



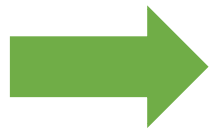
# Breaking new ground for biodiversity based products



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# Background and Vision of Eudafano Women's Co-operative

- Driven by confidence and self-esteem, a group of Namibian women in the North-central regions rallied with a common goal, that of harvesting and working on Marula Tree and Kalahari Melon Seeds.



1996: Named the entity as EUDAFANO, registered Eudafano Women's co-operative with 9 founding member's associations.

2016: EWC has 26 associations, 2 centers involving 2,500 women

- The co-operative owns a factory that was build for them by the Founding President of the Republic of Namibia, Dr. Sam Nujoma, and inaugurated in March 2005. This is where their raw materials are further processed into oils.
- EWC is a member of PhytoTrade Africa since its inception and is operating within 7 Bio Trade principles.

*“The Vision of the Co-operative is to be the leading organization that commercializes indigenous plant resources for betterment of rural communities living condition, particularly rural women.”*

# Species & Supply Chain

*Sclerocarya birrea* & *Citrillus Lanatus*



Marula Tree

Marula Fruits

Marula Kernels



Harvester

Processing at the factory

Final product: Marula Oil



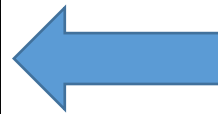
# Importance of export markets

- Our main product for export is Marula Oil for cosmetics, Melon oil sales has decline since 2009, these oils are sold locally, internationally and regional.
- EWC is currently the official supplier of Marula Oil to The Body Shop International, in their CFT program.
- The US Market is also our target and in the process of developing trade relationships with some smaller companies.



# Eudafano's Achievement & Benefits

- 75% increase in membership from 1432 women in 2008 to 2500 members in 2016.
- Associations have also increased from 9 founding members associations to 26 Associations and 2 collection centers.
- Income to members for raw materials have quadruple from US\$ 20,863. in 2012 to US\$ 104,712 in 2015.
- Marula oil production have increased from 8 tons annually to more than 12 tons to date, and this can be increased based on the demand.
- Increased income from the sales of Marula Oil and Raw materials is visible
- Export Sales for Marula Oil increased by 188% from 3 419 kg annually in 2009 to 9 880 kg in 2014.
- 80% of Marula Oil production is exported for skin care products.



**Drums for Marula Oil, ready for shipping.**

# Challenges

- Accredited laboratories within our reach (=> reliability).
- High cost of sending samples to customers (=> distance with users markets).
- Export tariffs and exchange rates (=> NAD vs Euros or USD).
- Machineries to further process our products (=> add value locally).
- Fluctuations of the products demand (=> need for diversification / resilience).
- Competition ( unknown) (=> distance with users markets / lack of suitable market intelligence)

# Lesson Learned

- Harvesters: suppliers of raw materials have to be well organized into formal groups for a smooth supply and management committee as well as the implications of quality of their raw material and the market demand.
- Co-operative: provide training and harvesting equipment to its members. Update its members on the latest business and market development,
  - \*Should have a By-law, Bussinnes Plan and Constitution for guidance.
- Factory need to have a traceability system in place (SOPs) for its raw materials and products, ensuring timely collection of good quality raw materials.
  - \*has to keep up with the market requirements of proving good quality products for more sales.
- The factory has to keep up with the market requirements of proving good quality products for more sales.
- Accessing International market requires a thorough research on the products by the customer before engaging into any trade contract with the supplier (i.e. EWC).
  - \*Suppliers need a thorough knowledge and understanding of the target market and fulfillment of its requirements.

EWC hopes that through Bio Trade many lives of the rural communities will be uplifted for better as long as the species is conserved and thus contributes to prosperity.



Harvesters collecting Marula fruits



Kalahari Melon Seeds



Marula Food Oil



Thank you very much for your  
attention

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