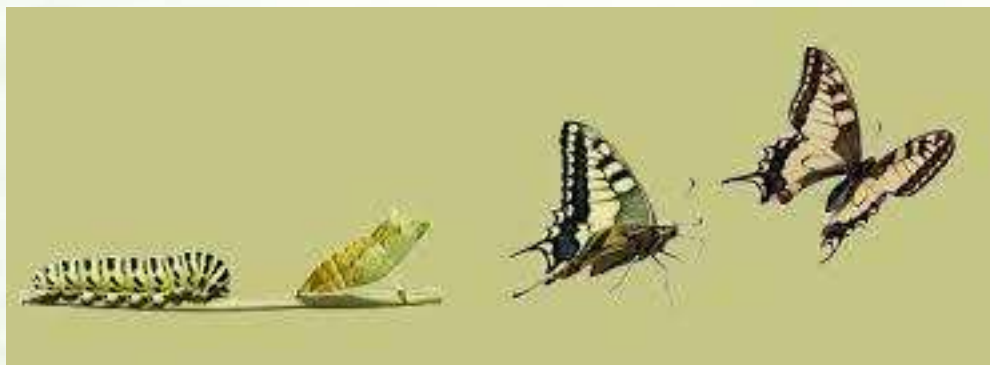




***Challenges and opportunities
in implementing the SDGs
in Southern Africa***



- 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

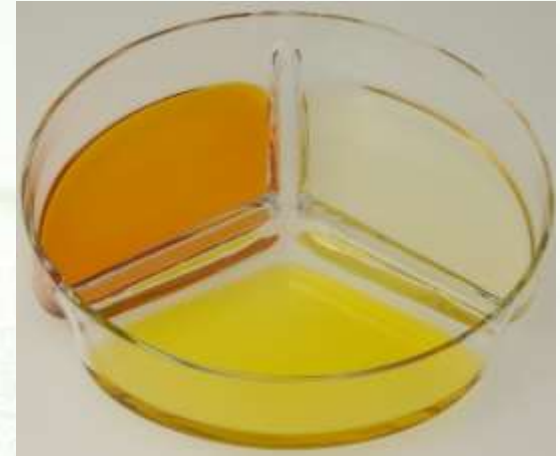


Main characteristics:

- ✧ 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

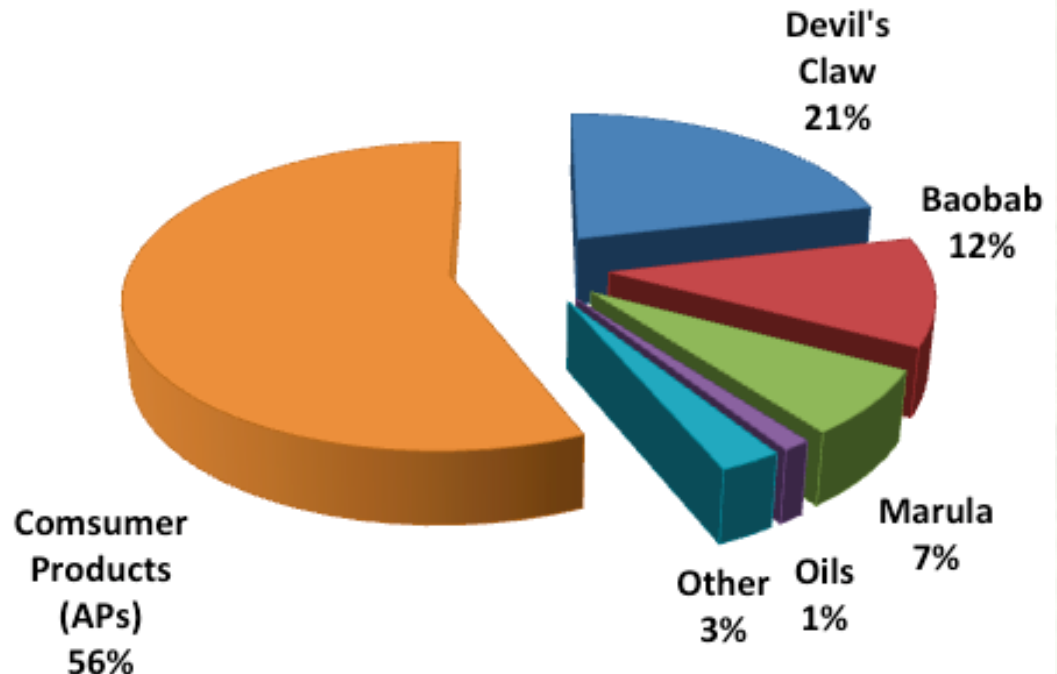
Trading members and local users

✧ Value added locally

✧ Local and regional users

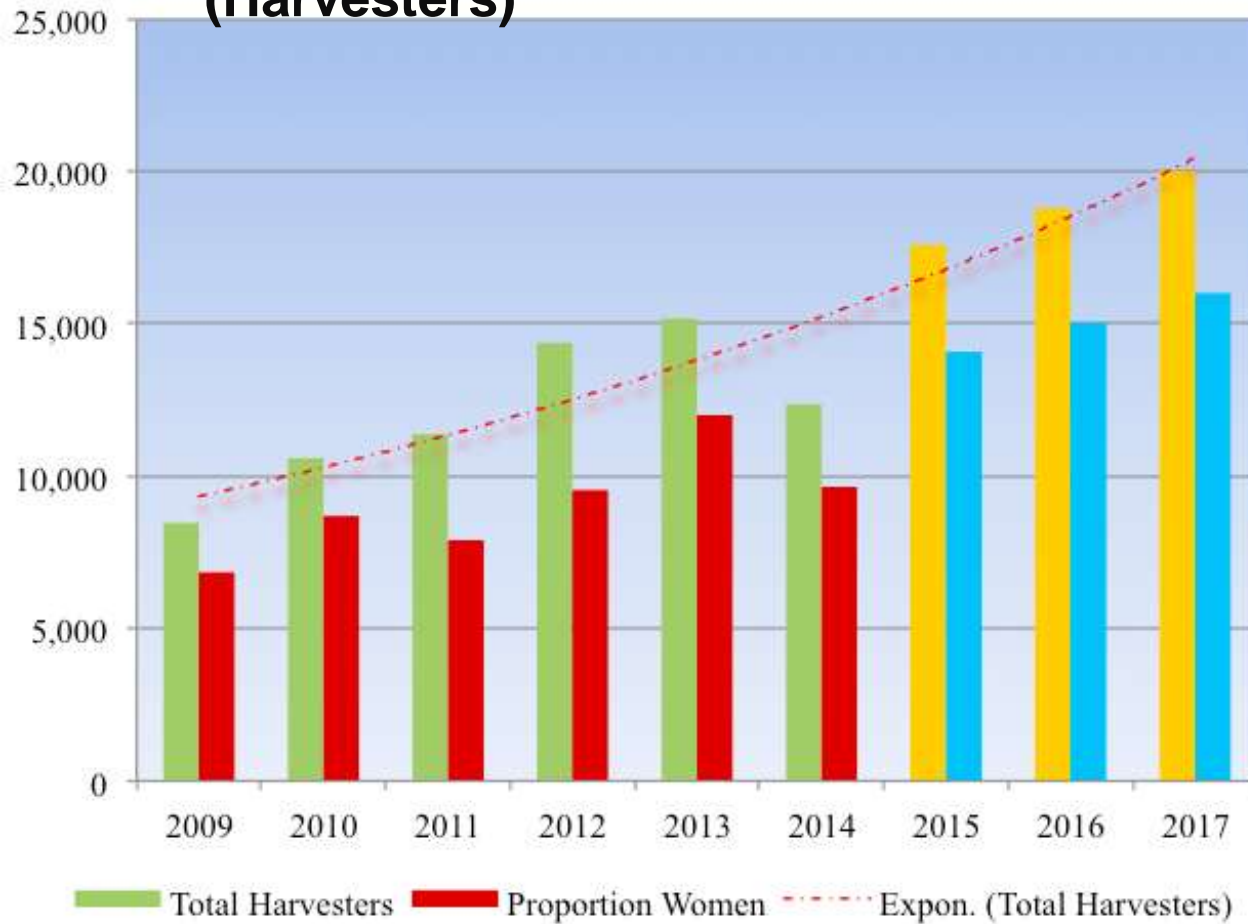
earned revenues: \$5.7 million in 2014

Contributions to sales revenues



Value Chains approach: Impacts

Number of Primary Producers (Harvesters)



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

Some Impacts over time:

Key Findings

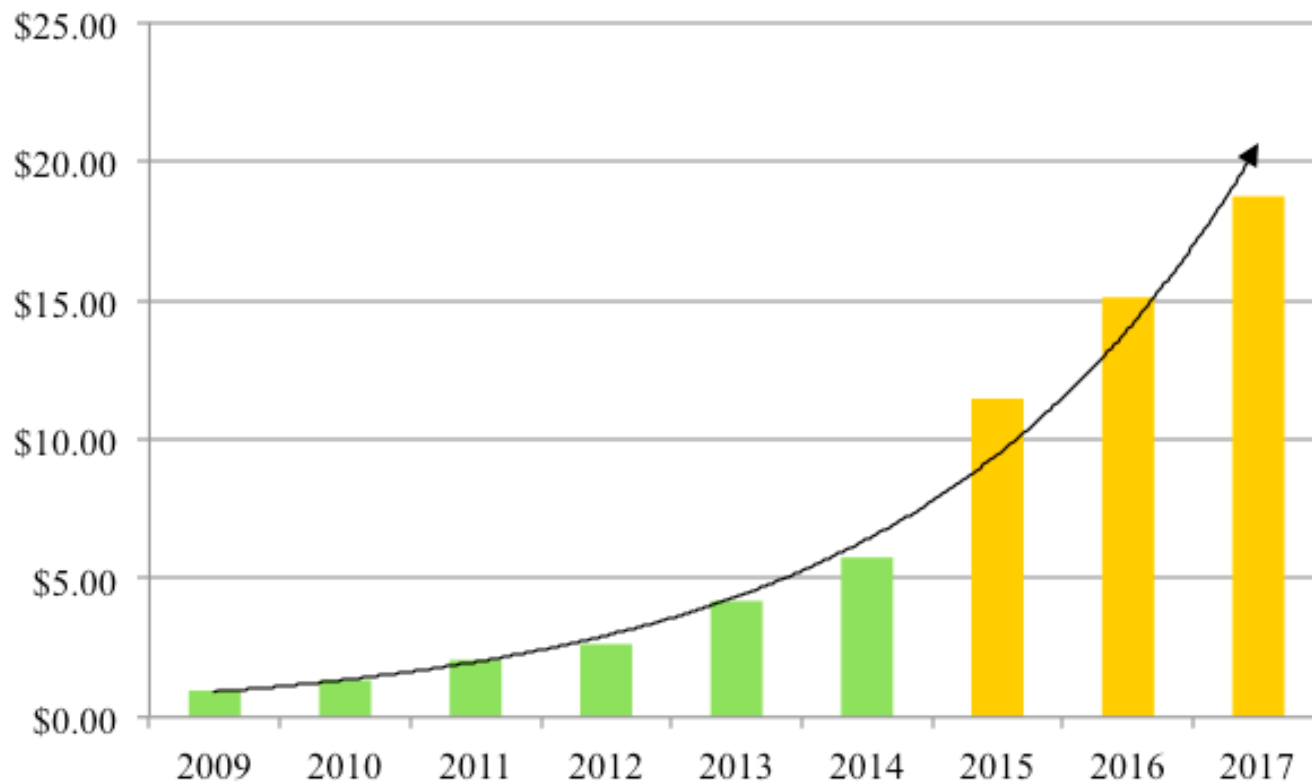
- Incomes to primary producers reached **\$1.2 million in 2014**, a significant increase from the **\$180,000 generated in 2004** the initial formal trading year.
- Members earned revenues of **\$5.7 million in 2014**, representing a **43% CAGR over a 6 year period**.
- **12,510 (78% women) primary producers** 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)

Desired scenario



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

Members actively distributing seeds from harvested fruits

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



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

SMEs



56 member companies purchasing and processing natural products



634 new jobs created (40% full time) in 2014



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



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



Markets being accessed include Europe, Asia, USA, Australia

30%  increase in year-on-year Baobab fruit sales

