

PhytoTrade Africa Natural Products Awards 2006

PRESS PACK

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AWARD 1

The Maruline Award for the most innovative new natural product launched in 2005

Maruline is the world's first biologically active natural ingredient to have been developed and patented in a genuine collaborative partnership between low-income rural producers and a high-tech R&D company. The patent, which is jointly owned by producers and the R&D company, concentrates the natural anti-oxidant activity of marula oil to produce a formulation-ready cosmetic ingredient with a wide range of applications.

The Maruline Award is offered to any new natural product launched in one or more Southern African countries in 2005 that:

- Represents a genuine innovation (e.g. a completely new product, a new application for an existing product, a significant improvement to an existing product etc.);
- Offers the potential to create equitable income opportunities for poor people; and
- Is based on environmentally sustainable production.

Products will be judged on each of the above criteria and the award will be given to the nominee that the judges feel best meets all of them.

Award value: SAR15,000

Maruline Innovation Shortlisted Nominees

Company Name: MòLò Africa	Product Name: MòLò Africa Cape Fynbos Hand & Body Lotion
No. 1 Planken Park 2, Linton Street, Plankenburg Industria, Stellenbosch Contact: Elmare Lombard e-mail: elmare@moloafrica.com Telephone : +27 21 883 8064 Fax: +27 21 887 0816	Molo Africa's stated aim is to uplift communities by inspiring and empowering them through the production and marketing of natural wellness products. Over the last two years they have made a significant investment in developing a range of natural personal care products that incorporate African ingredients. The products are well-formulated and attractively-packaged, and the company is keenly promoting them on both local and international markets. The plant ingredients are sourced from low income rural communities around the region and are guaranteed produced in a sustainable manner.

Company Name: Africology	Product Name: Africology Body Wrap
Contact: RENCHIA DROGANIS Address: 23 Cruden Bay Rd Greenside Johannesburg Zip Code: 2193 Telephone/Fax: 486-4671486-4671 Email: ulysses@iafrica.com	Africology is the creation of Renchia Droganis, a holistic therapist who incorporates "energy therapy" into her formulations. The products are presented in very high quality packaging and are sold through spas in South Africa. The company deliberately chooses to use local South African ingredients because of the income opportunities this creates for the producers. They are also directly involved in a range of support initiatives for underprivileged, including the provision of life-coaching to teenagers in previously disadvantaged communities.

Company Name: Rain	Product Name: African Spa range
Contact: Miranda Hillmann Address: 274 Voortrekstreet Swellendam Po Box 301	Rain has devoted considerable time and resources to developing a range of high quality and attractively packaged personal care products based on natural African ingredients. They have been marketing these products locally and internationally, and have grown

Zip Code: 6740 Telephone/Fax: 028 5142926/7028 5142928 Email: bev@rainafrica.co.za	quickly in the last year. The company has a strong commitment to both environmentally sustainable production and to supporting local communities. As far as possible their products are handmade, in the belief that this promotes more jobs and creates more income for poor people. In addition to their personal care products, they also market a range of handmade crafts sourced directly from producers.
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Company Name: Speciality Foods of Africa Pvt Ltd	Product Name: Baobar - Baobab Cereal Bar
Contact: Caroline de Kock Address: 9 Lezard Avenue, Milton Park, Harare Telephone/Fax: +263 4 708882+263 4 708882 Email: caroline@tulimara.co.zw	Speciality Foods of Africa is a Zimbabwean company. Having promoted a wide range of food products derived from native African plant species for several years (including Makoni Tea – Zimbabwe’s answer to Rooibos), the recent launch of the Baobar is an attempt to venture into the nutraceuticals arena. Speciality Foods of Africa sources its baobab pulp in conjunction with the NGO SAFIRE (a part-owner of the company), and only from sustainably harvested fruit. The company is officially recognised as a Fair Trade Organisation.

Company Name: Elephant Pepper Development Trust	Product Name: Elephant Pepper Baobab Gold Tangy Pepper Sauce
Contact: Nina Gibson Address: Elephant Pepper Development Trust Livingstone Zambia Email: nina@elephantpepper.org	Elephant Pepper is a company that grew out of a conservation project working in the field of human-elephant conflict. They promote the growing of chillis in areas of such conflict, based on the deterrent that chillis provide to crop-raiding by elephants. Recently they have launched a range of chilli sauces on to the South African market as means of raising awareness about, and generating income for, their conservation activities. The product is also sold over the internet in the USA.

WINNER: Speciality Foods of Africa

What the judges said:

- Stands out as an innovative product, with strong commitment to environment and to creating income for communities in an economically fragile context.
- A unique idea with real market potential.
- A totally new product, both in its formulation and as a first cereal bar from Zimbabwe.
- I was impressed by the large future market potential of the product.
- The high content of the baobab pulp, the Fair Trade certification and core value of the business will translate into rural livelihoods.
- The full nutritional content of the bar should be studied, as it is likely to be very favourable. With the high pectin content from the baobab pulp, this bar is also a novel “prebiotic”.
- I choose the Baobar for its cutting edge innovation and for the being the first to be using African ingredients for a nutraceutical market
- The product utilises a high percentage of natural ingredients, is truly innovative (a world’s first) and ensures no environmental destruction, by using the fruit (pulp) of the baobab

AWARD 2

The Ubuntu Natural Award for outstanding achievement in the field of Fair Trade natural products.

Ubuntu Natural is a range of indigenous plant oils from Southern Africa for use in the cosmetics industry. Ubuntu Natural oils are all wild-harvested from rural producers under Fair Trade conditions, with particular emphasis on equitable Access and Benefit Sharing arrangements.

The Ubuntu Natural Award is offered to an individual or a corporate entity in Southern Africa that has played a similarly pioneering role in promoting fair and ethical trading arrangements in the natural products industry. This could be in the form of active engagement in one or more of the following relating to Fair Trade natural products:

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

The award will be given to the nominee whom the judges feel has made the greatest contribution towards developing a Fair Trade natural products industry in Southern Africa.

Award value: SAR 7,500

Ubuntu Natural Shortlisted Nominees

Company Name: Swazi Indigenous Products	
Contact: John Pearce Address: PO Box 163, Mpaka, Swaziland Telephone/Fax: (+268) 3333281(+268) 3333283 Email: marulaplus@swazi.net	<p>Swazi Indigenous Products is a Swazi company. It works only with native species and supplies a wide range of products, including its own brand cosmetics (Swazi Secrets). In the two years since they were established, the company has experienced rapid growth and now commands considerable market presence within Swaziland. The company has recently begun exporting some of its products to South Africa.</p> <p>Swazi Indigenous Products has strong Fair Trade credentials. Not only is Fair Trade at the core of its mission, but it is also part (and increasingly) owned directly by producers. Although it has not yet attained Fair Trade certification for any of its products, this is only because Fair Trade standards do not yet exist for any of these products.</p>

Company Name: Speciality Foods of Africa Pvt Ltd	
Contact: Caroline de Kock Address: 9 Lezard Avenue, Milton Park, Harare, Zimbabwe Telephone/Fax: +263 4 708882+263 4 708882 Email: caroline@tulimara.co.zw	<p>Speciality Foods of Africa is a Zimbabwean company, part-owned by the NGO SAFIRE. The company is registered as a Fair Trade Organisation by IFAT, the International Fair Trade Association.</p>

Company Name: Rain	
<p>Contact: Miranda Hillmann</p> <p>Address: 274 Voortrekstreet Swellendam Po Box 301 Zip Code: 6740 Telephone/Fax: 028 5142926/7028 5142928 Email: bev@rainafrica.co.za</p>	<p>Rain has devoted considerable time and resources to developing a range of high quality and attractively packaged natural cosmetics based on African ingredients. They have been marketing these products locally and internationally, and have grown quickly in the last year. In addition to having two of their own stores, Rain distribute through a variety of well-known health and women's fashion stores, as well as directly through spas around South Africa.</p> <p>The economic opportunities created for poor people through the supply of natural ingredients to Rain is an important part of the company's business strategy. They are strongly committed to economic empowerment, a fact that comes through clearly in their marketing as well as their overall procurement policy. There is no ownership of the company by producers, but the company does provide direct support to a number of community development initiatives.</p>

WINNER: Swazi Indigenous Products

What the judges said:

- While this company does not have official links to e.g. IFAT, it is owned and controlled by producers.
- This cooperative mode of production strongly reflects the founding principle of the global fair trade movement, and the products themselves are ethically produced.
- I was impressed by the impeccable fair trade credentials of the company and by the focus on ingredients and products from purely indigenous species.
- The direct participation of rural producers/suppliers in the ownership of the business serves as an excellent model for the whole natural products industry.

AWARD 3

The Ethical Biotrade award for outstanding achievement in the field of environmentally sustainable natural products

Ethical Biotrade is an expression coined at the recent meeting (COP8) of the Convention on Biological Diversity to encompass the notion of trade in biological (i.e. natural) products that is consistent with the principles of the Convention. This places particular emphasis on the idea that “environmental sustainability” should incorporate measures to promote biodiversity conservation.

The Ethical Biotrade Award is offered 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. This could be in the form of active engagement in one or more of the following:

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

The award will be given to the nominee whom the judges feel has made the greatest contribution towards developing an environmentally sustainable natural products industry in Southern Africa.

Award value: SAR 7,500

Ethical BioTrade Shortlisted Nominees

Company Name: Flower Valley Conservation Trust together with CapeNature and Fynsa (Pty) Ltd	
Contact: Lesley Richardson Address: PO Box 174 Grabouw 7160 Email: LRichard@mweb.co.za Telephone : 021-8593710 Fax: 021-8593710	<p>The Flower Valley Conservation Trust is a well-established and long standing community conservation initiative. Having recognised the environmental threats from unregulated and unmanaged wild harvesting of fynbos species for the cut flower market, the initiative was set up in conjunction with Cape Nature to ensure sustainable harvesting, as well as to provide assured income opportunities to harvesters.</p> <p>Environmental sustainability was the founding rationale for the Trust, and as such is central to its mission. The Code of Practice and accompanying certification and accreditation system has done much to raise awareness within the market of the need to ensure sustainability.</p>
Company Name: Heiveld Co-operative Limited	
Contact: Noel Oettle Address: P O Box 154 Nieuwoudtville South Africa Zip Code: 8180 Telephone/Fax: ++27 (0)27 218 1318++27 (0)27 218 1318 Email: marketing@heiveld.co.za	<p>The Heiveld Wild Co-operative is a well-known player producing Fair Trade, organic rooibos. Supported by EMG, the Environmental Monitoring Group, Heiveld Wild has garnered considerable acclaim for its work as a producer-owned co-operative.</p> <p>Sustainability is fundamental to Heiveld's operations (as is Fair Trade). They have adopted a very methodical and scientific approach towards ensuring sustainability, and have done much to raise awareness on the need for a holistic approach towards biodiversity conservation in fynbos areas.</p>

Company Name: Treecrops Malawi Limited	
Contact: Christian Dohse Email: chris@treecropsmw.com	<p>Treecrops Ltd is engaged in the production of baobab products, sourced from sustainably harvested baobab fruit pulp supplied by communities in Malawi. Treecrops has a strong commitment to sustainability, and has invested in systematic monitoring of offtake levels to ensure that the harvest of baobab fruit does not hinder the regeneration capacity of the tree.</p> <p>Treecrops Ltd have actively participated in efforts to develop Ethical Biotrade standards and are likely to be the first certified Ethical Biotrade company in Africa once the standards have been finalised.</p>

WINNER: Treecrops Malawi Ltd

What the judges said:

- No easy choice as all the candidates are deserving of something. However, Malawi must get special recognition given the conditions that prevail such that doing business from Malawi can be quite a challenge.
- The fact that they have already made moves to attain Ethical Biotrade standards, and that the company is managed by a forester, just tips the scales for me.
- As the newcomer amongst the shortlisted candidates, they get my vote for the courage they've displayed in venturing into new markets, as well as the systematic attempts to promote sustainability.
- Impressive attention to detail on the ecological as well as the fair trade side.
- A worthy winner of this award.

Judges

- **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 Wouter Conradie** is the Organic Produce Manager at Woolworths (Pty) Ltd whose function it is to manage the organic supplier base, product quality, and growth of this key area of Woolworths business.
- **Mr Saliem Fakir** works for Lereko Energy (Pty) Ltd on renewable energy, biofuels, waste and water sectors. He previously served as Director of the World Conservation Union South Africa (IUCN-SA) and was chair of the National Botanical Institute. He is a board member of Fair Trade in Tourism SA and the Sustainability Institute.
- **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 Aubrey Parsons** is President of SA Association of Food Science and Technology, past President of the Society of Cosmetic Chemists, head of R&D for Nimue Skin Technology.
- **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).