



Strengthening the quality of essential and vegetable oils exports from South Africa



Highlights from the Global Quality and Standards Programme South Africa Project 2018–2023



GLOBAL QUALITY AND STANDARDS PROGRAMME (GQSP)

CHALLENGE

Global trade is increasingly embedded within value chains and governed by multilateral trade rules, such as the World Trade Organization's (WTO) agreements on Technical Barriers to Trade (TBT) and the Sanitary and Phytosanitary (SPS) measures.

Furthermore, quality and compliance of products and services with market requirements and standards on consumer health and safety, environmental impact, labour conditions and/or sustainability, have become key elements of competitiveness in global business relations.

Therefore, a demand-driven culture for quality, together with a quality infrastructure system and its conformity assessment services, is required to support economic operators, in particular, small and medium enterprises (SMEs), to:

- Achieve and prove compliance with market requirements.
- Connect to global value chains.
- Compete on international markets.



GLOBAL BUT LOCALLY FOCUSED

GQSP is a global programme addressing the development of global solutions for common quality- and standards-related challenges through knowledge dissemination, while allowing flexibility for country-level interventions to address quality and standards compliance capacity challenges in specific value chains.

This will facilitate market access for SMEs working in the selected value chains by:

- Strengthening quality infrastructure institutions and service providers.
- Enhancing the compliance capacity of the private sector, particularly SMEs.
- Creating a culture of quality among all stakeholders.

GQSP has two distinct components, the interaction between which facilitates synergies, enhances coherence, and leads to increased effectiveness and efficiency:

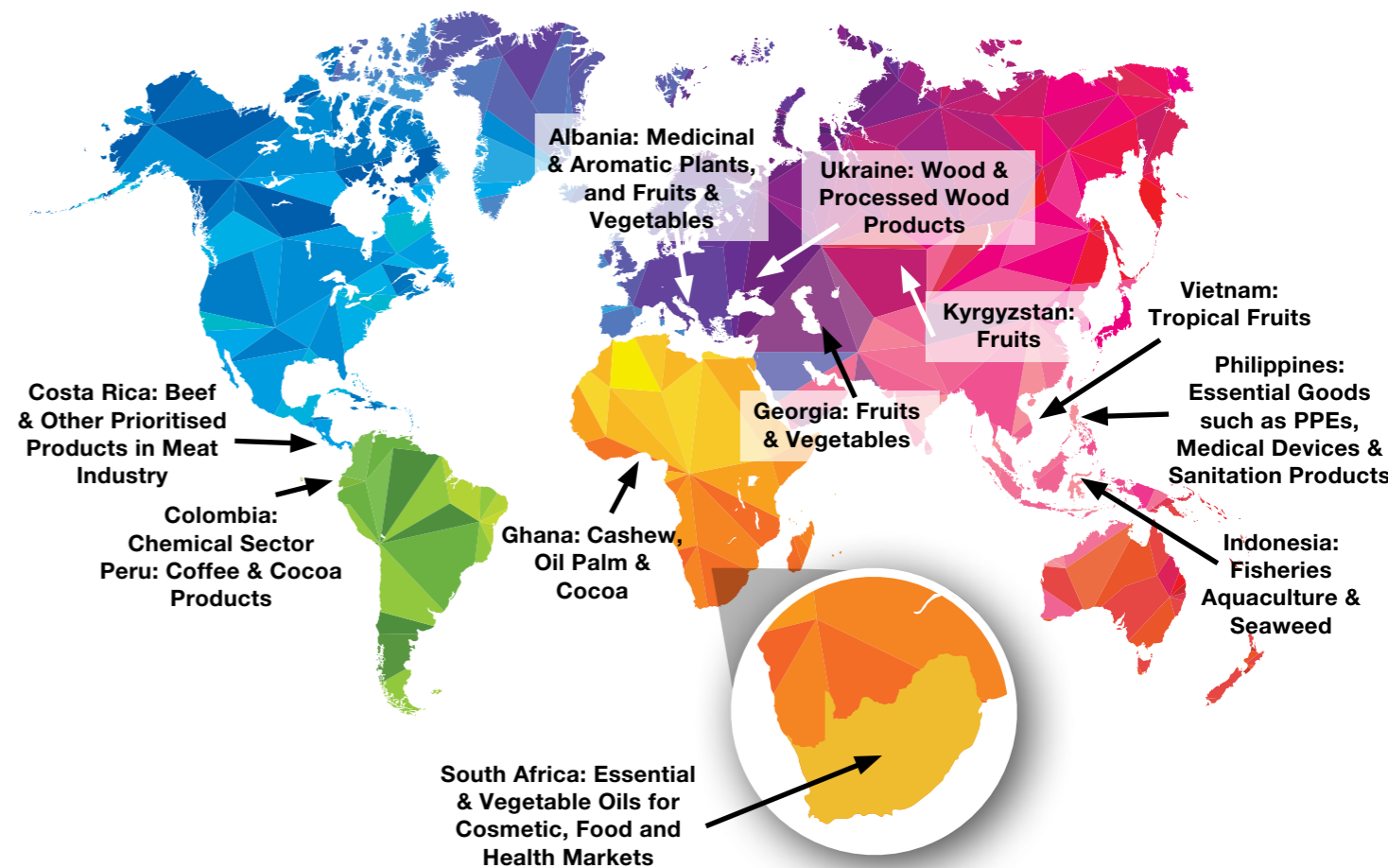


GLOBAL KNOWLEDGE MANAGEMENT

- ▶ Generate knowledge from research and past endeavours to tackle quality- and standards-related challenges worldwide.
- ▶ Globally disseminate knowledge through Trade, Investment and Innovation Knowledge Hub - interactive online platform providing news, information and training.

COUNTRY PROJECTS

- ▶ Targeted technical support to value chains to address challenges and facilitate market access for specific products in a holistic, yet tailor-made manner.
- ▶ Systemic approach to quality infrastructure development along specific value chains, comprising governance, enterprises and consumers.



Current GQSP country projects - South Africa the pioneer GQSP project

GQSP is funded by the Swiss Confederation, through the Swiss State Secretariat for Economic Affairs (SECO), and implemented by the United Nations Industrial Development Organization (UNIDO), in close collaboration with the Department of Trade, Industry and Competition (**the dtic**).

WHY GQSP SOUTH AFRICA (GQSP-SA) PROJECT?

South Africa is abundant in essential and vegetable plant material to produce oils destined for the cosmetic, food and health markets, but the challenge to consistently produce good quality oils is critical to international market access.



OPPORTUNITY

Capacity to prove compliance and provide consistent quality and quantity of oil can result in more trading opportunities and lead to integration into the global market.



CHALLENGE

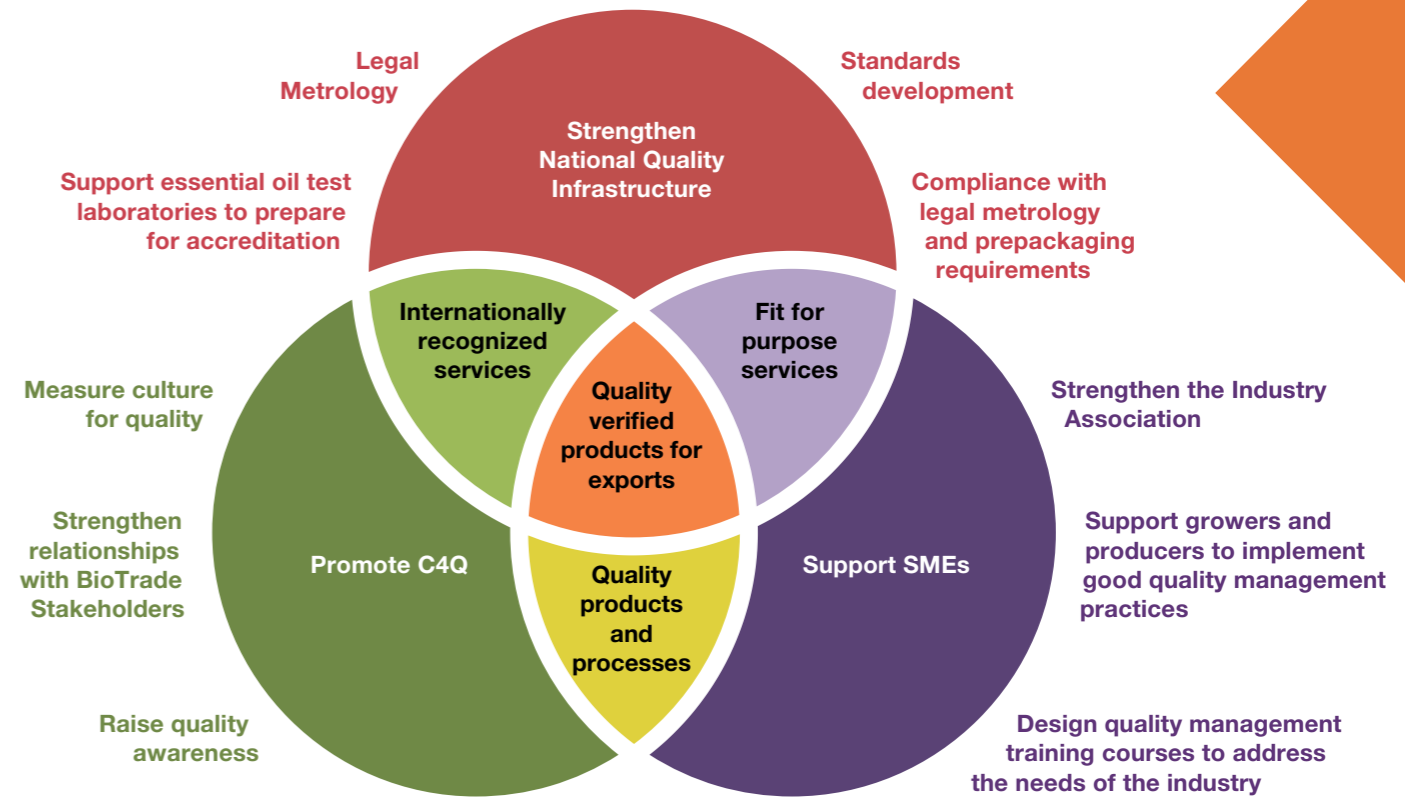
Quality requirements and securing consistent supply pose obstacles to producers of indigenous essential and vegetable oils to entering and participating in global value chains.

OUR OBJECTIVE

The project aims to strengthen the quality of essential and vegetable oils exports from South Africa

This is done by providing targeted interventions to:

- Strengthen the technical competence and sustainability of the National Quality Infrastructure (NQI) institutions and service providers to offer product quality conformity assessment services that are fit-for-purpose at affordable prices.
- Support SMEs to comply with international market requirements (standards and technical regulations) in order to access markets (local, regional and international).
- Promote a culture for quality by supporting SMEs and institutions to embed the need for quality at individual, institutional and policy levels to build the reputation of the products produced.



PROGRAMME PARTNERS

- Department of Trade, Industry and Competition (**the dtic**) and its entities: National Metrology Institute of South Africa (NMISA); National Regulator of Compulsory Specifications (NRCS); South African Bureau of Standards (SABS); and South African National Accreditation Service (SANAS)
- Department of Forestry, Fisheries and the Environment (DFFE)
- Department of Agriculture, Land Reform and Rural Development (DALRRD) and its agencies
- BioTrade Stakeholders Forum
- Support private sector associations: National Laboratory Association – South Africa (NLA-SA); Southern African Association of Certification Bodies (SAACB); Southern African Society for Quality (SASQ); and South African Quality Institute (SAQI)
- Training providers
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) - Access and Benefit Sharing for South(ern) Africa (ABioSA)
- Swiss Import Promotion Programme (SIPPO)

BENEFICIARIES

- Conformity assessment bodies – essential oil testing laboratories in South Africa
- SMEs
- Growers
- Producers (distillers and cold pressing)
- Industry association (Southern African Essential Oil Producers' Association - SAEOPA)

INDUSTRY FACTS

21,000 Plant species in South Africa

3rd Most biologically diverse country in the world

GQSP-SA HIGHLIGHTS

1st South African indigenous essential oil national standard: SANS 4731:2021 (Rose geranium oil), based on the international standard: ISO 4731:2012 (confirmed in 2018), published

1st Home-grown South African indigenous vegetable oil national standard: SANS 2239:2022 (Baobab seed oil) published

12 SMEs assisted with compliance with legal metrology marking requirements and trained on legal metrology prepackaging requirements

3 Laboratories identified and supported to prepare for accreditation to provide a complete Certificate of Analysis (CoA) defining the physical and chemical properties of essential oils

> 350% Increase in SAEOPA membership

10 Production guides and **5** posters for indigenous essential oil and vegetable oil producers developed

354 Delegates attended the **2** South African Essential and Vegetable Oils conferences facilitated by SAEOPA (2019 and 2022)

23 Publications and **5** videos produced to support the essential and vegetable oils industry

22 Conferences, events and exhibitions organised

7 SMEs completed the 5-level training curriculum

10 Candidates completed the Train-the-Trainer training curriculum to expand the reach and support the industry

Culture for Quality (C4Q)

tool incorporating 7 quality principles, piloted in South Africa, and a **2nd** assessment performed using an improved on-line C4Q electronic tool

MSQF established to mobilise the synergies between **the dtic** entities (NMISA, NRCS, SABS and SANAS) and the support private sector associations (NLA-SA, SAACB, SASQ and SAQI)

MSQF website

developed, enabling SMEs to access information on the service offerings of **the dtic's** entities and the private sector associations

BioTrade Stakeholders' Forum

established and jointly chaired by the ABioSA and the GQSP-SA projects – **18** knowledge-sharing meetings held

5-Level training curriculum on embedding quality in an enterprise developed and implemented

>40 Meso-level organisations in the biotrade sector mapped in collaboration with the ABioSA project

WHY ESSENTIAL AND VEGETABLE OILS?

Indigenous essential and vegetable oil value chains have high growth potential and can contribute to South Africa realising value-added growth in the cosmetic, food and health sectors, while also supporting employment creation and shared prosperity.

Essential oil:
a class of volatile odours/
fragrant oils originating in
certain plants

With over 21,000 plant species, South Africa is the third-most biologically diverse country in the world, and thus has the potential to become a major supplier of essential and vegetable oils globally.

Vegetable oil:
an oil extracted from
fruits, nuts or seeds



ADVANTAGES

- ▶ **Seasonable supply:** South Africa's production season is different to that of northern hemisphere competitors.
- ▶ **Export potential:** in demand from major economies such as Germany, Japan, Kenya, Netherlands, Spain, Switzerland, Tanzania, United Kingdom and United States.



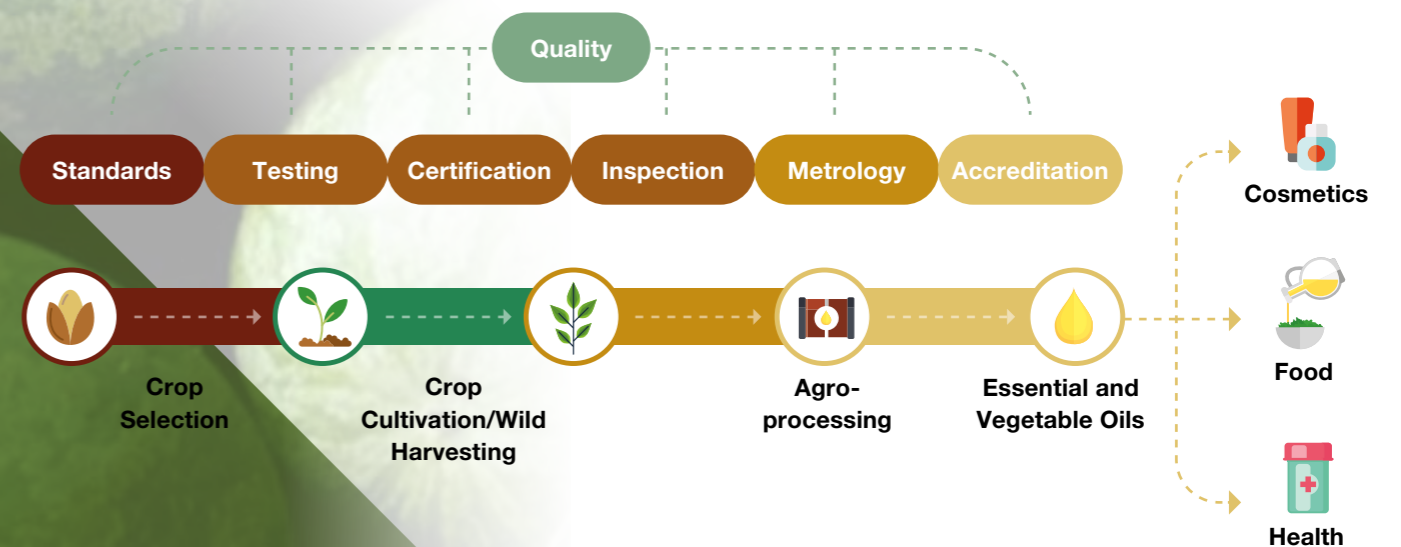
CHALLENGES

- ▶ Industry needs to ensure sustainability of supplied quantity and consistent quality.
- ▶ Industry struggles to scale up from pilot to commercial level and to meet international legislative and buyer requirements.

ESSENTIAL AND VEGETABLE OILS VALUE CHAIN

The value chain covers all operations, from cultivation, harvesting and agroprocessing to the point where the product reaches the end users in the desired quality and at an affordable price.

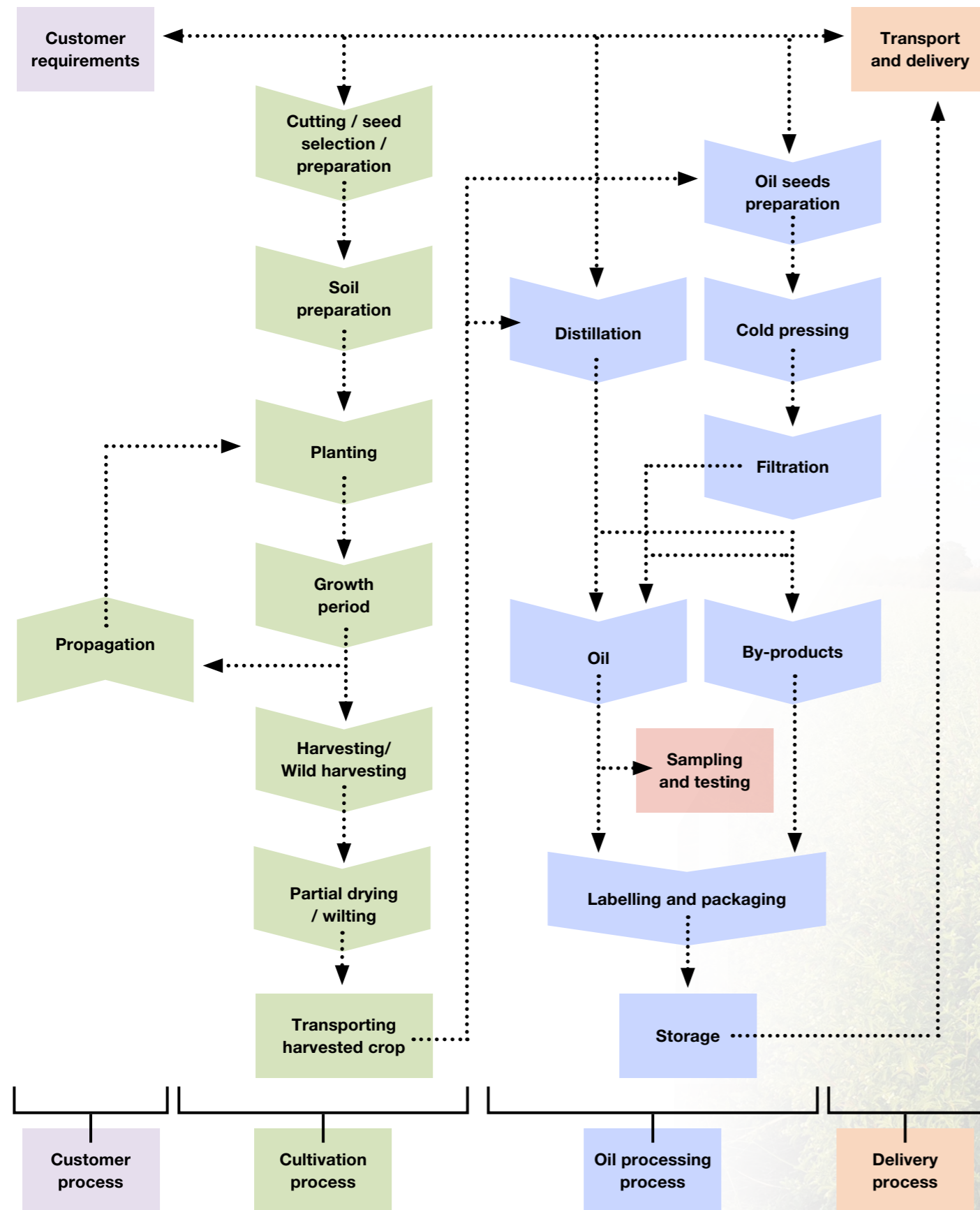
Different quality requirements and standards are present all along the value chain, as shown below.



ESSENTIAL AND VEGETABLE OILS VALUE CHAIN PROCESS FLOW

The steps involved in each of the major stages along the essential and vegetable oils value chain (above) are shown in the detailed process flow (below), as agreed upon with the industry for the production of the oils.

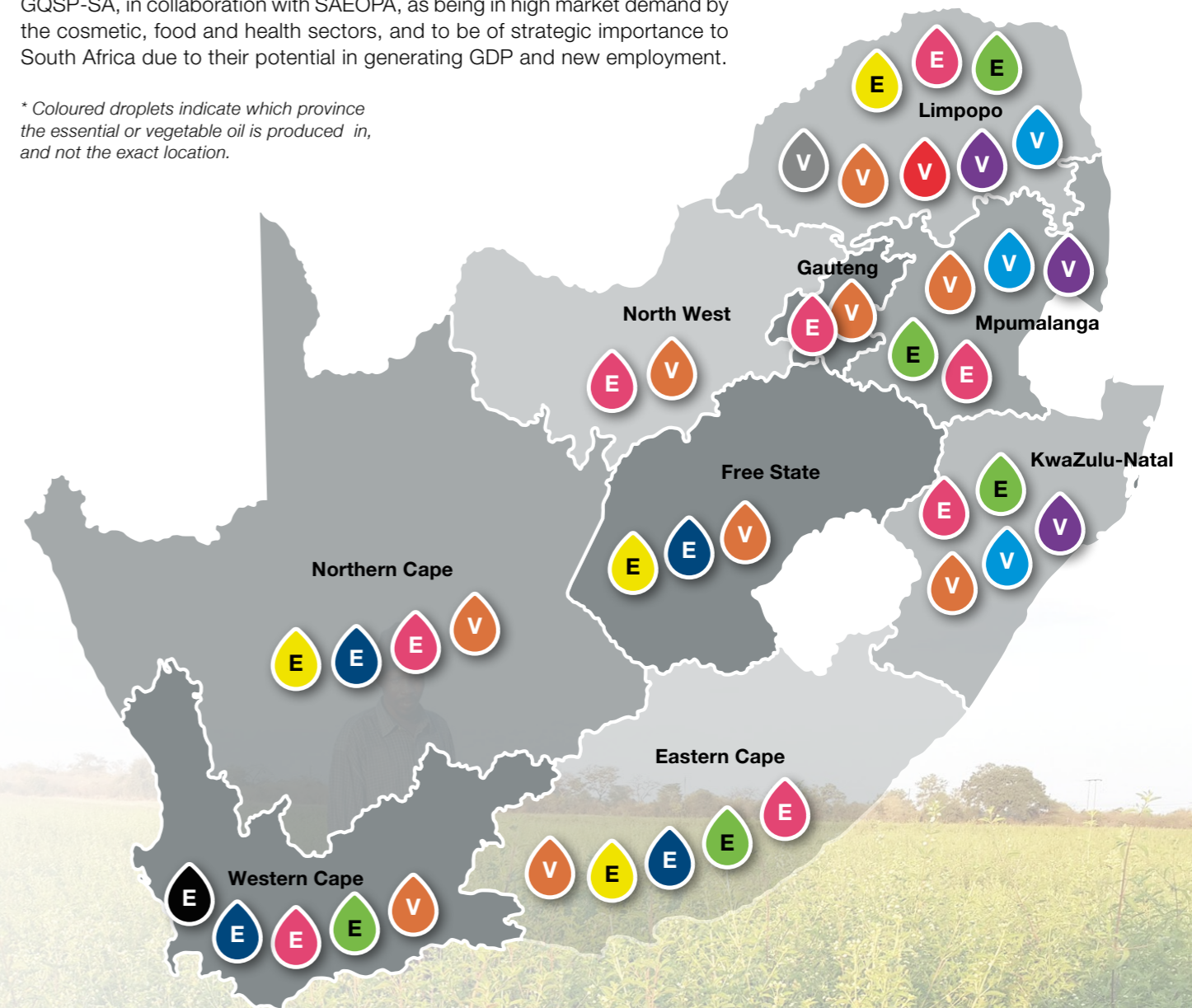
Process flow for the production of essential and vegetable oils



HIGH-DEMAND ESSENTIAL AND VEGETABLE OILS

Five indigenous essential and five indigenous vegetable oils were identified by GQSP-SA, in collaboration with SAEOPA, as being in high market demand by the cosmetic, food and health sectors, and to be of strategic importance to South Africa due to their potential in generating GDP and new employment.

* Coloured droplets indicate which province the essential or vegetable oil is produced in, and not the exact location.

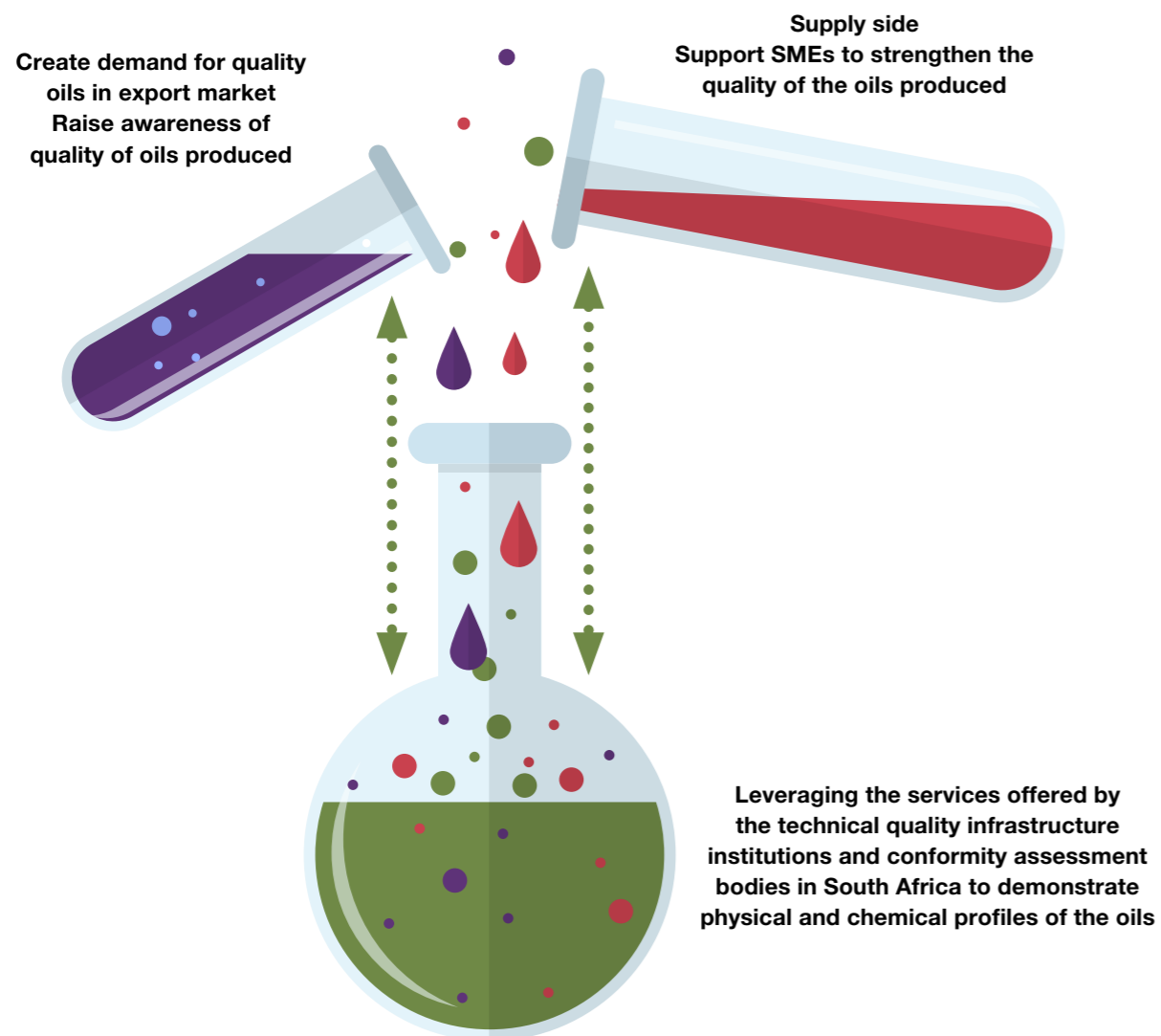


ESSENTIAL OIL	KEY	BOTANICAL NAME
Buchu		<i>Agathosma betulina</i> and <i>A. crenulata</i>
Cape chamomile		<i>Eriosephalus</i> species, <i>E. punctulatus</i> , <i>E. africanus</i> , <i>E. comosum</i> and <i>E. racemosus</i>
Helichrysum		<i>H. splendidum</i> , <i>H. odoratissimum</i> , etc.
Lippia		<i>Lippia javanica</i> , <i>L. rehmani</i> and <i>L. scaberrima</i>
Rose geranium		Cultivated from two or three of the following: <i>Pelargonium radens</i> , <i>P. capitatum</i> and <i>P. graveolens</i> , resulting in the hybrid <i>P. var. rosé</i>

VEGETABLE OIL	KEY	BOTANICAL NAME
Baobab		<i>Adansonia digitata</i>
Kalahari melon		<i>Citrullus lanatus</i>
Manketti/Mongongo		<i>Schinziophyton rautanenii</i>
Marula		<i>Sclerocarya birrea</i>
Sour plum		<i>Ximenia americana</i> , <i>X. var. caffra</i> and <i>X. var. natalensis</i>

ROLE OF QUALITY INFRASTRUCTURE IN FACILITATING TRADE

A systemic approach to a sustainable quality infrastructure development is demand-driven and based on market needs.



Supply side
Support SMEs to strengthen the quality of the oils produced

Create demand for quality oils in export market
Raise awareness of quality of oils produced

Leveraging the services offered by the technical quality infrastructure institutions and conformity assessment bodies in South Africa to demonstrate physical and chemical profiles of the oils

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Legal Metrology in the Essential and Vegetable Oils Value Chains

Metrology is defined as the “science of measurements”.



Legal Metrology is responsible for the implementation of a regulatory and compliance system and for the administration and maintenance of legal metrology technical regulations to promote fair trade and to protect public health, safety and the environment.

Legal Metrology as a unit within the National Regulator for Compulsory Specifications (NRCS) is responsible for regulating legal metrology activities in South Africa under the auspices of the Legal Metrology Act (Act 9 of 2014) and Legal Metrology Regulations, 2017.

The GQSP-SA project, in collaboration with SAEOPA and the NRCS, provided support to the industry through:

- Assessing the level of compliance of essential and vegetable oil producers in regard to prepackaging and legal metrology, and adherence to prepackaging requirements as per the relevant International Organization of Legal Metrology (OIML) recommendation.
- A webinar to raise awareness of the requirements for the industry.
- An information brochure for the industry on marking and accuracy requirements for prepackaging within legal metrology control.
- A workshop to evaluate the labels used by producers for compliance and to demonstrate the prepackaging compliance procedure of the Legal Metrology unit.

IMPACT

- ▶ Accelerating industry learning and compliance around marking and accuracy requirements for prepackaging in order to gain access to the export market.



Qobo Qobo:

Thanks for the invitation to the NRCS measuring regulations. The training added a lot of value to our business.





Development of National Standards

In global trade, compliance with standards and other specific requirements is becoming the norm for international acceptance of goods and services, and building high trust levels with buyers. Independent verification is globally accepted as being performed by internationally recognised and accredited conformity assessment bodies. Therefore, consistently meeting the buyer/user's quality demands is crucial for market access and buyer/user's loyalty.

The GQSP-SA project, in collaboration with SAEOPA, is supporting the development of South African national standards. Highlights to date:

- The first indigenous essential oil standard, SANS 4731:2021 *Pelargonium x ssp.* (Rose geranium), which is based on the international standard ISO 4731:2012 (confirmed in 2018), was published as a national standard in 2021.
- The first home-grown (no international standard available as a basis) indigenous vegetable oil standard, SANS 2239:2022 *Adansonia digitata L.* (baobab seed oil) was published as a national standard in April 2022.



IMPACT

- ▶ In addition to positioning these South African oils in the international arena, the local industry (SMEs) will benefit from knowing the composition of the oils and their differentiation from oils derived from other countries.

Preparation of Essential Oil Testing Laboratories for Accreditation



Within the QI value chain, accreditation provides the required confidence that compliance with the customer's requirements has been competently verified and the results can be trusted. Furthermore, accredited conformity assessment bodies' results attest that the health, safety and functionality concerns meet required standards, and whether such claims made by producers and manufacturers will be accepted within an importing country.

Three test laboratories were identified for technical assistance to prepare for accreditation.

The support provided by the GQSP-SA project to the laboratories in preparation of accreditation against the requirements of ISO/IEC 17025 (which details the general requirements for the competence of testing and calibration laboratories), included:

- Gap analysis and technical assistance to prepare a quality management manual.
- Purchase of equipment.
- Training on ISO/IEC 17025 requirements.
- Method validation and uncertainty of measurement as required by ISO/IEC 17025.



Support Provided to SMEs for Testing

The cost of compliance for SMEs to gain market access is an ongoing challenge. This includes the cost of testing the oils in order to obtain a CoA to demonstrate the physical and chemical properties of the oil produced by the SME. A pilot financial support scheme was therefore established to provide SME essential oil and vegetable oil producers with phased financial support, allowing further compliance to be obtained once a revenue stream is established.



IMPACT

- ▶ Comprehensive accredited testing service available in South Africa for the physical and chemical properties of the essential oils industry.
- ▶ A CoA obtained from a test laboratory accredited for the test methods required to demonstrate the physical and chemical profile of the essential oil means that the CoA will be accepted internationally, by the importing country. This will save costs as the need for the buyer to have the batch retested no longer applies.



Strengthening SAEOPA

SAEOPA was established in 2000 by the farming community as a non-profit organisation to promote the production, processing and export of essential and vegetable oils. From these humble beginnings with an informal and non-paying membership, SAEOPA, with the support of the GQSP-SA project, has developed into a robust and vibrant association, representing and promoting the interests of its members and the industry, and acting as a unified and independent mouthpiece for the sector.

GQSP-SA's support to SAEOPA has been wide ranging – from assisting SAEOPA to put governance structures in place and development of a website (www.saeopa.co.za), to raising its visibility through the hosting of conferences and webinars and the production of guidance documents for the industry. In addition, work done with SMEs, through SAEOPA, such as training programmes, has given the Association credibility in the marketplace. A Code of Conduct was developed for members of SAEOPA to further support the reputation of the industry.

The first South African Conference on Essential and Vegetable Oils, *Industry milestones, sharing successes and demystifying market requirements*, was, in itself, a milestone, representing the first time that academics, industry and government stakeholders came together and joined forces to mobilise the potential of the sector.

The conference was followed by a trio of webinars, introducing members to the South African technical quality infrastructure institutions, and the 2nd South African Conference on Essential and Vegetable Oils: *New horizons and innovations for the essential and vegetable seed oil industry*.

Collaboration with SIPPO included:

- Hosting of market trends and access webinars for the industry.
- Inclusion of SAEOPA in SIPPO's capacity-building activities aimed at enabling SAEOPA to deliver valuable export-oriented services to the members and the industry.
- Participation by members of SAEOPA in international trade fairs facilitated by SIPPO, in collaboration with **the dtic's** export promotion desk.

A series of information brochures on South Africa's indigenous essential and vegetable oils was also published by SAEOPA with the support of the GQSP-SA project, covering topics such as:

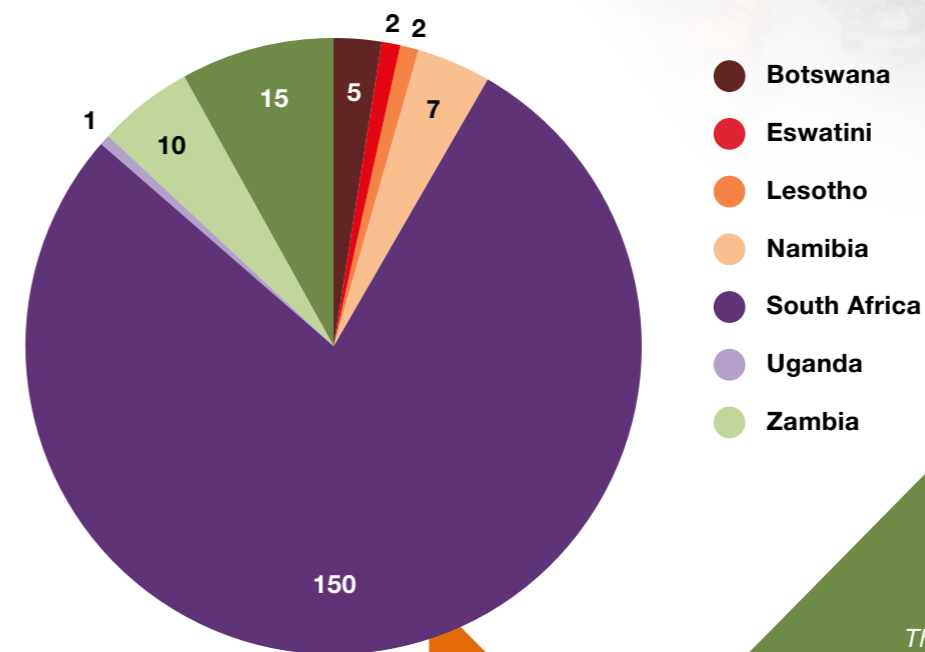
- Indigenous South African essential and vegetable oils – characteristics and geographic location of species in high demand.
- Quality infrastructure supporting essential and vegetable oils' market access.
- Marking and accuracy requirements for prepackaging under legal metrology control.
- Testing of the quality of essential and vegetable oils.
- CLP Guidelines: Guide to the European Union Regulation on Classification, Labelling and Packaging.



These publications are available on the UNIDO Knowledge Hub (<https://hub.unido.org>) and the SAEOPA (www.saeopa.co.za) and **the dtic** (www.thedtic.gov.za) websites.

In addition, production guides, which are available for purchase from SAEOPA, were developed for each of the project-focus essential and vegetable oils.

Regional SAEOPA membership as of March 2023



Executive Director, SAEOPA:

The support of the GQSP-SA focused on quality at all levels. This enabled the members of the association to be empowered when it comes to quality assessment, management, and measurement of the products we produce. This gave the producer confidence in the product and enables it to position itself in a fast-developing industry. Due to the well-planned activities initiated during several webinars, workshops, and training, the industry also experienced a cohesion of all important role players including government, academia, and broader communities. This was much needed in an industry of diversion and contributed to its recent growth in memberships and increased quality products.



IMPACT

- ▶ With GQSP-SA's support since 2018, SAEOPA's membership has grown from 38 in 2018 to more than 190 members in 2023, not only from South Africa, but also from other SADC member states and Uganda.
- ▶ The industry is acutely aware of the importance of producing a consistent quality of oil for the reputation of the enterprise and the industry.



Training Curriculum

With the demand for essential and vegetable oils escalating worldwide, Southern African oil producers have a unique opportunity to grow the local industry into a productive and economically viable industry. However, to access international markets, the industry, especially SMEs, need to understand the importance of embedding quality in one's enterprise, and how to achieve such embedment. To date, there have been no tailor-made training programmes available to assist SMEs in the essential and vegetable oil value chains to develop and introduce quality management systems across the value chain.

In collaboration with SAEOPA, a 5-level training curriculum was developed and presented to essential and vegetable oil processors. Levels 1–3 are a theoretical presentation on the aspects of quality management, while levels 4–5 are of a practical learning nature.

- Levels 1–3 on-line training courses focus on creating value through quality performance and cultivating an awareness of quality and quality issues, which quality and critical quality check points to record, and quality process and documentation development.
- Level 4 is a practical application of the processes, procedures and forms learnt about in Levels 1–3.
- Level 5 (Quality fundamentals for essential and vegetable oils) focuses on integrating the knowledge learnt from the previous four levels through concluding on what quality is, what a quality oil is, how to identify and manage quality, and critical quality controlling points within an oil cultivation and processing business, using the applicable documentation.

A Train-the-Trainer course for presenting the 5-level training syllabus to the industry and extending the outreach was also developed, and presented to 10 candidates.



Senzubuhle Farming and Projects:

... Quality management trainings have been very helpful to our Business. Since we were trained we were able to change the way we do things. Mortality rate lessened to almost 0%. The good thing about the trainings is that what we were taught is to have our own quality management system which is the record that the company will always have to be used by generations to generations producing quality seedlings which will produce quality plants and then quality oils. The other support we got was of Data for virtual trainings, transportation and accommodation while doing the training. If not [for] that Senzubuhle wouldn't have acquired knowledge through this training ... GQSP-SA was able to empower us with knowledge and we are very thankful for that.



Production Manager, Senzubuhle Farming and Projects:

GQSP-SA has supported Senzubuhle Farming and Projects by providing us with training on **CREATING VALUE THROUGH QUALITY PERFORMANCE**, which has equipped our business and me personally with skills to keep our production in order and helped us in recording data in an easy way that anyone in the company can understand ... GQSP SA has provided us with **TRAIN THE TRAINER** champion course which really elevated our standards. We can now confidently train other members on valuable things, help everyone to understand the work. We are very thankful to the GQSP SA and the team for the great training.

Managing Owner, Eden Manufacturers (Namibia):

... The training gave me skills to use Quality Control Measures from the Pre-harvesting through to the Point of Sales. As the result of UNIDO funded training, we are also able to train the community on sustainable wild harvesting process and procedures. ... The knowledge gained has enabled us move from using an independent presser to aiming for our own pressing facility. Managing the pressing process and drafting of procedures at the company has been our home language, since the training ... **Thanks, and thumbs up for the GQSP trainings!!!**



IMPACT

- ▶ Participants know why, and how, they need to manage their processes, and why it is necessary to ensure and maintain activities that will produce a consistent quality of oil.
- ▶ Learning about these aspects through an official industry association learning programme is a sound starting point in providing the support needed by the SMEs of this industry - the enterprises that will build the future for essential and vegetable oil business for generations to come.



Culture for Quality (C4Q) Tool

The C4Q tool was developed originally as a pilot project within the auspices of the GQSP-SA project. It was subsequently improved under the leadership of UNIDO headquarters and another GQSP project (Ghana), and converted to an on-line tool.

The on-line tool provides support by identifying potential gaps in the values, behaviours and actions of the various influencers within the value chain to ensure an appropriate quality culture throughout the value chain.

The Seven Pillars Of Measurement comprising the C4Q tool are shown in the diagram below.



Seven Pillars Of Measurement

The electronic C4Q tool was demonstrated to South African processors and influencers (supporting institutions assisting processors in confirming the quality of the oil) of the essential and vegetable oils value chains, and applied live by all participants to assess their organisations/enterprises against their perceived levels of C4Q.



MultiStakeholder Quality Forum (MSQF)



Although the role of Standardisation, Quality Assurance, Accreditation and Metrology (SQAM) in facilitating trade is a difficult story to tell, the members of the MSQF agree that 'Quality is a collective endeavour', as quoted by Dr Tshenge Demana, Chief Director at **the dtic**.

Standardisation, quality assurance, accreditation and metrology (SQAM) activities play a crucial role in enabling the emerging South African essential and vegetable oils value chains to participate in global trade. However, it is a challenge for SMEs to navigate through the maze of public and private sector institutions' service offerings to determine how they can be assisted.

These institutions include the GQSP-SA, the South African public sector, technical quality infrastructure (TQI), and private stakeholders active in the marketplace addressing the quality needs of industry and supporting trade.

In 2020, the national MSQF was formed, bringing together the specialised institutions and private sector associations that operate at national level and are active in promoting and implementing quality infrastructure activities as a means for sustainable economic development.

IMPACT

► The collective strength of South African technical quality infrastructure institutions and the various private sector SQAM service providers can be leveraged to respond to the needs of industry and ensure the protection of consumers' health and safety.

► SMEs can easily access information regarding members' different service offerings via the MSQF members' collective website.



Director: Technical Infrastructure, the dtic:

Through the support of the GQSP-SA project, the dtic was able to establish the Multi-Stakeholder Quality forum and associated website. The value of this forum is that it serves as an umbrella body for both the private sector stakeholder bodies and the public entities within the quality infrastructure space. This platform is aimed at sharing experiences, engaging in joint quality promotion and awareness activities, and in providing a common entry point to industry and consumers on information requests related to quality infrastructure services. This collaboration bodes well for promoting and sustaining a South African culture of quality.





BioTrade Stakeholders Forum and Mapping of Meso-level Institutions Within the South African BioTrade Sector

The meso landscape is difficult to navigate and requires tenacity and resources to find support.

Within the biotrade sector, the service offerings of public and business support organisations (BSOs), also referred to as meso organisations, such as industry associations, SME promotion agencies and public education and training institutes, are not explicit and collaboration amongst these organisations is fragmented. This makes it difficult for an entrepreneur to know where to look for and find the necessary enabling support.



The BioTrade Stakeholders Forum was therefore established, co-chaired by the ABioSA and GQSP-SA projects, to bring together the many organisations that support the biotrade sector. The forum facilitates and enhances collaboration and provides an opportunity for valuable information sharing.

A mapping exercise was carried out through the BioTrade Stakeholders Forum, involving more than 40 organisations in, or associated with, the biotrade sector. The focus was on understanding the mandate, roles and responsibilities, not only of each of the government departments and other organisations supporting the biotrade sector, but also at larger organisations' programme or division level.

IMPACT

The interactive map:

- ▶ Makes information on resources known and easily accessible to SMEs and meso-level organisations to find support.
- ▶ Creates and strengthens joint networks, synergies and knowledge spillovers that will support SMEs with specific challenges, such as international market access.
- ▶ Enables potential cooperation between partners to reduce the joint service offering costs of available resources.
- ▶ Highlights areas requiring strengthening, for example the disproportionate resources available at the input or supply side of the BioTrade system compared to resources available for export promotion for the sector.



Capturing the Narratives about Quality Improvement of Essential Oils and Vegetable Oils Production in Southern Africa | SAEOPA

The stories show a shift from viewing quality as mainly being about the characteristics of the end product, towards being about an organisation-wide attentiveness to quality.

During the last few years, there have been immense changes in the essential and vegetable oils production landscape and the broader biotrade sector. Several international cooperation partners launched projects to support the industry but, while much has been written about why quality is vital, some questions remain: Are enterprises convinced of the value of quality? Do enterprises regard volume for securing market access as a higher priority than the quality of the product? What are the narratives around quality, and how are they changing? How are messages from GQSP-SA and other stakeholders encouraging producers to embrace and cultivate quality improvement, and to what extent are practices changing?

A pilot micro narrative project, launched in collaboration with SAEOPA, provided insight into the efforts by producers of essential oils and vegetable oils to improve the quality of oils produced. It also intended to understand the underlying influencers, behaviours and attitudes of the essential and vegetable oils industry in respect of the quality of the oils produced.

The project was honoured to share the changing narratives stories with the Ambassador of Switzerland to South Africa, the Advisory Panel on Development Cooperation to the Swiss Federal Government (BK-IZA), the Head of SECO South Africa, and many other BioTrade stakeholders.



IMPACT

- ▶ The insight into the challenges faced by producers as they rapidly improve quality management systems enables producers to calibrate their efforts with those of other producers facing similar challenges.
- ▶ Results assist the network of organisations in the public and private sectors that are providing quality-related services and advice to the producers of essential and vegetable oils.



SAEOPA member:

Looking back over the past few years' involvement and participation in the essential and seed oils industry, as producer and manager of products and processes, I realise how important and baseline the practical guidance by mentioned and relevant high-profile institutions is, to set South African standards and ways to improve quality of oils and products for the marketplace. Rural communities and individuals had opportunity to experience what global requirements and competitiveness is. Initiatives like these, undertaken by SAEOPA, UNIDO, the Swiss Government and GQSP-SA, contribute immensely to those growers and producers, who otherwise would not easily know of the importance of quality products, were it not for efforts of SAEOPA, to reach out to those who are far from any major centres. Great thanks to those International Organisations to bring the value of guidance and networking to our attention.



LOOKING FORWARD

Given the progress made during Phase I of the GQSP-SA Project, Phase II aims to further strengthen the South African essential and vegetable oils value chain to enable sustainable and competitive market access for SMEs.

OBJECTIVE

To unlock the export potential of essential and vegetable oils

The focus indigenous essential oils are Buchu, Cape chamomile, Helichrysum, Lippia and Rose geranium; and indigenous vegetable oils, Baobab, Kalahari melon, Manketti/Mongongo, Marula and *Ximenia*. These South African-produced essential and vegetable oils are destined for the cosmetic, food and health markets.

The GQSP-SA Phase II project will:

- Intensify the support to develop the essential and vegetable oils value chain with new systems and technologies.
- Build on the foundation and success of the GQSP-SA Phase I project.

Whilst the work that was initiated in Phase I will be intensified, new initiatives will be added, for example:

- Digitalisation,
- Introduction of new technologies, and
- Support to **the dtic** for the development of a national quality policy for South Africa.

Capacity Building

During GQSP-SA Phase II, the approach taken during Phase I of providing innovative tailor-made capacity building opportunities based on the needs of the SMEs, including coaching and mentoring, to strengthen the quality of the oils produced, will continue in close collaboration with **the dtic** and SAEOPA.

Attention will be given to promoting women role models, mainstreaming gender, and ensuring that guidance documents, publications, processes, procedures and systems developed are gender sensitive.

Cost of Compliance

Models such as the formation of cooperatives/ cluster/outgrowers and hub, to reduce the cost of compliance (conformity assessment), will be evaluated in collaboration with the industry, and the best-fit model will be implemented.

Climate Change

The impact of climate change on the industry will be assessed, and the introduction of climate change responsive and smart farming technologies is expected to enhance the sustainability and competitiveness of the SMEs.

Marketing

The industry will be supported to strengthen marketing skills to build and promote the quality of the oils produced in South Africa.

The synergies between the SECO-funded ABioSA, SIPPO and Swiss South Africa Intellectual Property (SSAIP) projects will be leveraged to avoid duplications and provide a cohesive overall strengthening of the industry.

About the dtic

The Department of Trade, Industry and Competition of South Africa is responsible for the structural transformation of the country, towards a dynamic industrial and globally competitive economy; providing a predictable, competitive, equitable and socially responsible environment, conducive to investment, trade and enterprise development; broadening participation in the economy to strengthen economic development; continually improving the skills and capabilities of **the dtic** to effectively deliver on its mandate and respond to the needs of South Africa's economic citizens; coordinating the contributions of government departments, state entities and civil society to effect economic development; and improving alignment between economic policies, plans of the state, its agencies, government's political and economic objectives and mandate.



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

About UNIDO

The United Nations Industrial Development Organization (UNIDO) is determined to carve its niche in contributing to Agenda 2030 and the SDGs by promoting and accelerating Inclusive and Sustainable Industrial Development (ISID) to achieve shared prosperity and environmental sustainability around the world. UNIDO is a key player in the fight to end poverty – while its activities contribute to numerous goals relating to people, prosperity, planet, peace and partnerships, its mandate is embedded in Sustainable Development Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.



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About SECO

SECO's Economic Cooperation and Development division is responsible for the planning and implementation of economic cooperation and development activities with middle income developing countries, countries of Eastern Europe, as well as new member states of the EU. It coordinates Switzerland's relations with the World Bank Group, the regional development banks, and economic organisations of United Nations. SECO is part of the Federal Department of Economic Affairs, Education and Research (EAER).



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UNIDO

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