PhytoTrade Africa

- Non-profit membership-based natural product trade association

**OBJECTIVE**

To help grow Southern Africa’s natural product industry while ensuring its long term sustainability and social equity. Facilitated through product development, market development and supply chain development.

- 5 Pillar Strategy; PhytoServices, PhytoProducts, PhytoBranding, PhytoInvest & PhytoTech

- Funding from donors, membership fees, services and consultancy work

- PhytoTrade Africa Ethical Biotrade Charter
  - Sustainable and ethical practices

- Access and Benefit Sharing
  - The CBD and Nagoya Protocol
PhytoTech

- Novel and innovative natural ingredients from Southern African biodiversity
- Focal point for PhytoTrade members to commercialise their products
- Facilitate industry compliance with ABS regulations (MAT, PIC, Term Sheets, MOU)
- Network of producers across Southern Africa
- Natural, sustainable and ethical ingredients
  - Active cosmetic ingredients
  - Essential oils, aromatic products, fragrances
  - Functional food and beverage ingredients
  - Herbal and dietary supplements
- Access to IP and know-how for members, partners and clients undertaking projects
- Market focus developed with industry; Southern Africa, Europe, US, Asia
PhytoTrade and PhytoTech

- Discovery and innovation
- Phytochemical analysis
- Stability and standardisation
- Process development
- Efficacy trials
- Formulation
- Regulatory compliance
- License out technical know-how
- Intellectual Property
- Branding

Natural  Ethical
Sustainable  Fairly traded
Novel  Certification
Quality  ABS
GMP/HACCP
Focal species and products

- Marula seed oil (*Sclerocarya birrea*)
- Ximenia seed oil (*Ximenia caffra* and *X. americana*)
- Baobab seed oil (*Adansonia digitata*)
- Mongongo seed oil (*Schiniziophyton rautanenii*)
- Mafura butter (*Trichilia emetica*)
- Devil’s Claw extract (*Harpagophytum procumbens* and *H. zeyheri*)
- Kigelia fruit extract (*Kigelia africana*)
- Baobab fruit powder and extract (*A. digitata*)
Pipeline products

- Rich biodiversity and endemism
  - Cape Floristic Kingdom, Mount Mulanje (Malawi), Namibia

- Traditional use of Southern African plants as cosmetic, medicinal and food ingredients

- New ingredients identified through species chemotaxonomy and phytochemistry
  - Examples; screening aloes, innovate with Cucurbits

- Informed screening for target applications (themes and project concepts)
  - Novel lipids, traditional perfumes, flavours

- Species selection criteria;
  - Conservation status
  - Plant part required and sustainability of harvesting techniques
  - Supply capacity
  - Published research and freedom to operate (IP)
  - Traditional use
Collaboration models

1. **Design project with customer**
   - Agree joint costs, technology transfer and IP issues
   - Potential to use project themes from pipeline

2. **In-house development**
   - Costs covered in-house
   - Active ingredient with safety and toxicity established
   - Pilot scale processing and economics of production
   - IP opportunities
   - Access and Benefit Sharing package
   - Market to appropriate clients, licensing

3. **Permutations**
Thank you

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