



Picture, infographic or similar to be included

Undertaking activities in regards to TK or on indigenous people's lands or territories

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PhytoTrade Africa in brief



- Established in 2001
- Non-profit membership-based trade association from Southern Africa
- Donor funded
 -  Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
 -  **afc**
AGENCE FRANÇAISE
DE DÉVELOPPEMENT
 -  FEM
Forum for
Economic
Mobility
 -  **IFAD**
Investing in rural people
 -  **giz** Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH
 -  **BIOTRADE**
initiative
 -  **IFC** International
Finance Corporation
WORLD BANK GROUP
- 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



Value chain development: a bottom-up approach

Objective:

- To alleviate poverty while supporting local biodiversity conservation and sustainable use:
 - 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.
- Main value chains:



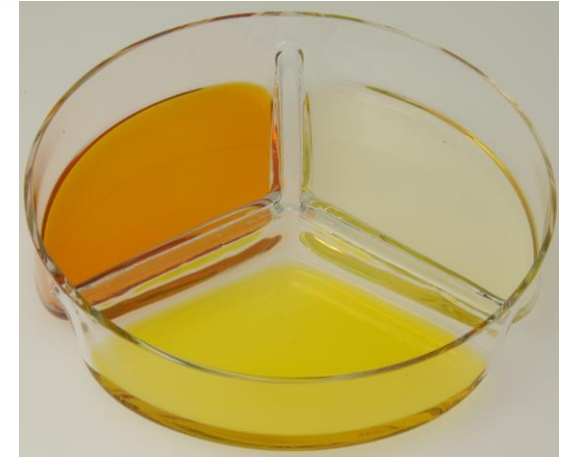
Value chain development: a bottom-up approach

➤ Main assets:

- ✧ Transboundary species:
 - ❖ increase reliability and offer
 - ❖ Manage competitiveness
- ✧ NTFP - mainly wild harvested:
 - ❖ clear and robust resource management systems
- ✧ Seasonal harvests:
 - ❖ Diversification of income
- ✧ Great source of inspiration:
 - ❖ innovations for several industrial Sectors



Value chain development: a bottom-up approach



➤ Ingredients / common facts

- ✧ Need for reliability and competitiveness to secure Market (quality, quantity, availability, etc.)
- ✧ Fluctuating demand
- ✧ Cultural differences and long distance with main Markets



Value chain development: a bottom-up approach

➤ Ingredients / PhytoTrade's members

PTA's members have a strategic position within value chains:

- ✧ Direct links with ILCs
 - ❖ Benefits Sharing mechanisms
- ✧ Direct links with local, regional or international users
 - ❖ Long term strategy based on resilience and competitiveness
- ✧ Directly impacted by all regulations including on ABS
 - ❖ Key VC actor for long term success at all stages

=> They carry most of the “risks”



Value chain development: supply chain / local actors

Supply development: “conservation and sustainable use”

Some actions:

- Resources assessment then management
- Provide value / income
- Community training
- Prospection for new pipeline products



Value chain development: supply chain / local actors

Supply development: “value added locally”

Some examples:

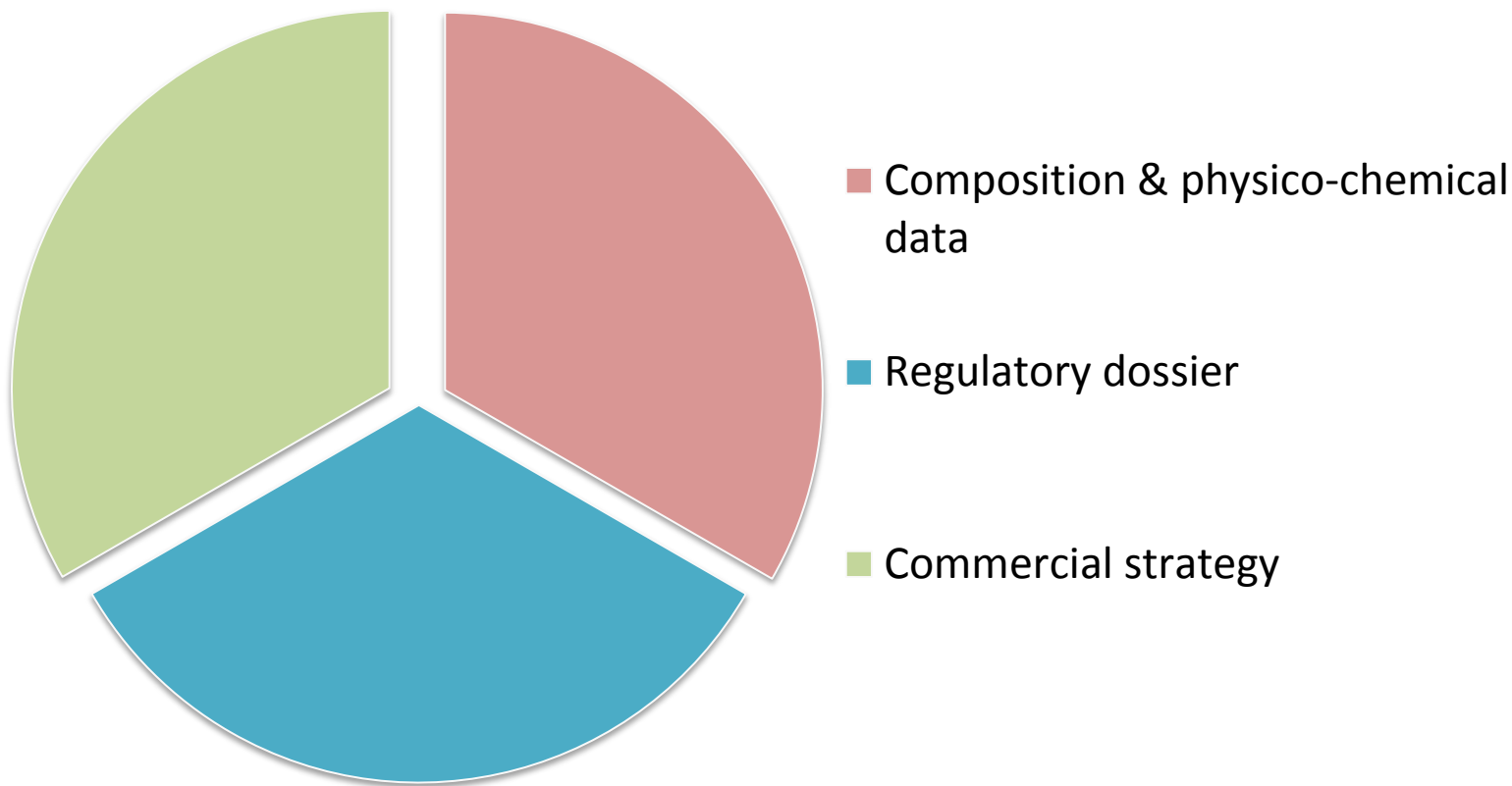
- Baobab powder in Malawi / technology transfer & organic certification
- Vegetable oils throughout our network / capacity building, technology transfer & organic certification
- Devil’s claw in Namibia / GACP & organic certifications



Value chain development: utilization of local Biodiversity

Product development: a “full ownership” approach / sovereign rights

Ownership of an ingredient derived from the Biodiversity



Value chain development: utilization of local Biodiversity

➤ Overall value:

- ✧ value chain (i.e. ingredient) approach to best establish long term commercial strategy and capture potential IP to be shared with local SMEs
- ✧ Improve the Market stability (decrease dependency)

Some examples:

- Baobab powder / Novel Food and GRAS
- Vegetable oils throughout our network / REACH and EC 1223/2009
- Essential oils from Namibia / GHS, REACH and EC 1223/2009



Value chain development: inclusive and impacts across actors

Market access: long term strategy

Some actions:

- Business planning with diversification objectives
- Increase local value and competitiveness to foster investments
- Raise awareness at International level
- Facilitate market connections (local, regional and international)



Value chain development: inclusive and impacts across actors

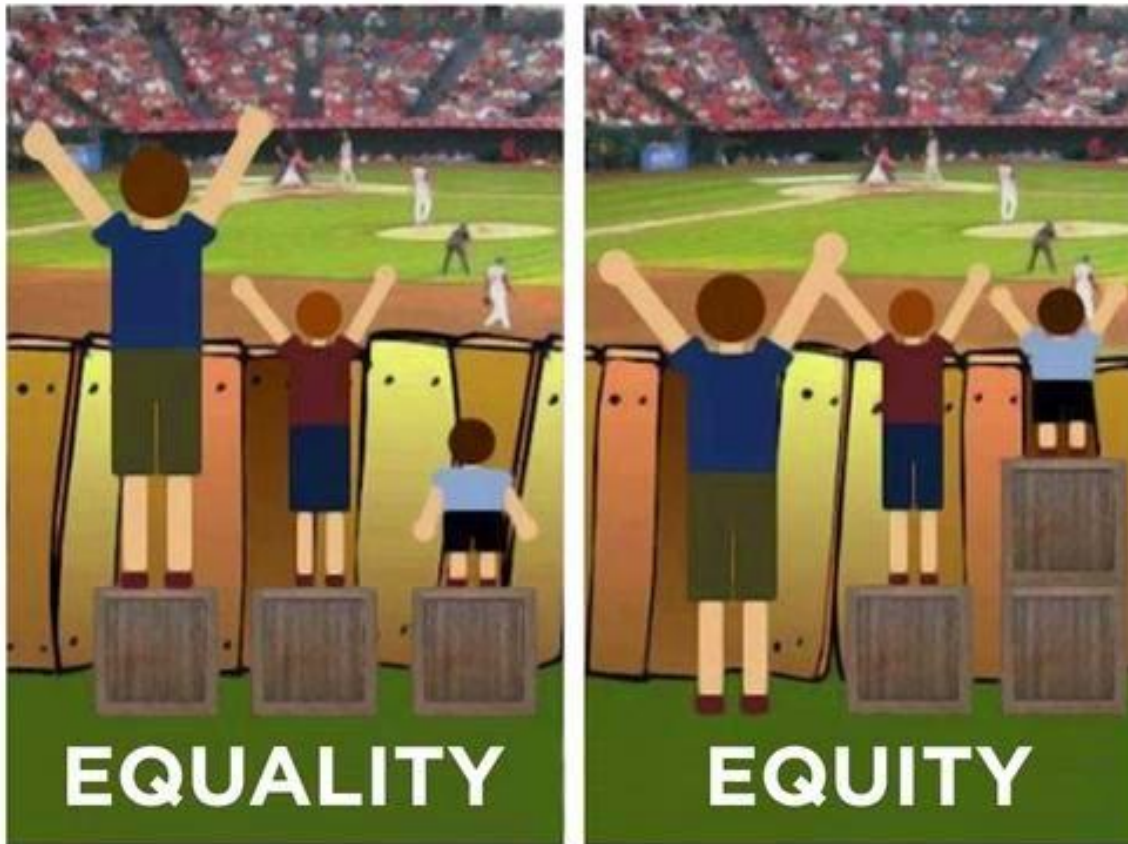
Some Impacts over time:



Data from PTA's M&E report 2015

Fair and equitable share of benefits

=> A flexible and “fit-for-purpose” approach



Questions and answers



The seeds
we plant today

Are the fruits
of tomorrow

Our future lies
in our hands

Working
together for
a better
world

BiTRADE
initiative

Thank you

For further information: www.biotrade.org



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