

**PRESS RELEASE**

**A new partnership for Fair Trade and environmentally sustainable natural plant extracts from Africa**

PhytoTrade Africa, the Southern African Natural Products Trade Association, and Afrilex, a specialist South African plant extract manufacturer, have joined forces to provide the beverage, pharmaceutical, cosmetic and nutraceutical industries with a range of unique African plant extracts



“This partnership is built on our shared desire to develop the economic potential of Africa’s natural resources by bringing high quality African products to the market” says Danie Nel, Chief Executive of the Afrilex Group of Companies. “Today’s ethical consumer

demands high quality products, with functional properties, that are guaranteed to be socially and environmentally responsible. The combination of PhytoTrade Africa’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”.

Describing the collaborative R&D programme between both parties, Cyril Lombard, PhytoTrade Africa’s Market Development Manager says “we’ve been working for some time with Afrilex on the baobab fruit. With its long history of safe and traditional use on the continent, this is one of Africa’s most exciting species. Its nutritional profile and properties, as well as its inherent market appeal, make it an interesting novel ingredient for the food and beverage industry. Through this partnership, we will shortly be able to offer baobab fruit pulp to industry in a range of qualities and formats.”

“We also have a collaborative R&D programme on *Kigelia africana*, the African sausage tree” continues

Lombard. “Our extracts demonstrate a number of properties of relevance to the skin-care market, including strong anti-inflammatory and anti-bacterial properties, as well as key skin firming and tightening effects. We’ve already had a good deal of interest from industry in this product.”

PhytoTrade Africa is a membership-based trade association with offices in South



Africa and the United Kingdom, representing over fifty Southern African natural products producers in Botswana, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe. Working exclusively with products derived from indigenous plant resources, PhytoTrade Africa is able to develop new products and reliable ethical supply chains. The Association provides international clients and partners with innovative African natural products, sourced from Fair Trade and environmentally sustainable sources. PhytoTrade Africa’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.



Afrilex, based in the heart of the Cape winelands in South Africa, processes, researches and distributes herbal extracts, concentrates and tinctures. With its R&D facility that incorporates both scientific and product development activities, Afrilex applies their technical and engineering excellence to formulate unique African products for the food, beverage and pharmaceutical sectors. “In conjunction with the growing and extracting of the indigenous plants, Afrilex Flavours and Fragrances (AFF) was born to look at taking the novel ingredients into the value added arena” says Grant Momplé of AFF. “With our modern, dedicated R&D laboratory manned by trained Food Technologists, the natural extracts are incorporated into a variety of novel beverage and food products for both the local and overseas markets” he continues.

“Partnerships like this are the future for the natural products industry”, concludes Gus Le Breton, Chief Executive of PhytoTrade Africa. “Neither of us could achieve a fraction on our own of what we will undoubtedly realise together. Anyone can talk about Fair Trade and environmental sustainability, but it takes a special type of company to actually get it done. We’ve got two unique players in this relationship, each bringing their own skills and networks to the table. Add to this a pipeline of novel African products, tried and tested over centuries of traditional use, and we think we’ve got a world-class partnership on our hands!”

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