Pre-Qualified Suppliers. These are members who have been assessed as meeting the quality and reliability standards required for export production, as well as the ethical and environmental standards required of all PhytoTrade members. Pre-Qualified Supplier (PQS) members of PhytoTrade are therefore considered to be the elite of PhytoTrade producing members, and we need to ensure that the standards are maintained at a uniformly high level. All the current PQS members will be assembling in September at a meeting to discuss the audit procedures.

The meeting will take place immediately after a two day training course we're running for



members on soap design and manufacture. The idea of the course is not to focus on the technical side of soap-making, but to look more at the aesthetic side – design, packaging, fragrance – which is the area in which our members need most support.

Looking ahead, we have a busy few months with trade shows in Paris, Cape Town and London. We also have our annual review and board retreat towards the end of the year, during which we'll be discussing our next 3 year Strategic Plan, designed to take us up to the end of 2010. Next year will be the year in which we begin to make serious inroads into the US market, and we'll be starting the process with participation in the Natural Products Expo West in California in March.

**Gus Le Breton, PhytoTrade Africa Chief Executive**

## Union for Ethical Biotrade Launched

After nearly two years of preparations, the Union for Ethical Biotrade has been launched as a membership-based organization registered in Switzerland. The Union's core objective is to promote the adoption of practices in the trade of biological goods that meet the aims of the Convention on Biological Diversity (CBD). Although the CBD has been in place since 1992, this is the first time any systematic attempt has been made to try and assess compliance within the private sector to the spirit of the Convention.

Membership of the Union is drawn primarily from businesses engaged in the production, supply, trade and use of materials derived from native biodiversity. These range from small-scale raw material producers through to large end-users of natural products, and include companies in the cosmetics, food and pharmaceutical industries. The Union's membership is also enriched by the inclusion of an array of non-commercial entities with a strong interest in supporting the objectives of the CBD. These include conservation organisations (e.g. IUCN), financial support organisations (e.g. the IFC) and various national and regional trade promotion and trade support bodies.

The rationale behind the Union's creation has been to spearhead the adoption of trade practices consistent with the requirements of the CBD and to enable companies that have adopted such practices to be recognised for their efforts. The specific aim will be to allow companies whose practices do meet these requirements to be independently verified by credible and reliable agencies, and then to be able to differentiate their products and services within the marketplace as having met the standards for Ethical Biotrade.

The Union has been developed with support from UNCTAD's BioTrade programme. BioTrade's Principles and Criteria, seven principles derived from the CBD, are used as the basis for the Union's verification system. These principles have then been translated into very specific and measurable standards that form part of the BioTrade verification system. The standards have been put out to wide consultation with important inputs received from players such as the Rainforest Alliance's Sustainable Agriculture Network and the Forest Stewardship Council (FSC). They have also been through a process of thorough field-testing, in which a PhytoTrade Africa member (Tree Crops Malawi) was involved as one of the subjects, and have recently concluded a round of comments and review that was open to the general public worldwide.

PhytoTrade Africa is proud to have been one of the Founding members of the Union, and has been elected to become a member of its first Board. The Union is intended to be a long term and enduring response to the need for business to demonstrate compliance with the principles of the CBD, and we are convinced that it will achieve this. The Union for Ethical Biotrade will be formally unveiled to the public at the Beyond Beauty trade show in Paris in October 2007, and PhytoTrade will be there to back it up. Visit [www.uebt.ch](http://www.uebt.ch) for more information.

## Marula Oil Novel Food Application In Progress

PhytoTrade Africa has started the process of bringing another one of our products, Marula oil, to comply with the EU Novel Food Regulation. Similar to Baobab Fruit Pulp, there is no history of Marula oil being used in Europe prior 1997. PhytoTrade Africa needs to prove the safety of the oil to be used in the European food industry. For this purpose, the Marula oil literature, including grey literature on its traditional and cultural uses, has been reviewed and further safety and toxicity tests might need to be carried out.

## Becoming Carbon Neutral

PhytoTrade Africa is busy calculating our carbon footprint and looking at options for becoming carbon neutral. We are differentiating between two processes:

- ◆ Phytotrade Africa, as an organisation, becoming Carbon Neutral, which is calculated by the emissions that the offices and staff emit
- ◆ Phytotrade Africa's products becoming Carbon Neutral, which requires a much larger carbon auditing process.

If your organisation is interested, you can register on line with free of charge carbon calculators: [www.footprinter.com](http://www.footprinter.com)  
[www.carbonneutral.com](http://www.carbonneutral.com)

## Anita Roddick, founder of The Body Shop dies

Antia Roddick, founder of the Body Shop has died recently. Roddick opened the Body Shop as a cottage industry in Brighton UK in 1976, and three decades later sold the company to L'Oreal for US\$17 billion. She was perhaps one of the first of a new wave of entrepreneurs or "venture philanthropists" who used private money to do public good. Roddick made her career of not only raising consumer awareness of environmentalism, but successfully managed to combine business entrepreneurship with social activism. She realised at an early stage that business could be a powerful tool for change as it could alter consumers consciousness.

Roddick was also one of the first business leaders to realise that a new breed of "ethical consumer" would be prepared to pay a premium for products that were environmentally responsible and were marketed with an interesting story. Not only was her commitment to social and environmental sustainability ahead of its time, but her entrepreneurial largesse enabled her to make a bigger impact than if she had been simply a campaigner.

### Upcoming Trade Shows

PhytoTrade Africa has two important trade shows coming up in the next few months:

◆ Beyond Beauty 2007, 1<sup>st</sup>-4<sup>th</sup> October, Paris, France. PhytoTrade is supporting Aldivia in this event for all beauty professionals offering innovative products with strong potential, from all over the world.

◆ Natural Ingredients (Ni) 2007, 30<sup>th</sup> October -1<sup>st</sup> November, London, UK

PhytoTrade Africa is exhibiting in this event focusing on natural ingredients within the cosmetics, personal care, medical remedies and food industries. Ni is, this year, running simultaneously with Food Ingredients (Fi) Europe, which is the largest food ingredients trade show in Europe.

### Nominate your winner at the Natural Products Awards 2007

PhytoTrade Africa launched our first annual Natural Product Awards at the Natural and Organic Products in Johannesburg last year. The awards competition will be running again this year, and nominations of products, individuals and enterprises including non-PhytoTrade Africa members will be considered from our eight member countries. With prize money totalling R37,500, the awards will be judged by a panel of international natural products, fair trade and organic experts. The awards ceremony will again be featured at the Natural and Organic Products Exhibition 12 – 14 October 2007 at the Cape Town International Convention Centre.

We are very pleased that the following judges will be helping us to decide on the products that are really making waves in the natural products industry.

Mr Mike Brook is the founder and MD of Organic Partners and MD of the Organic Herb Trading Company in the UK - the world's biggest supplier of organic products, and Chair of the UK Soil Association's Health Products Standards Committee.

Mr Grant Momphe is a microbiologist and food technologist by training. He has worked in the flavour and fragrance industry for 18 years but also has experience in the dairy, herbs and

spices and flavours and beverages sectors. He is currently Director of product research and development, flavours and emulsions at specialist extracts company, Afriplex.

Mr Trevor Steyn, Esse Organic Skincare is a chemist by training, specialised in the chemistry of indigenous medicinal plants. He currently formulates certified organic and natural personal care products ranging from high-end skincare to mass market products. Trevor owns Esse Organic Skincare, Ubuntu Health Products and is also involved in a company that markets renewable energy solutions

Dr Nigel Gericke is a medical doctor and botanist who consults in the fields of natural products innovation, and natural products scientific and medical affairs. He is the co-author of Useful Plants of Southern Africa, founder of Phyto Nova Pty Ltd, and president of BioGenesis Laboratories.

Prof John Hanks is a zoologist by training and an expert on the African elephant, John has 40 years experience in a variety of conservation projects across Africa. He has worked for the Natal Parks Board; was Professor and Director of the Institute of Natural Resources at the University of Natal; was the Director of the Africa Program for WWF International and Chief Executive of WWF-South Africa and was the Executive Director of the Peace Parks Foundation.

Ms Jennifer Seif is Executive Director of Fair Trade in Tourism South Africa (FTTSA). She is a board member of the Tourism Business Council of South Africa and a founding Trustee of Fairtrade South Africa (FTSA).

**Nomination forms are available from the PhytoTrade Africa and NOP websites [www.naturalandorganic.co.za](http://www.naturalandorganic.co.za)**

### Changes at IFAT and COFTA

Over the last few years there have been many changes in the Global Fair Trade movement and more recently in the International Fair Trade Association – IFAT in particular. One key change has been the strengthening of the role of regions (that is Africa, Asia, Europe, Latin America and North America & the Pacific Rim). Regional networks such as Cooperation for Fair Trade in Africa – COFTA, will now play a central role in developing Fair Trade globally and in providing capacity building support to members.

In the recently held IFAT global conference, the IFAT general assembly passed through the new Strategic Plan that effectively hands several key roles previously performed by the IFAT Global Office in the Netherlands to the Regional Networks. These roles include:

- ◆ Existing Member Management
- ◆ New Member Registration
- ◆ Member Fair Trade Monitoring

This will hopefully empower COFTA, and enhance the role that it can play in shaping Fair Trade in Africa, and in providing support to producers in the continent. From the onset of this decision in May, COFTA has now taken over the role of registration, monitoring and support of Fair Trade Organizations in Africa. **All PhytoTrade Africa members can become part of the COFTA network without having to go through the process of IFAT Fair Trade Organisation accreditation.** COFTA and IFAT are currently in a transitional period to allow for the handing over process between IFAT and the Regions and hope this will be completed over the next couple of months.

For more information email Joan Karanga [jkaranja@cofta.org](mailto:jkaranja@cofta.org) and see [www.cofta.org](http://www.cofta.org)

### PhytoTrade Africa at Society for Conservation Biology Meeting

From the 2<sup>nd</sup> to the 5<sup>th</sup> July 2007 Gabriel Ngorima our Research Associate attended the Society for Conservation Biology 21<sup>st</sup> Annual Meeting (SCB) that was hosted by The Centre for African Conservation Ecology of Nelson Mandela Metropolitan University in South Africa. This was the first time this global meeting was held in Africa and is one of world's largest network of conservation biologists. In attendance at the meeting were participants from Universities and Research Institutions working on conservation biology issues from across the world.

Gabriel presented a poster at the Conference entitled, "Towards sustainable use of marula (*Sclerocarya birrea*) in the savannah woodlands of Zvishavane district of Zimbabwe". This generated discussions and giving us other insights and suggestions about the views of conservation issues around the harvesting of indigenous forests products. PhytoTrade Africa and its members are committed to the sustainable harvesting of indigenous forest products

### Obituary: John Miti

Our much admired driver, John Miti, died in July of diabetes-related complications. He was at the AGM in Swaziland and I'm sure many of you will remember him from then. He was a thoroughly decent and upright Christian man, incredibly diligent about his duties but always ready with a cheery smile. John had a great sense of humour and used to have names for each of the fleet of PhytoTrade Africa vehicles. He also used to amuse all of his colleagues with his often unbelievable anecdotes.

John was born in 1944 in Harare. He started at Rufaro marketing as a Bar Manager and worked his way up to Operations Manager. He joined PhytoTrade Africa in 2005. He is survived by nine children, the youngest of whom is 11 years old. Sadly, his wife passed away in 2002 and John always commented that his daughters were of great comfort to him when he lost his wife.

John wasn't in any way a sickly person. One day he just complained he wasn't feeling well and the next thing we knew he was in hospital. He had reacted badly to a new medicine he had started taking to help manage the diabetes. He just continued to deteriorate in hospital and then, quite unexpectedly, he fell into a coma from which he never recovered. For the first time ever PhytoTrade Africa closed its doors during a weekday and went off to his burial. He even managed to get Gus into a jacket and tie - a feat that would have pleased him! We remember him fondly and will always miss his smiling face at our offices.



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