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**Proposed activities for PhytoTrade  
Africa in BTFP Phase II**

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# Achievements of phase 1

- **Product development**
  - **Since 2002, 34 new products have been developed, of which 18 already launched**
  - **For those 18:**
    - **product specifications have been developed**
    - **quality parameters established**
    - **quality control measures developed**
    - **Initial production glitches overcome**
    - **Steady supply chain developed**





# Achievements of phase 1

- **Product development**
  - Novel foods application submitted for baobab pulp.
  - Toxicological trials completed for 6 cosmetic oils to meet EU and US regulations
  - Preparations made for novel foods application for marula oil



# Achievements of phase 1

- **Product development**
  - **ABS achievements:**
    - First co-owned patent launched with Aldivia
    - Preparations for launch of a benefit-sharing Trust for producers in Southern Africa
    - Appointment by SADC as a Centre of Excellence for ABS
    - Preparations underway for for a more systematic approach to ABS, aimed at generating replicable lessons about practical, private sector approaches to ABS



# Achievements of phase 1

- **Market development**
  - Products launched in over 20 countries in Europe, Africa, Asia and North America
  - Sales up to nearly US\$1 million a year by end 2006
  - Certain markets (e.g. lipids) exhibiting 50% year on year growth
  - 30,000 poor rural people in supply chain

## Plans for phase II



- **Product development**
  - Launch of 16 products still under research
  - Commencement of R&D into pipeline of new species
  - Product quality standards, specifications, addressing quality gaps etc. for selection of these species





# Plans for phase II



- **Market development**

- **Ongoing EU market development**

- Novel Foods applications for marula and mongongo oil
    - Launch of baobab products

- **US market launch:**

- NDA, GRAS applications for baobab, kigelia and marula
      - Major marketing campaign for product launch
      - Identification of new, US-based commercial partners
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## Plans for phase II



- **Supply chain development**
    - Development/modification of appropriate standards (environmental, Fair Trade etc)
    - Certification/verification of members
    - Identification of appropriate financing mechanisms for business development
    - Support to primary producers
    - Business development support to members
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## Targets for phase II



- **Sales up to US\$10 million/year**
  - **Up to 100,000 primary producers are benefiting**
  - **At least 8 serious commercial partnerships in place (currently 2)**
  - **80% of PhytoTrade members (or products) are certified/verified**
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