



SAEOPA
Southern African Essential
Oil Producers' Association

Essential Oil Express



The pulse of essential oils

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VI World Conference of Medicinal and Aromatic plants - Turkey- November 2019

The VI World Conference on Medicinal and Aromatic plants (WOCMAP) was held in Northern Cyprus, Turkey from 12-17 November 2019. A presentation on essential oils in South Africa for the cosmetic industry was delivered by Karen Swanepoel. It was kindly sponsored by UNIDO. WOCMAP series of congresses have been organized since 1992 in every five years at a different continent. It is the official congress of the International Council for Medicinal and Aromatic Plants (ICMAP). ICMAP was established in a meeting on 8 June 1993 at the Secretariat of the International Union of Biological Sciences (IUBS) in Paris by unanimous decision of the nine international organizations (ISHS, ESCOP, FIP, IUPHAR, **UNIDO**, FAO, IUCN, WWF, IPGRI) attending the meeting following the recommendation of the 1st World Congress on Medicinal and Aromatic Plants (WOCMAP-I), as an international non-governmental body in order to promote international understanding and cooperation between national and international organizations on the role of medicinal and aromatic plants in science, medicine and industry, and to improve the exchange of information between them. WOCMAP has been reputed as a congress covering all aspects of medicinal and aromatic plants ranging from ethnobotany, botany, chemistry, pharmacology, biological activity, standardization, adulteration, technology, pharmacy, medicine, cosmetics, food use, flavours and fragrances, regulatory activities to trade and commerce including uses for human and animal welfare. World known experts in the above fields were invited to give plenary and keynote lectures to enlighten the audience on latest developments in their respected fields.

13 Plenary lectures were presented by invited speakers. Two of these were from South Africa (Prof Ben-Erik van Wyk from University of Johannesburg (Botany) and Prof Kobus Eloff from University of Pretoria (Veterinary Science).

84 Oral presentations were delivered including KM Swanepoel and 4 students (two female and two male) from two different universities in South Africa.

106 Poster presentations were delivered by participants from all over the world.

There were 230 full time participants from 44 countries. There were some participants that only came for a session or a day as well. From the first session, during which I have presented, 70 people attended from 37 countries attended. 50% of these attending my presentation were women. The title of the presentation was: "Plants of South Africa used in the Cosmetic Industry". The presentation summarized the top indigenous essential and most-produced vegetable oils in South Africa. The progress made in South African production by mapping, documentation of the production and the intent of standardization were explained. Examples of successes were shown as well as intercropping (e.g. Moringa, medicinal plants and vegetables) as the most appropriate method of cultivation, ensuring food security. The importance of partnership was also included. Emphasis was on positioning the new products among other existing ingredients. The origin of *Pelargonium var Rose* (Rose geranium) was discussed as it is currently a global crop with biggest production in Egypt and China, and the standards set by Australia. The problem of scientific and trade names that lead to confusion was mentioned. The crops surviving the drought, and requirements to buyers were shown in comparative tables. Processing equipment were shown and engineering advances were displayed in the photos of the slides.

A work group was formed for the Frankincense and Myrrh and Karen Swanepoel will be part of the group representing SADC. This was identified as the fastest-growing product on demand and Africa was known to have a lot of species not fully acknowledged for research potential and development. There is a lot of similarity in the challenges of species covered by UNIDO's Global Quality and Standards Programme (GQSP) and the Frankincense and Myrrh, where no existing standards are present. Currently, Sudan, Oman, India and Ethiopia are producing with only a fraction from Namibia.

WOCMAP VI abstracts will be published in the prestigious Elsevier journal Phytomedicine, and peer-reviewed articles will be published in a special issue of the same journal. The importance and status of standardization of selected products will be included in the publication as supported by UNIDO's GQSP programme.

Petra Thiessen-Terblanche, receiving Annual Golden Shield Heritage Award



As a cultural anthropologist, and in her personal living out ubuntu, it has always been her life and work's guiding principle:

“Go to the people; listen to them,
learn from them,
walk with them and sit with them.

And when the work is done, they will say “we have done it ourselves”.

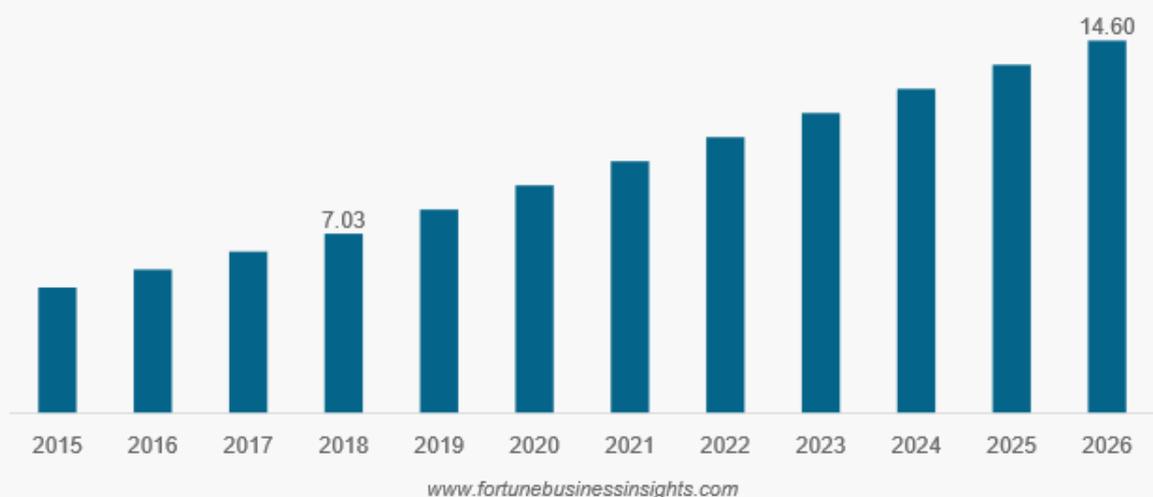
THERE IS RICHNESS IN OUR VAST CULTURAL DIVERSITY. OPEN UP TO IT!

September month, Heritage month, when we normally celebrate the African New Year, *ku dzima xikomu*, in preparation of the new planting season, doing rain rituals and leaving behind the old things which no longer serve us. The Limpopo Department of Arts and Culture has nominated Petra Thiessen-Terblanche as one of the 2019 Heritage Champions for 2019. The Annual Golden Shield Heritage Award is an initiative by the National Heritage Council to create awareness about our country's rich heritage, and to preserve/conservise this diverse heritage which reaches into all spheres of our existence. During the colourful event on the 20th September in Polokwane, Petra was, amongst others, honoured to receive an award from the CEO NHC, Advocate Sonwabile Manóctwya for work done in the heritage and museum sector, documenting the tangible and intangible indigenous knowledge of the people living in northern Limpopo. She has been curator of museums and of formal and informal museum exhibitions at various events during her past forty years in this sector, promoting the rich, colourful, vibrant cultures of the people of Limpopo. She received this award, which acknowledges her work, on behalf of all those thousands of rural traditional people that have crossed her path and have become part of her life's work. This journey of hers has never been one of work for her. Rather, it's her life, passion and mission, to be with the rural, traditional people, to learn from them about Life and Living. She has documented many practices, traditions and events, ritual, ceremonies and celebrations. One example is the annual Marula Festival, which originated at the museum where she was curator. Based on research on traditions regarding the marula fruit and beer, she created awareness of the African custom and popularized the event through participation by chiefs, traditional healers and communities. The Marula Festival is now on the SADET calendar of events. Through the documentation and an extensive photo-archive, she contributed to the preservation of the indigenous cultural ways of life, for which she is now acknowledged and honoured through the Golden Shield Heritage Award. During September (remember we are dealing with African traditional agriculture and agricultural practices, customs and traditions), *ku dzima xikomu* refers to that very important event in the African calendar, which is also called the African New Year, where traditional indigenous people prepare the field for the next agricultural cycle; where rain calling rituals take place and where the seeds, inherited from grandmothers, are reinvigorated to enhance fertility. *Ku dzima xikomu* translates “to pierce the soil” and is a ceremony in which the group of women take their hoes and indigenous seeds, which have been treated according to tradition, and go out into their fields, where the first soil is ceremoniously dug up and the ancestral seeds scattered on the land, accompanied by singing in honour of the ancestors. It has also been dubbed as the XIRIMELO event – which refers to “the first sighting of the Seven Sisters-constellation” or the Pleiades, which announces the beginning of the new agricultural season. Ceremonies and rituals are very important in the psyches of human beings and in our lives, but being so westernized and modern, we have forgotten that life is much more than the material world of consumerism. Our life also has a spiritual dimension. The African people, the deep rural women, still honour the spiritual world through acknowledging the ancestors, and thereby approaching the Creator of All for wellness, health and prosperity, not only of humans, but especially also of nature, the natural environment and the universe as a whole.

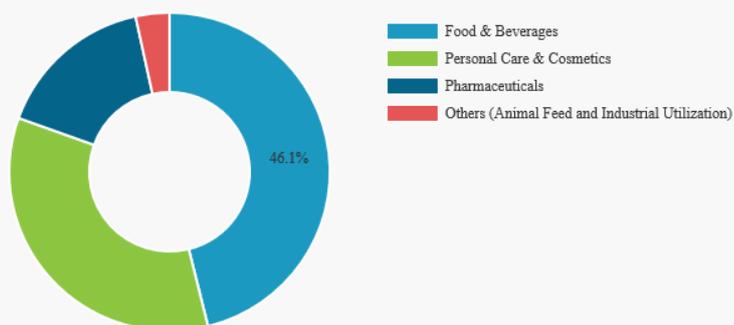


Global Essential Oils Market Forecast - Futurebusinessinsights

Global Essential Oils Market Size, 2015-2026 (USD Billion)



Global Essential Oils Market Share, By Application, 2018



Food and beverages remain preferred for the application of essential oils. It is added to food products to enhance sensory characteristics and increase shelf-life and storage stability. Flavours and fragrances utilised applications are significant. The spectrum of essential oils is expected to expand on anti-toxicogenic,

These oils have a crucial role to play in the area of natural preservation of foods amidst the growing concern for synthetic food additives and their long-term detrimental effects. Various clinical studies involving essential oils in the concentration range of 0.5–20 microliters per gram have exhibited antibacterial actions in the foods such as fresh meat, meat products, fish, milk, dairy products, vegetables, fruit and cooked rice. There has been significant synergy established utilizing mild preservation methods along with the essential oils. The greater push for R&D in essential oils incorporation as a food additive is expected to provide further impetus to the market.

The strong growth incentive to the tourism and hospitality sector has brought superior benefits of aromatherapy within reach of common consumers. This trend, along with increased utilization of natural active components in pharmaceutical and cosmetic formulations, have further boosted essential oils market share.

The dwindling supplies of aromatic plants poses a greater risk to the growth of the market. The strong and ever-rising demands against constrained supply are bound to create high price scenario discouraging its utilization across different application sectors.

MARKET SEGMENTATION

"Citrus-based Essential Oils Dominate in Global Marketplace owing to their Availability, Strong Demand Dynamics, and Superior Functional and Organoleptic Characteristics"

Orange and lavender based oils are leading in essential oils market owing to their active principles that are utilized for topical and oral applications. Food and beverages sector is the leading application of such oils that act as natural antimicrobials. These oils have exhibited effective inhibitory actions against spoilage causing microbes. The processed foods having savory organoleptic profiles such as meat, fish, cheese-based foods along with soups and sauces can thus be suitable food matrices for the incorporation of citrus-based essential oils.

Value proposition for members

SAEOPA has been formed by the farming community to assist existing and potential farmers in this sector. The Association represents growers, processors and distributors as well as ancillary product and service providers.

Objectives

SAEOPA, a non-profit organisation, was established in 2000 to:

- Promote essential oils and natural plant products' production, processing and export
- Represent and promote the interests of members and the industry
- Collect, collate and disseminate salient information
- Be the unified and independent mouthpiece of the industry
- Facilitate the coordination of the industry's activities
- Promote research to expand the national and regional industry
- Facilitate the sustainability and increase the competitiveness of members, the national and the regional industry
- Empower members via training, workshops, conferences, trade missions, etc.
- Perform such functions as may be desirable for the attainment of these objectives.

Membership categories

- Ordinary members (small, medium and large)
- Associate members (corporates and individuals)
- International members
- Researcher members (individuals)
- Sponsor members
- Student members
- Honorary life members

All members enjoy the following services free of charge:

- Advocacy on behalf of the industry and its members
- Liaison with local and international role players in the industry, including government departments, parastatal organisations, international organisations, and tertiary and research and institutions
- Access to members' section on the SAEOPA website (currently under construction, kindly sponsored by GQSP-SA)
- Initiatives in support of increasing the volume of locally-produced essential and vegetable oils/seed oils
- Market intelligence and trade leads
- Newsletter
- Annual conference
- Networking opportunities
- Membership certificate and use of the SAEOPA logo
- General advice and guidance
- Calendar of events, including trade shows
- Initiatives to improve the quality of domestic oils (notably in co-operation with the GQSP-SA project)
- The establishment of product standards
- Industry reports on trends, developments and statistics
- Preferential treatment of sponsorship and advertising opportunities
- Participation in study groups.

Expert pay-for services available:

- Consultation and individual, item-specific enquiries
- Business plans
- Feasibility studies
- Research and reports (focused, item-specific, customised)
- Support services for specific projects
- Trade promotion (sourcing, selling and export assistance)
- Training (theoretical and practical)
- Workshops.

SNIPPETS

Five SAEOPA members attended the pilot course on Quality for Food, Cosmetics and Ingredient Oils Industries, sponsored by the UNIDO-SECO Global Quality and Standards Programme in South Africa (GQSP-SA), in partnership with the dti, and presented by the South Africa Quality Institute (SAQI).

SAEOPA presented a paper at COSCHEM Cosmetics Africa on 4-5 September 2019

SAEOPA had a successful meeting with SABS for standards of indigenous oils

SAEOPA presented a paper at the International Moringa Symposium on 4-5 November 2019 on intercropping with essential oils



SEASON'S GREETINGS

We would like to extend our sincere best wishes to all our members, their families and companies for a blessed and joyful Christmas season and for a prosperous New Year.

NEW, INTERACTIVE WEBSITE FOR SAEOPA

We are very pleased indeed to report that our current Wix website will be replaced by a first-class, interactive website by February 2020. This comprehensive website will comprise a Members' Portal, and will effectively promote the Association and our members. SAEOPA is deeply indebted to the UNIDO-SECO Global Quality and Standards Programme in South Africa (GQSP-SA) for very kindly sponsoring this project.

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