



## Summary report

### Consultation on a potential future Marula industry body

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#### Introduction

On 30 July 2020 around 50 stakeholders participated in an online discussion about a potential future representative industry body for the Marula sector in Southern Africa.

More than 65% of the participants were from the Marula industry. The event was hosted by the GIZ [ABioSA](#) project and the Southern African Essential Oil Producers Association ([SAEOPA](#)).

This report summarises the key issues raised and a proposed way forward. A list of participating people and their organisations is at the end of this document.

#### Background

Marula is one of the 12 indigenous plant species supported by ABioSA. In 2019 the project hosted national and regional workshops about development of the Marula sector.

Among recommendations from these consultations was the formation of a representative industry body to advance the collective interests of the sector. Some of this body's future potential activities and benefits were explored in a March 2020 ABioSA technical brief on the Marula sector.

The ABS Initiative is funded by



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## Summary of discussions

### *Structure, ownership and activities of a future industry body*

- ABioSA and SAEOPA will facilitate and support the creation of a representative body for the Marula sector. The industry will determine its name, priorities, structure, activities and how it is governed.
- The Marula industry can learn from local and international associations in other sectors such as wildlife and commercial agriculture.
- There is support for the future representative body to be hosted and coordinated by an umbrella organisation (e.g. SAEOPA) so it can benefit from existing systems and administration.
- At least half of its governing body should be drawn from industry.
- The industry body needs to be clear about its role and activities, and which parts of the Marula value chain it represents.
- It should include organisations from all SADC member states.
- Membership criteria need to be established – does it include rural communities and traditional knowledge (TK) holders as well as fruit and oil producers and exporters?
- The body should work towards increased production, market development and export promotion.
- There is a need to map all role players in the Marula value chain and to understand their interests and constraints.
- New ventures face costs and risks, so the future industry body should support development and scaling by entrepreneurial entrants to the Marula sector.

### *Working with government and development partners*

- The body can help to coordinate initiatives and activities by different government departments, and ensure government understands the role of business and its potential impact on rural development.
- It should consider whether it can facilitate alignment of diverse laws, regulations and production systems in different SADC member states.
- It should seek to find coherence between fragmented initiatives from different government departments and development partners.

### *Standards and testing*

- Customers and market demand determine quality standards for products and ingredients.
- The industry body should develop baseline standards for Marula production.
- The Marula sector will require a laboratory network and testing facilities.
- A future body may support quality control and standards certification for Marula.
- Development of a national standard for Marula oil's physical and chemical characteristics will commence in 2021. Buyers' quality requirements should be considered.
- Current testing capacity and constraints need to be identified.
- The Marula sector needs to define new food ingredient products for which specifications have to be developed. Specifications should be developed by industry with input from regulatory experts.

### *Increased production and exports*

- The industry body should support productivity and endeavour to remove constraints to exporting.
- Export requirements are determined by international customers.

### *Communities and traditional knowledge (TK) holders*

- The industry body should engage and respect TK holders and rural communities in Marula-growing areas. Inclusion of NGOs like [Natural Justice](#) will help to protect their interests.
- It can help to coordinate benefits and funding for rural communities and ensure they reach the people for which they are intended.
- Greater clarity is required on the value of traditional knowledge, who holds it, and the benefits that accrue to TK holders.
- A balance should be struck between rewards for the entrepreneur and the TK holder.
- Details of community cooperation and support need to be defined.

### *Access and Benefit-Sharing (ABS)*

- The Nagoya Protocol has not had sufficient practical impact to date.
- ABS is a challenge that a future Marula industry body needs to address to ensure Marula remains a product of interest to international markets.
- ABS and other regulations are a potential constraint that have created uncertainty among investors and international buyers – greater clarity is required.

## **The way forward**

- The future sector development plan initiated and supported by ABioSA will map the Marula value chain, including challenges, good practices and barriers to entry. It will engage all role players with a view to growing the Marula sector in the SADC region.
- Once finalised the sector development plan should be owned and implemented by Marula stakeholders.
- A survey about the details of a future industry body will be circulated to stakeholders as part of the work of the sector development plan consultants.
- This will be followed by another consultation with the sector to discuss details of the industry body's development.

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## Workshop participants

Name	Organisation
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Caroline Jacquet	BIZ
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Claren Chan	IDC
Cyril Lombard	Consultant
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Elisabeth Goyvaerts	Everpix
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Georgia Duerst-Lahti	DLG Naturals
Gerhard van Wyk	Impresario Beauty Oils
Gero Von der Wense	Namib Desert Jojoba Oils Producers
Hanneke Laatz	New Growth
Imran Moten	Kupanda
Jan Visser	M&M
Jonathon Rees	Proof Africa
Karen Swanepoel	SAEOPA
Klemens Riha	GIZ
Kyle Groenewald	Natural & Organics
Magda Sly	Ethanol SA
Martin/Katja Wittneben	Natura Africa
Mathilda Mostert	Precision Oil Laboratories
Michelle Walter	Botanica Essenza
Motlatjo Maputla	BIA
Mpingana/Maria Dax	Kuti Oil
Nyarai Kurebgaseka	B' Ayoba t/a Kaza Natural Oils
Obed Nelovholwe	DSB Investment
Olayemi Aganga	Natural Products Association Botswana

Patricia Mathivha	Vida Pharmaceuticals
Pietersarel de Bruyn	Herbs-Aplenty
Sacha Liese	Symrise
Sandra Kruger	SKAA
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