

PhytoTrade Africa Natural Products Awards 2007



Award Winners Swazi Indigenous Products, 2006

PRESS PACK

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AWARD 1

Award for the most innovative new natural product launched in 2006

The Award is offered to any new natural product launched in one or more Southern African countries in 2006 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 are 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

Shortlisted Nominees

Product Name: The Royal Tudor Range	
Contact: Darren Glazer / Heleen Verwey Email: victorian@telkomsa.net http://www.thevictoriangarden.co.za	The Victorian Garden has three cosmetic ranges, two based on historical English eras – Victorian and Tudor – and one on African indigenous plants. Their products are well packaged and are sold on the local and international markets. The Victorian Garden differentiates the new Royal Tudor range by its adherence to historical formulations and the personality profiles of the six wives of King Henry VIII. The innovation is mainly around their product positioning and well researched historical formulations.

Product Name: Elephant Pepper Baobab Gold Pepper Sauce	
Contact: Loki Osborn Email: loki@elephantpepper.org www.elephantpepper.org	<p>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. By selling chillis back to Elephant Pepper, impoverished rural farmers living with crop raiding Elephants have an alternative cash crop and livelihood source. In 2005, Elephant Pepper 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. In 2006 they complemented their sauces with a range of spice grinders also using chillis grown by rural farmers. These products are sold over the internet, and are now about to be launched in the USA. Elephant Pepper is a PhytoTrade Africa member.</p> <p>The Baobab Gold spice grinder was launched in 2006. It is a high quality and well-packaged product. The creation of income opportunities from the supply of both chillis and baobab pulp for the sauce and grinder is a key element in the company's approach. Moreover, the reduction in elephant crop-raiding through the growing of chillis has a major impact on improving the livelihoods of people living in wildlife areas. The company is essentially a conservation initiative, and as such they take the issue of environmental sustainability seriously. Baobab pulp is sourced from PhytoTrade Africa members who have made a commitment to fair trade and environmental sustainability.</p>

Product Name: Natural Balsamic Raspberry Vinegar, Protea Hill Farm	
Contact: Martin Gruenert Email: info@proteahillfarm.co.za www.proteahillfarm.co.za	Protea Hill Farm has received some excellent awards for their natural balsamic vinegars. The company has introduced novel natural vinegars to the food market that are well packaged and targeted at both the home and professional cooking markets. Protea Hill Farm has received recognition for their innovative and unique South African vinegars, and the Natural Balsamic Raspberry Vinegar is no exception.

Product Name: Africology Rose Serum	
Contact: Renchia Droganis Email: lylo242@hotmail.com http://www.africology.co.za	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 and beauty salons in South Africa. The company has recently begun making overtures into export markets. Africology products contain marula oil that is purchased from PhytoTrade Africa members. The organic rose serum is innovative in its combination of active ingredients aimed at anti-aging and the aromatherapy effect of on negative emotions. It fits well with the well Africology’s established range of cosmetics. Africology makes much in its marketing of its commitment to economic empowerment through the sourcing of its ingredients for example through PhytoTrade Africa, as well as through direct connections it has to some social development initiatives. They have a section of their website devoted to their social responsibility.

Product Name: Ikhala for Men	
Ikhala Products (Pty) Ltd http://www.ikhala.co.za	<p>Ikhala is a successful example of rural community development through the commercialisation of indigenous natural resources. The Public Private Partnership has led to the skills development and to the raising of living standards for an estimated 1000 workers above the poverty line.</p> <p>Ikhala is made from naturally processed aloe ferox, an indigenous aloe growing in abundance in its natural habitat and endemic to the Southern and Eastern Cape region of South Africa. As a species that requires a CITES certificate for entry into international markets, the resource is carefully monitored and sustainably harvested. Historically aloe has been widely known and utilised as a base or additive in many cosmetics. However Ikhala has innovated both in its novel Joint Venture structure and also by its commitment to market a male range of cosmetics targeted at the Black African male. Focusing on the trend to market cosmetics to today’s modern man based on the efficacy and benefits of natural African ingredients, and thereby contributing to the social and economic upliftment of the lives of many rural South African people, is setting a leading example from a South African Company.</p> <p>Ikhala was formed as a co-operative to include marginalised rural communities, in order to create employment and income generation. The primary aim was to empower the local <i>Aloe ferox</i> harvesters in a partnership and share-ownership of the business on a sustainable level. A percentage of all sales of Ikhala is returned to these communities for further development and the improvement of their livelihoods. Ikhala has been manufactured as a committed response to the South African Government’s Poverty Relief Programme.</p>

WINNER: Elephant Pepper Baobab Gold Grinder, Zamiba and South Africa

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. I thought that this was the strongest entrant overall. 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. However, lots more needs to be done to extend this work, and the introduction of baobab pulp into a commercial chilli product has the potential to stimulate an awareness of the broader benefits of chillis and create further opportunities for income generation in poor communities.
- Elephant Pepper has added value to raw materials – value that is captured in Africa.

AWARD 2

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

The 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

Shortlisted Nominees

Product Name: EWC Marula Oil	
Contact: Frieda Haufiku Email: ewc@iway.na	<p>Eudafano Women’s Cooperative is a member of PhytoTrade Africa. It is a cooperative of rural women in Northern Namibia that produces Marula oil. The cooperative has been awarded organic certification that has resulted in the increase in incomes received by harvesters. The aim of the cooperative is to promote the economic and social interests of its member group women by providing effective services to its members according sound business principles and the requirements of the market.</p> <p>Eudafano Women’s Cooperative has joined the Body Shop Community Trade Programme. This programme pays a fair price to the primary producers and this has improved incomes realised by EWC and has been further enhanced by the organic certification of the oils sold by the cooperative.</p> <p>With the aim of economically empowering poor rural women in Northern Namibia through commercialisation of natural products,</p>

	EWC has ensured that primary producers are paid fair prices for their produce. Training and awareness raising on organic production has been done for the primary producers and this has further improved the incomes that they realise from the sale of Marula kernels. The rural women are fairly represented in the EWC board that oversees the operations of the cooperative.
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Product Name: Heiveld Wild	
Contact: Noel Oettle Email: marketing@heiveld.co.za	<p>Heiveld Cooperative started on a small scale and within six years, the cooperative has achieved a lot. The women involved in the cooperative have started realising incomes of their own. Some of the women have embarked on an initiative to sew small cotton sacks for tea to be sold in the South African and European markets. In Addition, the farmers and their family members have assumed managerial tasks and were trained in accounting, electronic data processing and other areas, opportunities they never had before the establishment of the cooperative. The Heiveld Cooperative has been committed to organic production since it was founded, and has only ever produced and traded in organically certified products. All producers are certified by ECO-CERT for compliance with the EU and NOP organic standards, as well as those of Naturland, a private global organic standard based in Germany that includes biodiversity conservation in production areas. All producers are inspected each year for full compliance. In the past 4 years farmers have been re-introducing biodiversity in areas that are cultivated for the production of rooibos tea by means of establishing bio-diverse wind breaks and buffer strips.</p> <p>The Heiveld cooperative has been FLO certified. Fair Trade certification has improved access to markets for the Heiveld products. For instance, by selling Rooibos tea to Fair Trade importers, the income of the farmers' families tripled from one Euro per kg to currently around three Euros per kg. There is also some improvement in the market linkages between the buyer and seller (the cooperative). As a result of training received, cooperative members are able to negotiate better prices for the products and this has been enhanced by Fair Trade certification as well as by the organic certification. Fair trade partners in Europe have been educated about the product, and promote biodiversity conservation with their customers in France and the UK. Better prices mean that producers conserve biodiversity. Research undertaken with UCT determined the parameters of sustainable harvesting, and a code of practice was developed that is followed by producers. Harvesters are trained to harvest resources in a sustainable way.</p>

Product Name: Ikhala for Men	
Email: info@ikhala.co.za	In 2001 in a joint venture with the Eastern Cape Government and the ITC, Ikhala was formed as a co-operative to include marginalised rural communities, create employment and income generation in this economically impoverished region. The primary aim is to empower the local Aloe ferox harvesters in a partnership and share-ownership of the business on a sustainable level. A percentage of all sales of Ikhala FOR MEN is returned to these communities for further development and the improvement of their livelihoods Ikhala Products is committed to improving the welfare of economically impoverished rural communities through the commercialisation of the Aloe Ferox. While Ikhala does not have Fair Trade certification, partnership has been developed between the Aloe Ferox harvesters and the cooperative on a share-ownership basis.

WINNER: Eudafano Women's Cooperative, Namibia

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 Phytotrade 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 also like giving the award to a company/product that is outside the scope of FLO (Fair Trade Labelling Organisation) certification, to show that Fair Trade is more than FLO.

AWARD 3

Award for outstanding achievement in the field of environmentally sustainable natural products

The 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

Shortlisted Nominees

Product Name: Swazi Secrets	
Contact: John Pearce Email: marulaplus@swazi.net	<p>Swazi Indigenous Products (SIP) is a member of PhytoTrade Africa. In 2006, SIP gained organic certification for its marula oil, becoming the first Swazi organisation to achieve this. The certification is awarded by Ecocert. Organic certification allows SIP to secure a 50% price premium on bulk oil sales to Europe and is likely to boost the Company's sales by E250,000 next year. Much of this increase will go back to the rural harvesters through a E3.00 per Kg premium. To qualify as organic suppliers, individual harvesters must attend the company's organic training programme and then comply with the rules for organic supply.</p> <p>Conservation of trees in rural Swaziland, and environmental sustainability (and Fair Trade) was the founding rationale for SIP, and as such is central to its mission. The Code of Practice for its members and accompanying certification has done much to raise awareness amongst rural marula processors of the importance of environmental sustainability. SIP's certification has also been something of a benchmark for other groups and members of PhytoTrade Africa in the region hoping to obtain organic certification for their oil.</p>

Product Name: Honingklip Dryflowers	
Contact: Maryke Middelmann Email: robert@honingklip.com	<p>Honingklip Farm has been in Middelmann hands since 1947. The farm, was then called a "useless piece of mountain side" but the owner, a keen amateur botanist, saw the potential to develop proteas and other wild flowers into a commercial venture. Over time she built up a plant nursery that supplied plants all over South Africa and beyond, in addition to selling proteas and greens in Cape Town. The main focus of the current generation is the drying of proteaceae and other decorative materials, which are exported all over the world. Continual development to enhance these dried products has lead to many new and innovative products and processes.</p> <p>Environmental sustainability is fundamental to Honingklip's operations. The family has always played a leading role in the industry, with conservation issues high on the agenda for sustainable development. In 2000 the Middelmann family registered 450 ha of the farm as an Open Space Private Reserve, called Ruwami situated on the edge of the Kogelberg Biosphere reserve. Cape Nature borders the reserve on both sides thereby forming a continuous reserve. Honingklip has an on-going alien eradication program. Honingklip have adopted a methodical approach towards ensuring environmental sustainability, and have done much to raise awareness on the need for a holistic approach towards biodiversity conservation in fynbos areas.</p>

Product Name: Devil's Claw Tea, Ecoso Dynamics	
Contact: Gero Diekmann Email: Nam00132@mweb.com.na www.ecoso.net	<p>Ecoso Dynamics is a PhytoTrade Africa member in Namibia that markets a range of products from the devils claw plant. Devils claw tubers have general anti-inflammatory and analgesic uses, effective in the treatment of degenerative rheumatoid arthritis, osteoarthritis and tendonitis, kidney inflammation, and heart disease. A young dynamic company, Ecoso Dynamics signifies the balance between ecological, economic and social factors. Ecoso's objective is to become known for the protection and safeguarding of natural resources while building a secure and reliable market through innovative product development. Ecoso is a long established family run operation in Namibia and is closely involved with the sustainable use of the resources at its farm base in Namibia as well as the groups it supports for the wild harvest of devils claw. It has established its organic operation in the past two years for devils claw, including harvest on its own two farms, its own propagation of devils claw as well as ensuring the wild harvest groups from whom it buys and processes devils claw is conducted according to organic standards. The quality of the raw material is examined by area so that every batch of the harvest can be traced to its origin. It is believed that by leading by example and by establishing a new level of awareness in the consumer market for sustainably harvested devils claw – exemplified by achieving organic status – that increasing consumer pressure will be placed on those less than sustainably harvested operations that are believed to be rife in Namibia. Ecoso has encompassed the organic certification with enthusiasm and professionalism, and has now entered its second year of production under the Ecocert certificate. It is able to export to the EU and has also sought NOP certification for the USA markets while also seeking the Ecocert Fair Trade certification from this year. Such is its commitment to organic activities that it is also seeking to establish its cattle ranching, which is the mainstay of its business, as organic as well. Its contribution to the environment and especially for sustainable devils claw harvest is commendable.</p>

JOINT WINNER: Ecoso Dynamics, Namibia and Honingklip Dryflowers, South Africa

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. They seem to do the sort of volumes that would warrant this approach.
- 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 significant 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 as an important area for the conservation of biodiversity in the Western Cape.
- Honingklip are a pioneering and inspirational company which is still innovating, supporting biodiversity conservation and serving the local community
- Both Ecoso and Honingklip seem committed to environmental sustainability, both are family owned, no community stake, but community participation. Ecoso has organic certification, which his in its favor, however Honingklip is situated within the Cape Floral Kingdom and provides a platform for income generation through sustainable fynbos harvesting.

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 Grant Momphe is a microbiologist and food technologist by training.** He has worked in the flavour and fragrance industry for 18 years but also has experience in the dairy, herbs and spices and flavours and beverages sectors. He is currently Director of product research and development, flavours and emulsions at specialist extracts company, Afriplex.
- **Mr Trevor Steyn, Esse Organic Skincare** is a chemist by training, specialised in the chemistry of indigenous medicinal plants. He currently formulates certified organic and natural personal care products ranging from high-end skincare to mass market products. Trevor owns Esse Organic Skincare, Ubuntu Health Products and is also involved in a company that markets renewable energy solutions.
- **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 the books Medicinal Plants of South Africa, and People's Plants : Useful Plants of Southern Africa. He is Head of Ethnobotany, Esperanza Medicines Foundation in Switzerland, Managing Director of H,G & H Pharmaceuticals (Pty) Ltd. and a Director of Niche Botanicals (Pty) Ltd.
- **Prof John Hanks** is a zoologist by training and an expert on the African elephant, John has 40 years experience in a variety of conservation projects across Africa. He has worked for the Natal Parks Board; was Professor and Director of the Institute of Natural Resources at the University of Natal; and was the Director of the Africa Program for WWF International and Chief Executive of WWF-South Africa and was the Executive Director of the Peace Parks Foundation.
- **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).