

Seasons greetings!

Welcome to this month's issue! In this issue we get an update on PhytoTrade attendance at trade fairs, hear about the Natural Product Award winners, hear the latest on regulatory issues and look at gender and Natural Products in Malawi.

PhytoTrade Africa accepted as Trust Provider for World of Good

EBay and World of Good are partnering to build a new, multi-seller, online marketplace to reach and build a new wider market for socially conscious shoppers. Phytotrade Africa has been accepted as one of the Trust Providers to the marketplace. This means that accredited products affiliated with Phytotrade are eligible to be sold on the marketplace. Selling on this new marketplace will offer the opportunity to reach a new consumer base of hundreds of thousands of people interested in buying these kinds of products. The marketplace is launching a Community Site and Seller Hub in January 2008. Until then, please look at www.projectgood.com/seller for more general information.

Trade Fair News...

Three PhytoTrade members Olive Workshop, WildFoods and Ecoso Dynamics succeeded in their applications to attend at the **Natural and Organic Products (NOP)** Exhibition in Cape Town in October. PhytoTrade assisted them to attend the show with support for travel and accommodation and with financial and design advice on banners and brochures. The stand looked very impressive and all three members said that they really valued the opportunity of exhibiting at this world class Africa-based trade fair. Not only did they make considerable sales, but they also had the valuable opportunity to get face to face feedback from consumers on their products. NOP was larger than ever this year, with a serious and committed set of exhibitors, and a correspondingly well informed clientele – representing industry and interested consumers.

PhytoTrade also attended **Beyond Beauty** in October alongside our partner, Aldivia, the specialist lipid manufacturer. Beyond Beauty/ Cosmeeting is the largest beauty event of the year and is located in Paris. The show presents brands from fragrances, makeup, toiletries and beauty products, skincare, natural cosmetics, home fragrances (bath & beauty), accessories and nutraceuticals, as well as the nuts and bolts of making a finished product from ingredients to packaging. The Aldivia/ PhytoTrade stand was well located in the Organic/Natural Ingredients section. This area and the Naturals Conference were the most well attended in the whole show,

with presentations given by the CEO of Aldivia over-subscribed. The South African pavilion was sizeable and included clients of Aldivia's in the South African market such as Molo and Rain. The Union of Ethical BioTrade was also launched, and other certifiers were in attendance at the show such as EcoCert, Cosmebio and Soil Association. The international market research organization Mintel commented that the PhytoTrade Africa/Aldivia stand represented a combination of converging trends- innovation, Africa and ethics.

In November, PhytoTrade exhibited for the first time at Natural Ingredients (Ni) 2007, which took place in conjunction with Food Ingredients (Fi) Europe at Excel in London. Ni is the only specific trade show focusing on natural ingredients within the cosmetics, personal care, medical remedies and food industries. Alongside the PhytoTrade team, Gero Diekman from Ecoso Dynamics also exhibited on the Association's stand as a PhytoTrade member. At this event, PhytoTrade introduced and distributed a number of samples to visitors provided by our partner



Afriplex containing baobab fruit extract: baobab and litchi and baobab and pomegranate juice concentrate, baobab and chamomile shortbread, and baobab and cranberry fruit bar. These samples were extremely successful in attracting visitors and facilitating the promotion these products. Alongside the exhibition, there were conferences covering the latest trends in the entire natural ingredients industry. Joerg Gruenwald gave a talk on 'Botanical ingredients in natural supplements' that mentioned PhytoTrade ingredients.

SABS analyses the nutritional and micronutrient profile of Baobab flavoured Corn Soya Blend

PhytoTrade is working towards getting a Baobab Flavoured Corn Soya Blend and a Baobab Flavoured Nutrimeal Porridge accepted as alternative Food Aid products by the World Food Programme and other donors and institutions involved in providing food aid to under nourished communities in Southern Africa. This year, the European Union alone is expecting to order over 3000 tonnes of Corn Soya Blend for the region. Further amounts will be ordered by The World Food Programme and other donors. The Baobab flavoured Corn Soya Blend and Nutrimeal Porridge both use 10% Baobab Fruit Pulp in their formulation, and so it is hoped that some significant tonnages of Baobab Fruit Pulp might be ordered in the future by feeding programmes.

In order to have a chance of being accredited as a viable food aid product, PhytoTrade has to prove that there is no loss in nutritional value and that any change in cost is acceptable to the donors. We will also present the community development benefit by incorporating Baobab Pulp into the Corn Soya Blend and Nutrimeal Porridge. To achieve this, samples have been delivered to South African Bureau of Standards (SABS) to perform a nutritional and micronutrient analysis. The results will be out by the end of January 2008, when PhytoTrade can start campaigning for the inclusion of Baobab flavoured Corn Soya Blend. Results are already available for the Nutrimeal Porridge.

Baobab Fruit Pulp GRAS application

The United States of America has a positive list of ingredients that are Generally Recognised As Safe (GRAS) and which have been endorsed by the Food and Drug Administration (FDA). If a novel ingredient is to enter the USA then it can do so without being on the GRAS positive list, but then the manufacturer of the finished products that utilize the novel ingredient, and the retailers selling the products run the risk of being sued if that ingredient turns out to be damaging to the health of consumers. The risk is so high, that very few novel ingredients actually enter into the USA without having first received GRAS status.

PhytoTrade has just signed a contract with the Regional Trade Facilitation Programme to work on the submission of a GRAS notification dossier for Baobab Fruit Pulp. The FDA has indicated that the GRAS application has to be based on scientific evidence rather than on traditional use (the latter being acceptable to the European Union for the Novel Foods Application). Work has started on looking at the gaps in the scientific literature for Baobab Fruit Pulp and

there may be a need to research further the Phytochemicals found in the pulp, as well as assessing the level of negative nutrients that could be absorbed by consumers depending on the use of the ingredient in different products (ie, bakery, drinks). The process will probably take around five months, and PhytoTrade intends to submit the GRAS notification dossier by June 2008, after which a response should be given within 180 days.

PhytoTrade is also working with the US Southern Africa Trade Hub on getting funding for any required scientific research, and also for funding of a panel of experts that will provide their opinion prior to the assessment by the FDA. Combining the success of the EU Novel Foods application and the GRAS notification, PhytoTrade hopes to open up market access to Baobab Fruit Pulp as a novel ingredient to the global food and beverage industry.

PhytoTrade Africa Natural Products Award Winners 2007

At the Natural and Organic Exhibition in Cape Town in October, the PhytoTrade African Annual Natural Product Awards were announced at a ceremony hosted by one of our judges, Prof John Hanks. The awards, and their winners were as follows:

Award for the most innovative new natural product launched in 2006, winner. Elephant Pepper Baobab Gold Grinder, Zambia and South Africa

The Award goes to any new natural product launched in one or more Southern African countries in 2006 that:

- Represents a genuine innovation;
- Offers the potential to create equitable income opportunities for poor people; and
- Is based on environmentally sustainable production.

What the judges said:

- A well thought out "useful" African Souvenir with a very interesting flavour / spice combination. Truly African, truly innovative!
- I liked the idea of sustainable market forces being taken into consideration in the institution of a novel way for humans and wildlife to cohabit. It's a really catchy idea.
- Human–elephant conflict is a growing problem in several Africa countries and in parts of Zambia, Namibia and Botswana has become a major concern, with extensive crop loss caused by raiding elephants compromising community food security, and increasing poverty. The use of chillis for human–elephant conflict mitigation coupled with the sale of chillis as a commercial

crop by small-scale farmers has significant extension possibilities in remote and poor parts of Africa, and it is encouraging to see how this is being embraced by various communities.

- Elephant Pepper has added value to raw materials – value that is captured in Africa.

Award for outstanding achievement in the field of Fair Trade natural products. winner: Eudafano Women's Cooperative, Namibia

The Award goes to an individual or a corporate entity in Southern Africa that has played a pioneering role in promoting fair and ethical trading in the natural products industry in one or more of the following:

- Product research and development;
- Market development;
- Production, processing and/or trade;
- Lobbying and awareness-raising.

What the judges said:

- It's a well thought out organization with a very interesting training and infrastructure upgrade system in place.
- I liked the social and economic success story of an empowered and representative rural women's group linked to an international success (Body Shop Community Trade), with fair trade prices to primary producers, as well as organic certification. The inclusion of training on organic production for members is great.
- Women's empowerment through a women's Co-operative, commitment to Phytotrader criteria, organically certified, Body Shop Community Trade Programme: all for an innovative product, Marula
- Eudafano are a pioneering Fair Trade organization, focused primarily on rural women who are meaningfully benefiting from this initiative. Women are involved in production, management and governance. I like the idea of giving the award to a company/product that is outside the scope of Fair Trade Labelling Organisation certification.

Award for outstanding achievement in environmentally sustainable natural products joint winners: Ecoso Dynamics, Namibia and Honingklip Dryflowers, South Africa

The Award goes to an individual or a corporate entity in Southern Africa that has demonstrated a practical and genuine commitment to the ideal of environmentally sustainable natural products in one or more of the following:

- Product research and development;
- Market development;
- Production, processing and/or trade;
- Lobbying and awareness-raising.

What the judges said:

- Ecoso Devil's Claw Organic Tea is a broad-spectrum "holistic" approach to working with

nature and improving farming techniques and systems to benefit our environment.

- Ecoso place top priority on sustainability by hiring dedicated people to monitor the harvesting.

· I liked the positive example set by Ecoso for sustainable harvesting as well as initiating propagation, and applying quality control criteria. Their efforts should be recognised by this prize as they are providing a great example of a sustainable approach to a raw material commodity.

- My vote goes to Honingklip Dryflowers, from where fynbos products are harvested sustainably, at the same time as placing Honingklip farm adjacent to land managed by CapeNature.

· Honingklip are a pioneering and inspirational company which is still innovating, supporting biodiversity conservation and serving the local community

- Both Ecoso and Honingklip are committed to environmental sustainability, both are family owned, with community participation. Ecoso has organic certification, and Honingklip is situated within the Cape Floral Kingdom and provides a platform for income generation through sustainable fynbos harvesting.

Show Award: Soil organic skincare, South Africa.

To nominate your winner for the 2008 awards, visit www.phytotraderfrica.com.

Gendered Access to Natural Products: Experiences from Baobab Production in Malawi

The importance of considering gender in natural resource management has been highlighted during the last few decades and cannot be overstated. Gender analysis recognises that women and men have differential access to and control over natural resources as well as management responsibilities. This influences who benefits from a particular natural product. Gender issues in the natural products sector development was assessed in the Baobab project facilitated by Tree Crops Ltd in Malawi. Tree Crops Ltd is a commercial processor of fruit and seeds from baobab to produce ingredients for the food, cosmetic and pharmaceutical industry at both national and international levels. The gender assessment was commissioned by HIVOS, one of the major donors of PhytoTrade Africa

The broad aim of the gender study was to assess the extent to which both women and men benefit from production and marketing of Natural Products (NPs) in Southern Africa. This would help highlight critical gender issues along the NPs production and marketing chains that need to be addressed by the producer groups and their supporting organisations. Participatory fieldwork was conducted to allow for learning by both the primary producer groups and the partner organisations.

Under Tree Crops Ltd, primary producers (who are the harvesters) have to undergo training and become certified once they have successfully passed the course before they can supply raw materials to the company. Becoming a certified supplier is a voluntary process and therefore both women and men are free to join. While, this is theoretically the case, logistical constraints limit the participation of women. For instance, the harvesting of baobab involves use of sticks and stones to bring down the fruit and sometimes harvesting involves climbing the trees. Women find this difficult to undertake and often wait to pick fruit that drop naturally on the ground. Thus men are more actively involved in baobab harvesting. This differs from the collection and processing of natural products such as Marula and Trichilia, where fruits used are collected from the ground. Women have been found to be more actively involved in harvesting and processing Marula and Trichilia as seen in Swaziland, Namibia and Zimbabwe for Marula and for Trichilia in Mozambique because the harvesting process makes the resources accessible to both women and men.

Similarly, the processing method used influences who between the women and men will be actively engaged. Baobab processing by suppliers involves cracking the pods and selling the seed and pulp in the same package. Separation of seed and pulp is done at the factory level. Because the processing is fairly not tedious, men are actively involved in baobab cracking compared to other NPs such as Marula where nut cracking needs some art and patience. From this gender assessment, it became evident that the natural product in question, the harvesting and processing techniques used influence who (women, men and/or children) is more actively involved in the trade of that natural product.

PhytoTrade Africa represented on Fair Trade South Africa Board

Lucy Welford, your Marketing and Communications Manager has had the great honour of being elected to the board of Fair Trade South Africa.

The objectives of Fairtrade South Africa are:

- to promote Fairtrade Labelling in South Africa;
- to promote social and economic development among the beneficiary community;
- to provide producer support to Fairtrade certified producers;
- to liaise with the African Fairtrade Network, National Initiatives, Fairtrade Labelling Organisation (FLO)
- to develop the market for Fairtrade certified products in South Africa

see www.fairtrade.org.za for more information.

New members

We would like to welcome the following new members to the PhytoTrade Africa fold:

National Distributors (Montie Duncan-Anderson)
Zimbabwe mda@zol.co.zw

Integrated Rural Development and Nature Conservation (IRDNC) Namibia (Karen Nott)
knott@iafrica.com.na

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