

ANNUAL REPORT 2010-12-31

Member organization's name:	PhytoTrade Africa
Main address:	Botswana
Webpage:	www.phytotradeafrica.com



COMPANY DESCRIPTION

PhytoTrade Africa is the shortened name of the Southern African Natural Products Trade Association. PhytoTrade Africa's aim is to develop the natural products industry in Southern Africa for the mutual benefit of its people and its biodiversity. The association seeks to achieve the "Triple Bottom Line" goal of promoting environmental, social and financial sustainability through a systematic approach that maximises the chances of success. The key elements of this approach include industry development, product development, market development and supply chain development.

UEBT MEMBERSHIP OBLIGATIONS

Steps	Dates <i>Historical/expected</i>
Membership status granted	2007-05-08
Annual report 1	2010-12-31
Annual report 2	
Annual report 3	
Annual report 4	

Documents annexed for public use?

Yes

No

If so, number of annexes:

Description of the annexed documents:

PROGRESS IN ACTIVITIES UNDERTAKEN TO PROMOTE UEBT

Through the UEBT membership PhytoTrade Africa is committed to the Ethical BioTrade Principles and Criteria.

Implementation of the commitment to the Ethical BioTrade Principles and Criteria

The services provided by PhytoTrade Africa to members are founded upon the same principles of UEBT which are conservation of biodiversity, sustainable use of biodiversity, equitable sharing of benefits, socio-economic sustainability, compliance with national and international legislation and agreement, respect of rights of actors involved in BioTrade Activities, and clarity about land tenure, use and access to natural resources and knowledge. All our services contribute and reinforce the UEBT goals.

Activities undertaken to promote UEBT and Ethical BioTrade

In line with the UEBT Membership Matrix through which members are evaluated against a set of minimum criteria, PhytoTrade evolved its own Membership Verification Matrix. The new PhytoTrade BioTrade Membership Matrix was presented and accepted in 2010 at the AGM and is based on a simplified version of the UEBT Verification Matrix. The matrix has a dual purpose to prepare members for additional certification and to supply a tool to verify if PhytoTrade members adhere to ethical, environmental and sustainability standards. Currently the Association has 50 members of which 23 are trading members. PhytoTrade Africa also offers grants to its members, through these grants, four of its members were UEBT certified by the end of 2010.

Funds invested in Ethical BioTrade Projects

SERVICES OF UEBT AFFILIATE MEMBERS

One of the objectives of UEBT is that Affiliate Members provide support, technical guidance and advice to UEBT Trading Members in their particular area of expertise.

The Association supports its members through a team of business and technical advisors. Skills are available in the fields of quality control, production and processing technologies, business development, freight logistics and documentation and organic and Fair Trade certification. Since rigid adherence to quality standards is fundamental to the success of PhytoTrade Africa members in developing export businesses, the Association plays an active role in supporting quality standards and in assisting members to attain Fair Trade and organic certification. The costs associated with certification are high, and the Internal Control Systems associated with large numbers of small-scale producers can be complex. However, given PhytoTrade Africa's strong orientation towards Fair Trade and environmental sustainability, many members see certification as an essential step in the commercial development process. PhytoTrade Africa has in-house knowledge and skills in these areas, and is able to provide regular back-up and support to members seeking certification.

Delivery mechanism

Members can call on support at any time by phone or e-mail, and the advisors pay regular visits to each member to provide one-on-one assistance and back-up. Likewise the Association sends out calls for grants to its members via email and through announcements during its AGMs. Where specific technical inputs are required that exceed the Association's in-house capabilities, skills are outsourced from other service-providers through our network base.