

PhytoTrade Africa in new partnership with Aldivia

At Natural Products Europe, held in Amsterdam on 4-6th June 2003, PhytoTrade Africa signed a ground-breaking partnership with the French specialist lipids company, Aldivia S.A.. PhytoTrade Africa is the Southern African Natural Products Trade Association, and represents a broad range of rural producers, manufacturers and processors, government and non-government stakeholders, and academic and scientific research institutions. Its members are drawn from Botswana, Malawi, Namibia, Zambia and Zimbabwe.

PhytoTrade Africa's goal is to unlock the market potential of natural products from Southern Africa. PhytoTrade aims to develop and produce a range of novel ingredients and raw materials from Africa. Included amongst these are lipids, botanical extracts, fruit pulps, flavours, fragrances and hydrocolloids. All of these are derived from southern African plant species, harvested from the wild by rural producers. Chief Executive, Gus Le Breton, says "we provide a unique opportunity for international companies like Aldivia to access to new and exciting natural products from Africa. It's a win-win situation: in addition to bringing new products on to the European market, we're also developing new income opportunities for rural producers in Southern Africa. Every product our members sell contributes directly to improving rural livelihoods, and to doing so in a manner that is environmentally sustainable".

The aim of the new agreement with Aldivia is to collaboratively develop and market a range of biologically active lipid ingredients for cosmetics derived from Southern African botanical resources, including:

Baobab *Adansonia digitata*

Mobola plum *Parinari curatellifolia*,

Mafura *Trichelia emetica*,

Sour plum *Ximenia* spp

African star chestnut *Sterculia africana*

Marula *Sclerocarya birrea*

Manketti/Mongongo *Schinziophyton rautanenii*

Cyril Lombard, PhytoTrade Africa's representative in London, described the response from industry as extremely positive. "We're really excited about this new partnership: Aldivia is small enough to be flexible, innovative and responsive, but big enough to get the job done. They also have highly specialised technical expertise in manipulating the types of oils we're working with. Like us, they're passionate about their work, have an excellent commitment to truly *natural* products, and the energy for the type of equitable partnerships that are likely to lead to value-added trade opportunities for our members".

Pierre Charlier of Aldivia commented, "Aldivia is specialised in sourcing, design, manufacture and commercialisation of lipids of plant or vegetable origin for cosmetic and industrial use. It's a real opportunity for us to develop a really equitable partnership with PhytoTrade. Thanks to this agreement, we can offer new natural active products for cosmetics while developing income opportunities for rural producers in Southern Africa. But we want to go further. We want to create ranges of vegetable lipids derived from these resources with the aim of answering wider cosmetic needs. We are convinced of the benefits of using glycerides, that's why we make derivatives, so we can cover lots of cosmetic applications and bring added value to these products".

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