



PRESS RELEASE

People and Plants International and PhytoTrade Africa sign partnership agreement

At a meeting in Windhoek last week, Tony Cunningham of People and Plants International and Gus Le Breton of PhytoTrade Africa signed a partnership agreement. The objective of the agreement is for People and Plants International to share knowledge and skills to further enhance the operations of PhytoTrade Africa. “The key areas which we’ll be focusing on will be scientific research, as well as policy relating to the conservation and sustainable use of plant resources being commercialised by PhytoTrade,” said Cunningham. “The partnership is extremely opportune, given our common interest in promoting sustainable use of plant resources as a means of providing economic benefits to poor people in southern Africa” said Le Breton.

People and Plants International (PPI) is a network of practitioners of applied ethnobotany and sustainable resource management dedicated to the managed use and conservation of plantlife in areas of high biological diversity. Incorporated in New York in 2004, PPI follows a 12-year joint project of the Worldwide Fund for Nature (WWF), UNESCO, and the Royal Botanic Gardens at Kew, UK.

PhytoTrade Africa is the Southern African Natural Products Trade Association established in 2001 to facilitate growth in the region’s natural products industry and to stimulate economic growth in rural areas. The Association’s 50+ members are drawn from seven different countries in the region. They are united by a common interest in the production, processing and sale of natural products that are derived from wild-harvested plant resources. These products supply the pharmaceutical, nutraceutical, phyto-medicinal, botanical, flavour and fragrance, herbal remedy, dietary supplement, functional food, cosmeceutical and personal care industries.

The collaboration between PPI and PhytoTrade Africa will include the sharing of expertise and knowledge; organisation of field courses; design, implementation, monitoring and evaluation of field projects; production of technical documentation and publications; and the dissemination of information via websites and newsletters about the work of PPI and PhytoTrade Africa.

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