Challenges and opportunities in implementing the SDGs in Southern Africa

PhytoTrade Africa - Véronique Rossow
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• Established in 2001
• Non-profit membership-based trade association from Southern Africa
• Donor funded
• Providers: Nine member countries and approximately 70 trading members
• Value chains: mainly NTFPs (fruits), but also roots, resins, and more recently flowers, leaves, …
• Users: Global (local, regional and international)
• Implementation and monitoring of ABS processes across the value chain
• Industry focus: Cosmetic, food & beverage, herbal supplements
Objective: a bottom-up approach

- To help grow Southern Africa’s natural product industry while ensuring its long term sustainability and the sharing of benefits in a fair and equitable manner. Facilitated through supply chain development, product development, and market access and development to meet regional and international market requirements.

- Through supporting SDGs n° 8, 9 and 15, achieving SDGs n° 1 & 2
Value Chains approach:

1 – Main value chains

Main characteristics:

✧ Transboundary species / increase reliability and offer
✧ NTFP - mainly wild harvested / clear and robust resource management systems
✧ Seasonal harvests / diversification needs
✧ Great source of inspiration / innovations for several Sectors
Value Chains approach:

2 – Ingredients / PhytoTrade’s members

✧ Need for reliability and competitiveness to secure Market (quality, quantity, availability, etc.)

✧ Fluctuating demand / need for resilience

✧ Cultural differences and long distance with main Markets
Value Chains approach:

3 – Local and regional users

- Emerging and fast growing needs /quantity & innovation
- Sector-specific requirements / competitiveness
- Growing competition / imports & sectorial development
Value Chains approach:

4 – International markets (bulk and retail)

- Market Access needs / bottom-up development

**Needs:**
- Roadmap
- Processes
- Knowledge of Sector and actors specificities

**Objectives:**
- Sustainable and inclusive growth / SDG 8
- Long term strategy (SDG 9)
Value Chains approach: Impacts

Trading members and local users

✧ Value added locally

✧ Local and regional users

earned revenues: $5.7 million in 2014
Value Chains approach: Impacts

Number of Primary Producers (Harvesters)

=> SDGs 1, 2, 5, 8, 9, 15
Key Findings

• Incomes to primary producers reached $1.2 million in 2014, a significant increase from the $180,000 generated in 2004 the initial formal trading year.

• Members earned revenues of $5.7 million in 2014, representing a 43% CAGR over a 6 year period.

• 12,510 (78% women) primary producers sold raw or value added natural product ingredients and the CAGR over the past six years was 11%.

• At least 6,500 primary producers received training from 90 % of members. The training involved financial skills, conservation and technical aspects.

• 634 formal jobs were created in 2014.

=> SDGs 1, 2, 5, 8, 9, 15
Some Impacts: the virtual circle

Members’ Sales Revenues (US$ 000,000s)
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**Forests**
- 13 environmental and conservation studies recently completed
- Conservation status of species monitored by 89% of members
- **100%** of members utilised sustainable tree harvesting practices
- Sourcing area exceeds 12.9 million Ha.
- 86% of members conducted monitoring and research into tree research
- 63% of members actively conducting inventories and natural resource phenology

**Communities**
- 78% women
- 12,510 individuals engaged in primary production (78% women)
- **US$ 1.2 million** in seasonal earnings
- US$700K community development invested
- 95% of members informed and educated primary producers on sustainable harvesting and conservation
- 634 new jobs created (40% full time) in 2014

**SMEs**
- 56 member companies purchasing and processing natural products
- 1 million tons of tree-based raw materials sustainably harvested and processed
- **US$ 5.7 million** earned in gross revenue

**Products**
- 910 retail products directly related to members
- 1500 consumer products containing ingredients from PhytoTrade focal species
- **30%** increase in year-on-year Baobab fruit sales

**Members actively distributing seeds from harvested fruits**

More than 50% of members are operating natural resource management plans in collaboration with communities

Product innovation investment by members totalled $700,000 in 2014

Markets being accessed include Europe, Asia, USA, Australia