

African Pavilion: A Big Success!

The biggest trade fair for organic trade took place in Germany from February 21 to 24. EPOPA was present and staking more than ever on a trade show.

Special Report From BioFach 2008

Over the years, BioFach has established itself as a meeting place for those involved in organics, including traders, exporters, researchers, national movements, consultants, NGOs, policymakers, and development partners. Exhibitors and buyers come from Africa, Asia, Australia, Europe, Latin America, and North America to take advantage of this major business opportunity. At BioFach 2008, many organizations joined forces to give Africa a more prominent role.

The African Pavilion

At this year's African Pavilion, 87 exhibitors from 13 African countries were displaying specialties from the sub-Saharan countries. The specialties ranged



A trader from Coop Sweden assisting in setting up the fruit display

BioFach for the African Pavilion to meet the rest of the organic world. There was always something going on in the pavilion. Among the events were Ethiopian coffee roasting, oil distilling, a cosmetics display, Griot and Kora music, storytelling, and South African singing.

An African Pavilion In 2009?

The organizers of the pavilion hosted a meeting the day after the exhibition to evaluate and plan subsequent events. It was said that the African Pavilion was a success and the organizers will work towards hosting the pavilion again in 2009!



Get on board now and make your interest known in participating in the pavilion in 2009. Send an e-mail to africa2009@grolink.se.

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The Pavilion seen from the 2-storey meeting place

from fresh and dried fruits to wines, spices, and essential oils. About 200 African participants came to

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Symposium Briefing

The symposium was held 23 February 2008 at the fairground. It featured a high-level panel. The theme was reaching the full potential of organic in Africa:

- Okasai Opolot speaking on behalf of Janat Mukwaya, minister of tourism, trade and industry, Uganda
- Patricia Francis, executive director, International Trade Centre, Switzerland
- Pascal Liu, Economist, Trade and Markets Division, Food and Agriculture Organization of the United Nations FAO, Italy
- Moses Muwanga, coordinator, National Organic Agriculture Movement of Uganda
- Maria Selin, Swedish International Development Cooperation Agency, Sweden



Jean Pierre Imélé from Cameroon "experiences of an exporter"



A group picture after the last session of the Symposium

The subsequent sessions of the symposium were on the following topics:

- The status of organic farming in Africa
- How organic markets can help and have helped African smallholders
- Doing business from and with Africa
- Organic Agriculture and the fulfilment of the Millennium Development Goals
- Initiatives to support organic farming in Africa
- The way ahead for organic in Africa

EPOPA was well-represented. The two programme directors spoke at the opening and the end. Alastair Taylor, country manager in Uganda, explained how EPOPA contributes to the Millennium Development Goals. Kari Örjavik shared her experiences in assisting exporters to reach and keep their markets. The AFROEX initiative for an organic brand was presented by Mansoor Nadir.

The symposium attracted much attention, with between 70 and 150 persons for the various sessions. All presentations from the speakers in the symposium are posted and available for download on the website www.organicafrika2008.com.

Gunnar Rundgren – Programme Director – EPOPA

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An Example of Success

Congratulations, Ayo...

Being an EPOPA-supported exporter has had many advantages. During the BioFach exhibition, Cleopa Ayo from GFP in Tanzania got most of his production of black and white pepper, cardamom, lemon-grass and cloves sold to a European buyer.

SOLD OUT!



Ayo presenting his various spices.

Success Generator

This is a result of discussions between GFP and the trader, with the market support of EPOPA. It takes time to build up a good relationship with a buyer, said Kari Örjavik, market coordinator in EPOPA. And of course a high-quality product suitable for the market.

Products Still For Sale

Of course there are products available from GFP. However, very many of them were sold during the BioFach exhibition.

Tanzanian Spice Exporters on the Go

Other spice exporters such as Mohammed Khamis Issa from TAZOP, also a Tanzanian exporter, managed to get several good business contacts. TAZOP's wide range of spices is attractive to buyers. Among TAZOP's products are curry and hot curry; powdered sweet chilli and hot chilli; high-quality cinnamon; black and white pepper; and ginger in pieces and powder.

TAZOP's location on Zanzibar gives people a feel-



Mohammed Khamis Issa in his stand.

ing of mystery; organic spices from the island just feel right. In the future, Khamis Issa plans to pack the spices with a picture of the island and the people.

Kolbjörn Örjavik – Marketing Consultant – EPOPA

The trading can begin . . .

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Jambo Trade Mark Is Launched

Following the previous article in the EPOPA newsletter Issue 7, the AFROEX association has launched its first product range.



Background

The basic idea was generated through an EPOPA project to establish and organize an association which can support organic business in East Africa. After a year of meetings and discussions with the



Mansoor Nadir and Maria Selin celebrating the Jambo Africa launch

stakeholders of the organic agricultural sector, it was decided to form an association of African organic exporters under the name of Jambo Africa. The association started with three members: Uganda Crop Industries Ltd., Biofresh Ltd., and Outspan Enterprises Ltd. The hope is that in the future all the East African organic exporters will join our association, said Mansoor.

The Launch

During the BioFach exhibition, Mansoor Nadir (chair-

man) and Kenneth Kayondo presented the first organic product range from Uganda under the name Jambo Africa. The Sida representative, Maria Selin from the Swedish Embassy in Uganda, congratulated the group in a speech at the launch.

The objectives of this association are to produce a better product range, the commitment of continuous supplies, and the maintenance of standards. Mansoor expressed the hope for EPOPA and other organizations to help the association to promote the brand in Europe. Kolbjörn Örjaviik – Marketing Consultant – EPOPA

Together We Are Strong

Uganda now ranks as one of the leaders of organic production and exports in Africa.

Uganda has been a fortunate beneficiary of the EPOPA programme for over 10 years and, thanks in large part to the support of EPOPA, now ranks as one of the leaders of organic production and exports in Africa. The Ugandan organic sector is rightly proud of this situation, but realizes that it is still a small player in the global market for organic products.



Instant Growth Opportunity

For the small to appear big, individual sector players recognized the need to come together to promote their products—to make the many small appear big. A country stand within the African pavilion at BioFach 2008 offered an ideal opportunity for this to happen, and 14 export companies enthusiastically rallied behind the support and co-ordination efforts of NOGAMU (the National Organic Agricultural Movement of Uganda) and EPOPA Uganda to make a significant impact.

Presence Noted

The presence was noted and exporters have returned from BioFach boasting of supplies booked for the coming season. This, in turn, will mean more secure incomes from the smallholder farmers who grow all the organic products produced in Uganda. For NOGAMU and EPOPA, this is a very satisfying result. It shows that togetherness is possible and it is hopefully just the beginning of an even more collaborative and, hence, strong organic sector.

Alastair Taylor – Country Manager – EPOPA Uganda

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What about All The Exhibitors in the African Pavilion?

The demand is big. Traders, mainly from Europe, lined up for tasting and buying the high quality products.

Fresh Fruits from Uganda

The square with all the most beautiful and tasty fruits from Biofresh attracted people. From Sweden and France traders approached Sonia and asked for business agreements.

After years during which buyers had been suspicious of the high freight costs, Biofresh now faces a new interest in their products, because Biofresh delivers quality, taste, and fair-trade products. The threat from banning flight freight is there, but not as heavy as we thought for a while. Uganda is landlocked, and buyers understand the situation, and rather look for solutions than banning.

Pineapples from Ghana

On the second day of BioFach, Patrick Deegbe from Wad African Foods turned up and asked whether we



Patrick Deegbe from WAD celebrating his success

thought he had attracted any business. Of course, as the purpose of BioFach is to find buyers, we said yes, we hope so. Patrick laughed and said, "I can just have fun the rest of this fair; all my production this year is sold!"

Zimbabwe

One exhibitor attended: Dominikus Collenberg from KAITE, with dried herbs, essential oils, garlic, and beans. He was not sure whether he had made a good investment when he came to BioFach. The last day Dominikus said, "We have to hurry home and increase our production!" Some weeks later he wrote saying that he was in next year too!

Dominikus sent out this message after BioFach:

"KAITE took part for the first time this year in the world's most important trade fair for organic products, the BioFach in Nuremberg, Germany, which opened on 21 February. More than 50,000 visitors came to the fair, many of whom stopped by the KAITE stand.

KAITEs start to 2008 has been very exciting. Our first award came on 29 February. KAITE won the Grand Prize of the Global Social Entrepreneurship Competition from the M.G. Foster School of Business in Seattle (USA)."

Summing It All Up

Another big African Pavilion is bound to be organized for BioFach 2009. The organizers are still finishing this year's show but are looking positively on the organization of yet another successful trade show.

Source: Organic Africa Pavilion

National Organic Agriculture Movements

National Organic Movement of Madagascar

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OPPAZ (Zambia)

Email: oas@organic.org.zm
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Kenya Organic Agriculture Network (KOAN)

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Tanzania Organic Agriculture Movement (TOAM)

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National Organic Agricultural Movement of Uganda (NOGAMU)

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Ethiopian Association of Organic Agriculture (EAOA)

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Africa Pavilion Evaluation

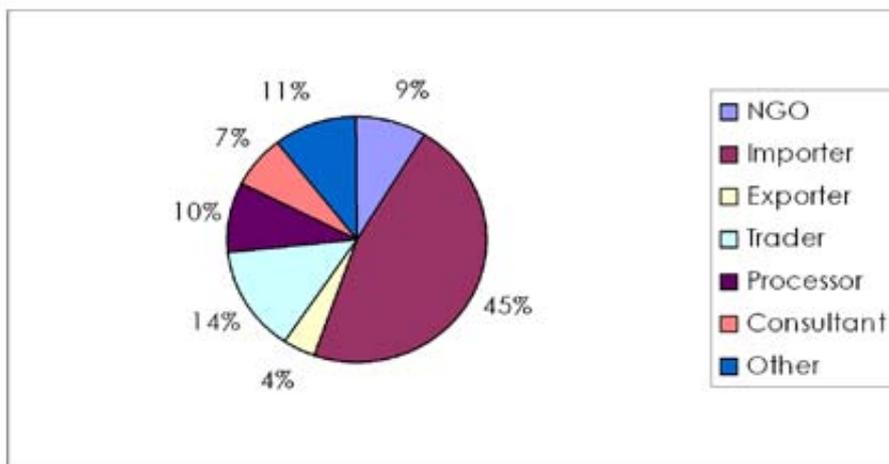
All exhibitors were encouraged to share their impression and result at the fair. Eighty-five per cent of the 87 exhibiting companies filled in the forms. All had the impression that the African Pavilion was well-visited, and the results showed that it was a busy place.

In total the exhibitors talked to 2,189 visitors which gave an average of 146 per exhibitor. Seventy-five per cent of the visitors came from EU countries and 25% from other parts of the world. Seven hundred and thirteen visitors discussed business opportunities and out of those 313 were serious about making a deal. The exporters were in general very satisfied; the expectations were just right.

The service provided was also good, according to the exhibitors; of course it could have been good to have more serving staff in the pavilion. Everybody understood that more staff needs more funding, and that was not possible this time.

All the exporters declared that they will participate next year, but highlighted that they need some funding to be able to participate.

Professions of the people the exhibitors talked to during the fair:



Source: Organic Africa Pavilion

A Passion Fulfilled

The special health drink "Simply Hibi" was launched in the United Kingdom and has always used organic hibiscus

The director of Nile Teas Limited has lived a life that is a special blend of African and British influences. Following another drive down through Africa to visit his much loved Uganda, he saw an opportunity to combine a taste from Sahel Africa, with farmer support in East Africa – particularly Uganda – and with the British consumers' taste for African wholeness. And thus the idea of "Simply Hibi" was born.

The Sahel was his first experience of the exotic taste and qualities of drinks made from hibiscus, but would the plant grow in Uganda? Trial plots were made in co-operation with a Ugandan farmers support NGO in various sites around Uganda. Fortunately



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ly it grew best in one of the areas where the farmers already had some training in organic production. But this was not be a one-sided operation. As trials were being done in Uganda, processing and marketing options were being followed up in the United Kingdom. To ease the risk in Uganda, Nile Teas Ltd approached EPOPA for technical support in growing the hibiscus organically in Uganda and also organizing the farmers to obtain organic certification.



Swedish minister of agriculture tasting the Simply Hibi drink at BioFach

This was done and the special health drink "Simply Hibi" was launched in the United Kingdom, initially through health-food outlets, but then through supermarkets as consumer interest grew. "Simply Hibi" has always used organically certified hibiscus, but other ingredients and the bottling process were not certified. This is the new venture for 2008 – a fully organic "simply Hibi". A commonly asked question to Nile teas at the recent BioFach 2008 was, "Where can we buy this drink in Germany, Italy, France, and beyond?"

Nile Teas now works with almost 500 hundred certified farmers in Uganda, buying their hibiscus and helping ensure the families have a secure income. One man's passion has been fulfilled in a successful business and a healthy drink. The lives of some Ugandans has improved.

For more information see www.simplyhibi.co.uk.

Alastair Taylor – Country Manager – EPOPA Uganda

EPOPA calendar

Date	Place	Topic
April 13–14	London, UK	Visit to the Natural Products Exhibition
April 17	Dar es Salaam	Exporter seminar
April 21–23	Tanzania	Sida review
June 18–20	Modena, Italy	The 16th IFOAM Organic World Congress: "Cultivate the Future"

Current EPOPA projects

Uganda

essential oils, Tamteco
hibiscus, Nile Teas
shea oil, North Ugandan Shea Project
vanilla, CNPU

Tanzania

canned pineapples, Dabaga
coffee arabica, KNCU
dried spices, Golden Fruit Products
peanuts, Sumbawanga
coffee arabica, Mara Coffee
spices, TAZOP

If you want to know more about a certain product or project please contact the local office; see contact info in box below.

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