



Inclusive PPA-Business Model for Developing Underutilised Plants to Improve Food Security in Zimbabwe

Program Overview

- Public-Private Partnership of HWA, BIZ and KAITE Pvt Ltd funded by EC and USAID
- Natural Regions 4 and 5: Chimanimani, Chipinge, Binga, Hwange, Vic Falls, Chivi, Zaka
- Aims at commercializing 10 natural plant species and various high value crops for the local and global food, cosmetics and pharmaceutical industry
- Works with 4000 wild collectors and farmers from September 2011 to October 2014

Rationale

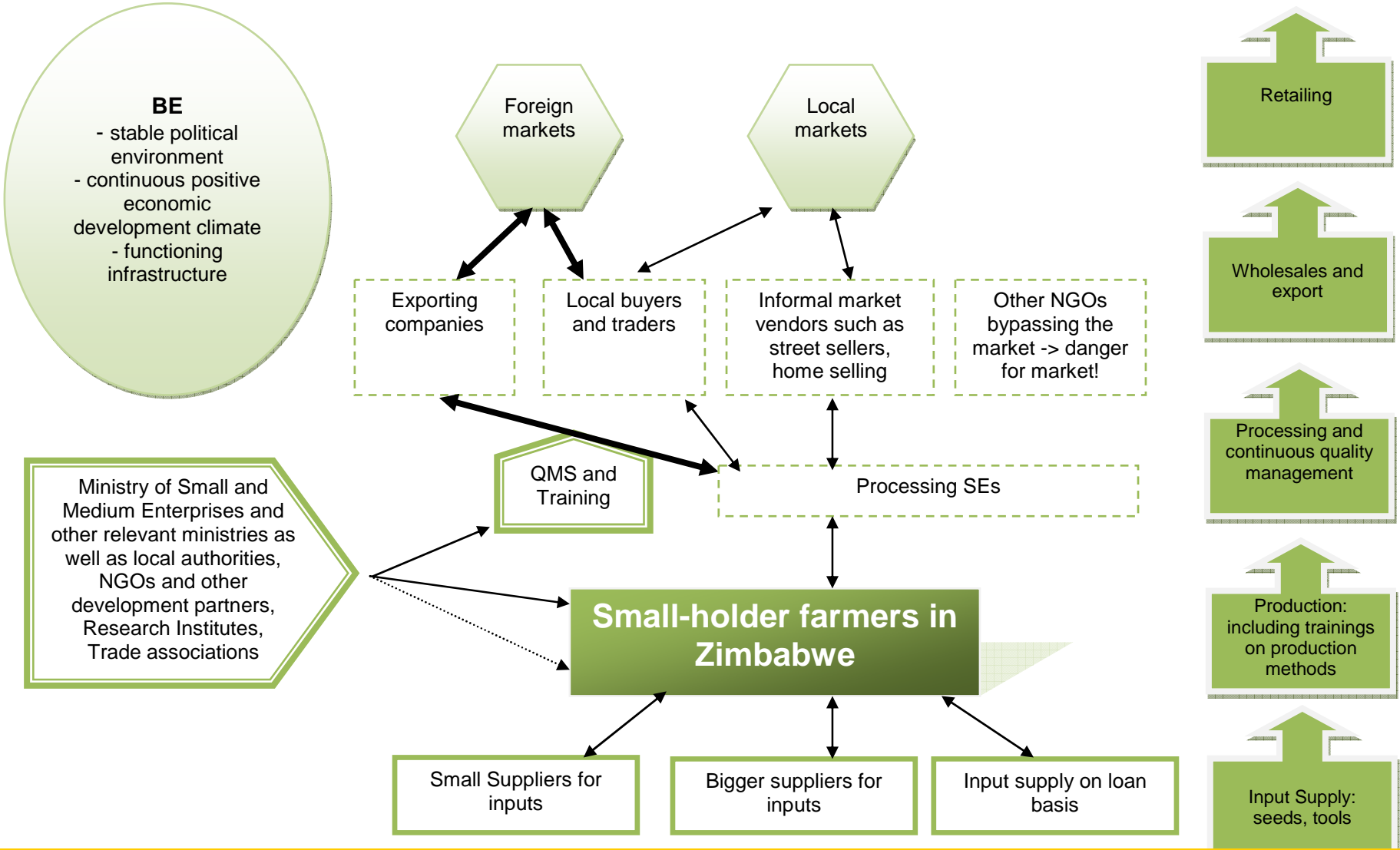
- We have nearly 6,000 different species of plant in Zimbabwe
- Based on our knowledge of these species, and on statistics from other similar eco-regions, we expect 18-20% of these plants to have some commercial potential
- Less than 1% are currently commercially exploited
- This is a huge untapped opportunity which we are now seeking to tap through this project

Main Activities

- Research on identifying the best 10 species with the highest potential for commercialisation
- Develop marketable products from those species
- Create enduring demand locally, regionally and globally
- Develop value chains with 4000 collectors including certifications (organic and Fair Trade)
- Disseminate knowledge to stakeholders



**“Inclusive PPA-Business Model for Developing Underutilised Plants to Improve Food Security in Zimbabwe”
Value Chain Analysis**



Strophanthus Kombe



Devils Claw



Baobab



Marula



Herbal Teas



Our achievements so far

- Involvement of 3,200 wild collectors and farmers in the value chains
- Increase of monthly available household income from 30USD to 113USD
- Reduction of moderate/severe hunger from 21% to 13%
- Women empowerment: 80% of participants are women
- First organic Ecocert and Fair Trade Certification in Zimbabwe

Lessons learnt from production

- Sustainable harvesting by collectors avoids damage to fruit and tree and overharvesting
- Promotion of high value crops cultivation is crucial and profitable to smallholder farmers
- It is extremely difficult to forecast output during the 1st few years of working with new species

- Competitive prices act as an incentive to both high value crop farmers and collectors
- Increase in NUS product competitiveness requires investment in innovative harvesting and production technologies
- Wild collection actively contributes to conservation of target species

- It is important to leave seed in the forest for natural species that regenerate from seed
- Product development is a lengthy and costly process and needs relevant expert input
- The approach of engaging private companies in the program has proved successful
 - appropriate structures have been developed
 - sustainable prices are set in a manner that allows the program to evolve and grow even after the NGO moves out

- It takes time to establish a new industry and a long-term perspective is required
 - appropriate R&D has to be continuously undertaken
 - significant investment in marketing and market development is needed

Lessons learnt from processing

- Hygienic processing and appropriate processing equipment and materials result in high product quality
- Quality and hygiene standards required for export markets often make it difficult for value-addition to be done by farmers and collectors in their villages
- Working in groups has proved beneficial especially to wild collectors

Baobab Processing





Lessons learnt from marketing

- Marketing/promotion of NUS products in international markets requires certification
- It takes time to develop international markets for NUS products, constant market development initiatives are crucial
- Creating markets for NUS involves work along the entire length of value chain – from the forest to the end-user
- Private sector is limited to investing in new natural species development especially where market is still low and ROI insecure

Conclusion

- There is absolute need for legislation on harvesting of NUS and contract farming of agricultural crops
- Absence of policies eg Access to Benefit Sharing (ABS) may create problems for private companies and NGOs where they could be viewed as “looting” natural species from forests

- Organisation of producers of natural resources should be facilitated and encouraged by the relevant government ministry with broad representations providing platforms for:
 - developing and reviewing legislation on harvesting of NUS
 - coordinating research on plant properties, disseminating results, marketing products, traceability and standards enforcement; and
 - communication among smallholder producers, processors, research and government

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THANKS