



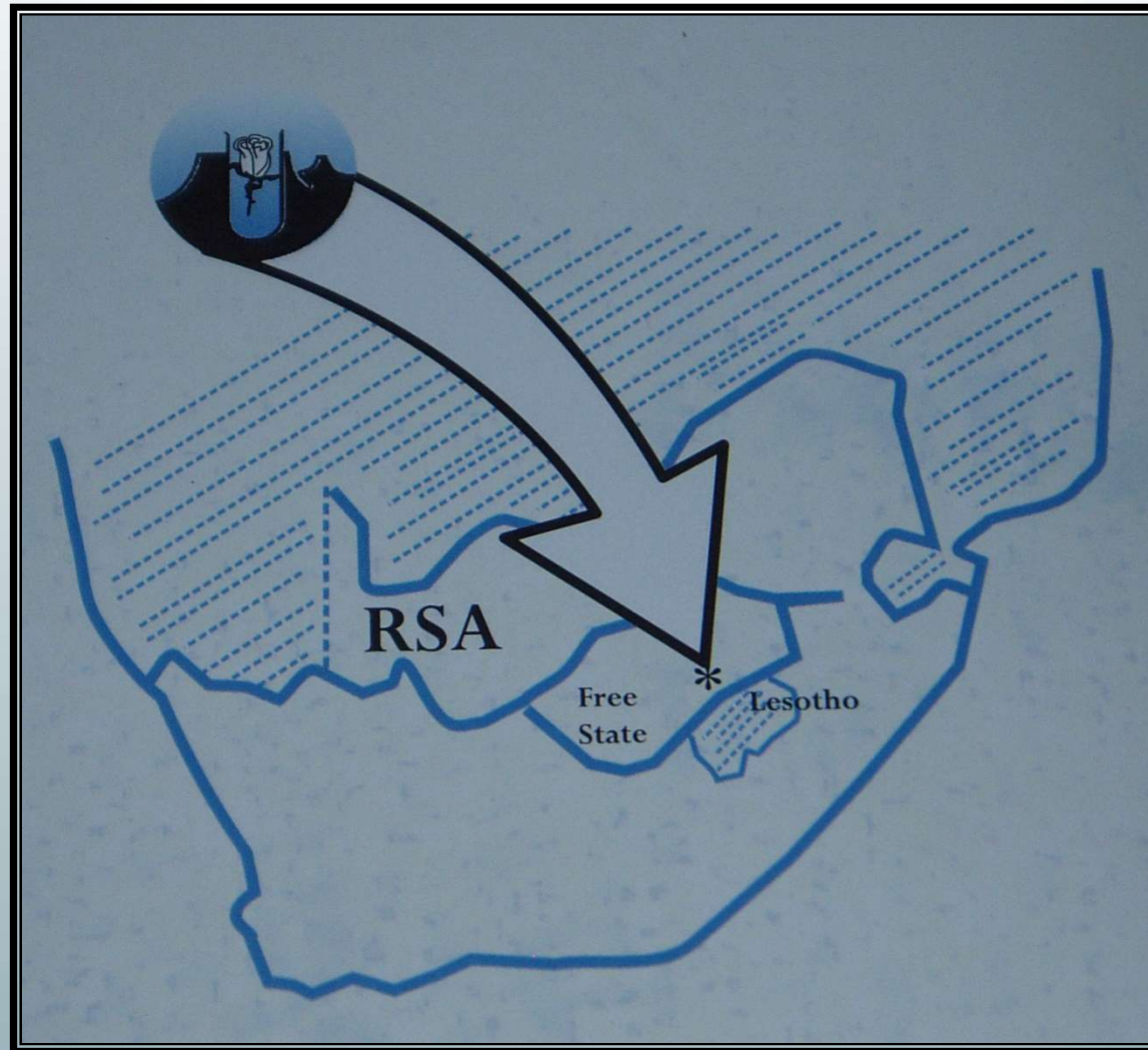
www.highlandessentialoils.co.za

LESSONS LEARNT FROM EXPORTING

Lecture Scope

- Background
- Introduced to Essential Oils
- Problems of new producers
- Lessons learnt
- Breakthrough for HEO
SA
Individual Companies
- Most common problems

Background



The Stimuli to Diversification Out of Traditional Commercial Farm Crops in RSA

Competition from overseas competitors with global trade liberalization.

Water availability problems and cost for traditional crops.

Weakness of the Rand.

Wish to earn hard currency from export.

Introduced to Essential Oils



Problems Confronting an Aspiring Essential Oil Producer in RSA ca. 1990

- No widespread local knowledge of essential oil technology or markets.
- Published information difficult to obtain locally. No google then
- Established RSA producers secretive.
- Few specialist local consultants.
- WHO ARE THE BUYERS?

Enter the Enthusiast

- DIY, learn-as-you-go approach.
- First crop selections based on optimism and limited sound information.

Soon found:

- ➡ Challenges in cultivation with some crops.
- ➡ Difficulty in obtaining good cultivars
- ➡ Access to export markets is not easy for the new producer.

Mark Lilford



Consultant



Mentor



Farther in Essential oils

Some of our fields



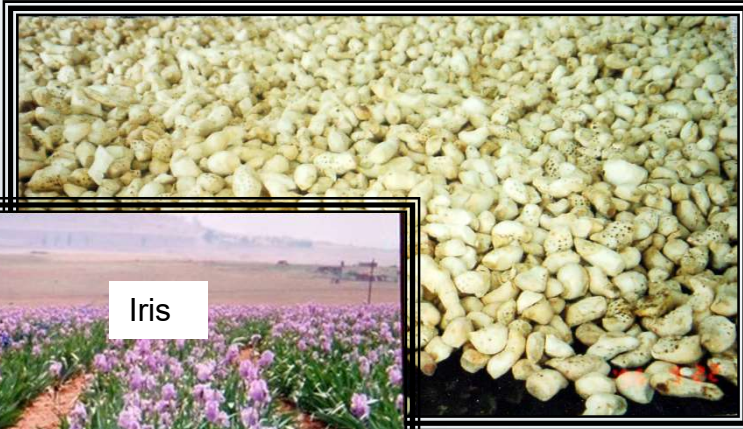
Camomile



Clary Sage



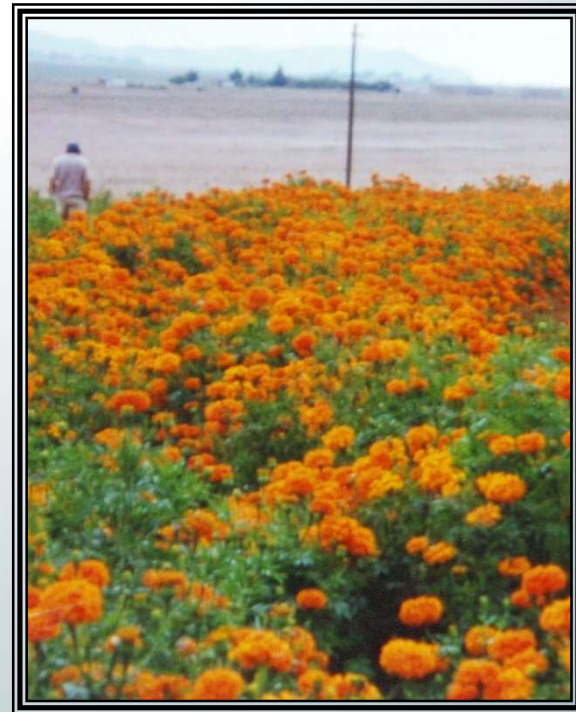
Some of our fields



Iris



Lovage



Marigold Concrete

- **TAGETE** -Our first production was from weeds on our and neighbours farms but the next year we started to plant and gradually planted up to 500 ha per year



Valuable Lesson learnt from Mark Lilford for Exporting

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QUALITY

Plant material –	Variety
	Contamination with weeds
	Harvesting time
Distillation	Temperature
	Pressure
	Length of time of distilling
Drying of oil	
Filtering packaging and storage	

QUALITY

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Quantity

Disruption by newcomers

Disruption by bad quality oils

PRICE

**Influenced by international
volumes**

Keep it as consistent as possible

Quote in Euro / US \$

The Breakthrough for HIGHLAND ESSENTIAL OILS with exporting



Dr CLINTON GREENE
Head of “Essential Oils,
Spices, Gums and Resin
Section” of Tropical
Products Institute UK

The Breakthrough for SOUTH AFRICA producers 2006



THE INTERNATIONAL FEDERATION OF
ESSENTIAL OILS AND AROMA TRADES

Forth comes SIPPPO and CBI

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- **EXPORT MARKETING PLAN**
- **COMPANY OVERVIEW**
- **PRODUCT DATA SHEETS**
- **COA's**
- **TECHNICAL DATA SHEETS**
- **SAFETY DATA SHEETS**
- **EXPO MARKETING MATERIAL**
- **COMPANY SOCIAL RESPONSIBILITY**
- **ABS COMPLIANT**

Most common Problems

- **Analysis**
- **Comparing prices with International Companies**
- **Sending samples**
- **Sending Essential Oils**

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