



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



SOUTH AFRICA WINNER 2014

Botanica Natural Products has developed a method of extracting the beneficial substances of the *Bulbine Frutescens* plant which are used in the cosmetic industry. The plant is cultivated and processed organically in its indigenous location in rural Limpopo.



Botanica Natural Products, South Africa



BUSINESS MODEL

On ten hectares of land in rural Limpopo, Botanica Natural Products cultivates *Bulbine Frutescens*, an aloe-like succulent plant. With an extraction technique developed by the enterprise, the gel of the plant, valuable for skin and hair care products, is derived in a local production facility meeting European pharmaceutical standards.

The EcoCert certified organic products are sold to markets primarily in West Africa. The local community benefits from the use of the plant through an Access and Benefit Sharing Agreement.

ENTERPRISE FAST FACTS

Location	Limpopo
Year founded	2010
Sector	Agriculture (incl. aquaculture)
Product/Service	Organic ingredients for cosmetics

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Social impacts:

- Diverting three per cent of the profits to a foundation for the local community, thereby promoting child health, AIDS awareness and social development.
- Organising employee workshops on first aid, HIV prevention, business development and marketing.
- Offering social entrepreneurship training at local Eco-Schools.

Environmental impacts:

- Planting 200,000 Spekboom trees to offset the carbon emissions of the enterprise and reduce soil erosion in local villages.
- Reducing energy, including electricity, requirements by five per cent annually.
- Increasing awareness of organic agriculture and energy efficiency amongst employees and school learners.

Economic impacts:

- Offering a source of income in a rural location for 25 people, 75 % of whom are women.
- Accessing new and previously inaccessible markets in Southern and Western Africa.
- Achieving profitability within the next year when considering day-to-day operational expenses.

” From the beginning the focus has been to create a company that promotes local knowledge, working with local communities in a way that is not just sustainable but also competitive.

Scaling up activities:

- Expand market access in Sub-Saharan and Northern Africa. Currently Botanica Natural Products serves Nigeria, the Ivory Coast, Senegal, and the Democratic Republic of the Congo.
- Identify a large European distributor who will introduce the product to the European market.
- Develop future products for the cosmetic and nutraceutical markets to include African oils, essential oils, organic fertilisers and veterinary products.
- Increase company revenues and expand the number of employees from 25 full-time positions supporting 50 families to 50 full-time employees.



” The company is situated in a remote part of Limpopo to help alleviate social struggles of the area and to take advantage of the beneficial climate for growing plants organically.



Partnership

• **Feel Good Botanica Investments** is one of the two joint venture partners of Botanica Natural Products. The company contributes its processing and marketing expertise to the joint venture.

• The second partner company, **Mogalakwena Trading Post**, is a social entrepreneurship company based in Limpopo, South Africa. This company provides agricultural and production expertise and access to fertile land.

• **Cremer Oleo**, a Germany-based company, has provided the joint venture with seed capital as well as processing and distribution expertise in the initial stages. It has decided to sell its shares in the joint venture to the other partners in May 2014.



Flanders
State of the Art

The 2014 SEED Awards in 2 South African provinces are supported by the Government of Flanders, which is active in Southern Africa.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

SEED Partners



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