



SAEOPA

Southern African Essential
Oil Producers' Association



The 2nd Conference for Essential and Vegetable Oils of South Africa

KM Swanepoel
2022

*New Horizons and innovations
for the essential and vegetable seed oil industry*



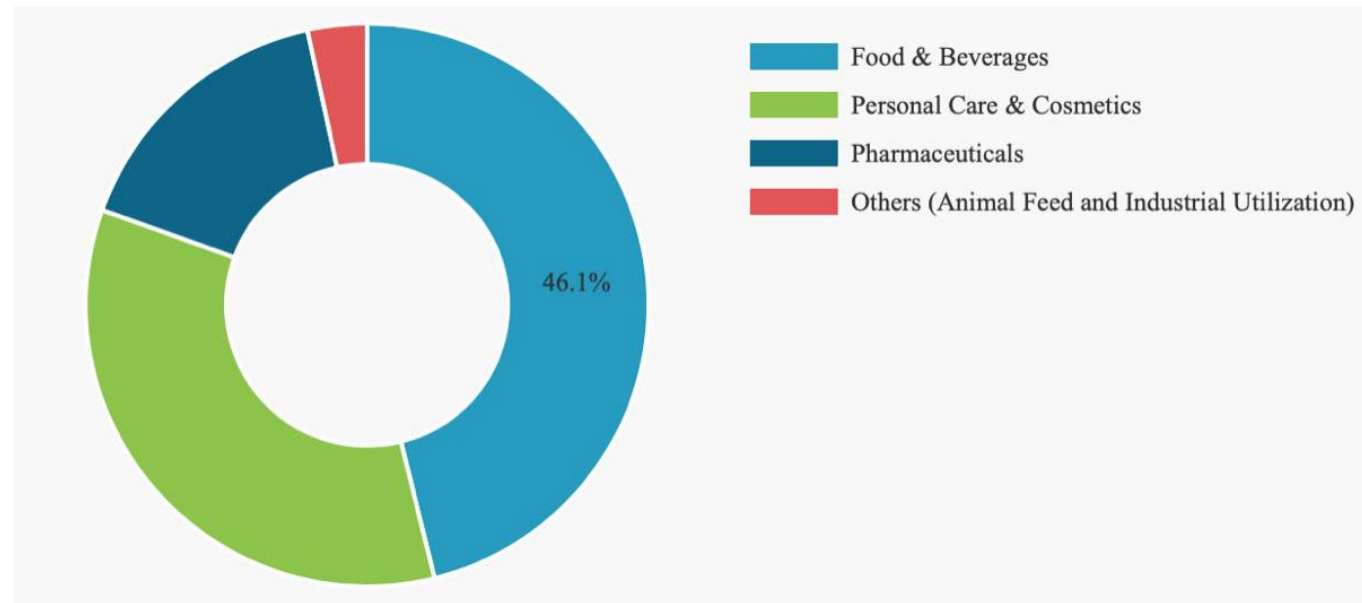
Market for essential and vegetable oils

- Brazil, Netherlands, US, China, France are main suppliers of
- Other leading suppliers to the European market from developing countries in 2016- 2019 included China (7% of the total European import value), Mexico (5%), India (4%), Argentina (4%), Indonesia (2%), **South Africa (1%)** and Madagascar (1%).
- Imports from certain developing countries increased particularly rapidly. In addition to Mexico (growing by 20% annually), emerging suppliers include South Africa (12% annually), Madagascar (17% annually), Morocco (15% annually) and Egypt (10% annually).



Essential Oils Market estimated to reach \$15,618.8 million by 2026, at a CAGR of 8.7%

- Based on product, the orange segment would witness the fastest growth, registering a CAGR of 9.3% during the forecast period.
- In 2018, based on application, the food and beverages segment held the highest share, accounting for nearly four-fifths of the global market share.
- In 2018, cleaning and home segment was the most prominent market and is expected to grow at a significant CAGR throughout the forecast period.



Frequently Asked Questions about the Essential Oil Market

What is the estimated value of the Essential Oil Market?

The Essential Oil Market was estimated to be valued at \$2.9 billion in 2019.

What is the growth rate of the Essential Oil Market?

The growth rate of the Essential Oil Market is 12.6%, with an estimated value of \$6.8 billion by 2026.

What is the forecasted size of the Essential Oil Market?

The Essential Oil Market is estimated to be worth \$6.8 billion by 2026.





SAEOPA

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STEAM DISTILLED

Indigenous

- Buchu
- Geranium
- Lippia
- Cape chamomile
- Helichrysum
- Artemisia

Classic

- Rose
- Eucalyptus
- Tagete
- Lavender
- Mint
- Lemon grass
- Rosemary
- Tea tree

Main Oil Crops cultivated

PRESSED/VEGETABLE OILS

Indigenous

- Marula
- Baobab
- Kalahari Melon
- Ximenia
- Manketti/Mongono
- Trichelia – Mafura

Classic

- Moringa
- Grape seed
- Citrus
- Avocado
- Macadamia
- Rose hip
- Passion Fruit
- Prickly pear
- Canola, soya, sunflower, cotton etc.

15 EXPORTERS SELLING to UK USA Australia and EU

- Supplementary and super food outlets
- Beverages
- Organic flavours
- Aromatherapy
- Perfumery
- Pharmaceutical
- Industrial uses
- Cosmeceutical
- Veterinary
- Packaging

Local value adding



Essential Oils

-  **Buchu Oil**
-  **Cape Chamomile Oil**
(Snow Bush)
-  **Helichrysum Oil**
(Everlasting, Impaphos)
-  **Lippia Oil**
(Lemon bush)
-  **Rose Geranium Oil**

Vegetable Oils

-  **Baobab Oil**
-  **Kalahari**
-  **Market**
Mongos
-  **Marula**
-  **Sour Plum Oil**



To strengthen the essential and vegetable oils value chain systematically, it is important to know where in South Africa the species are grown, as well as their respective characteristics. This profile of the species will facilitate the development of appropriate technical assistance to SMEs based on the type of habitat in which the species grow, and the map is unique, providing public knowledge for the industry and any other stakeholder interested in cultivation and/or harvesting of these species to produce essential and vegetable oils.

Map of Essential and Vegetable Oil production in South Africa

Most essential oil crops produced in South Africa are grown mainly in Eastern Cape, KwaZulu-Natal, Lowveld regions of Limpopo and Mpumalanga, and Western Cape. The South African production season is different to that of the Northern Hemisphere competitors, giving a seasonal comparative advantage. The map visually depicts the locations in which the respective essential and vegetable oils are grown in South Africa, including habitat of that region.



Essential oil of geranium, from the South African hybrid *Pelargonium var Rosé*, now has an officially defined standard based on its unique chemical composition

The South African Bureau of Standards (SABS) formally sets apart South African products in such a way that it can be branded by its country of origin, with the prospect of better exports – at better prices – as the global market recognises its value, according to SABS Executive: Standards Development, Dr Sadhvir Bissoon.

Geranium oil is heavily used in the perfume industry and in perfumed household products of all kinds, and rates as one of the most important essential oils. Much of that oil comes from plants cultivated in China and North Africa, where modern hybrids were developed. According to the new SANS 4731:2021 standard, one can tell by both sight and smell if it originated from South Africa. "South African oils are dark green in colour in contrast to the yellow-green associated with other sources," reads the document. According to the SABS, "South African National Standards, such as SANS 4731, aims to ensure that the unique features of a South African essential oil can be distinguished from other oils produced abroad." The national standard will assist to distinguish locally produced oil and link it to a country-of-origin status.



We are grateful for all the efforts and coordination from the GQSP-SA and UNIDO, Dr Elsie Meintjies, SABS staff, the technical committee and, last but not least, the oil producers of SAEOPA.



Adansonia digitata - Baobab

QUALITY CHARACTERISTICS

Colour, odour and taste

Clear oil, of a golden yellow to orange colour, with nutty taste.

Standard
published



Sclerocarya birrea

Marula harvest

STANDARD
PENDING





Citrullus lanatus (Kalahari Melon), drought survivor

NEXT STANDARD



MSDS/ TDS



Southern African Essential Oil Producers' Association

Lippia javanica – next standard

Drought survivor
Most provinces, rural areas
Insect repellent - candles
Tea, gins, and other beverages
Steaming for chest problems
Future for black spot on export fruit

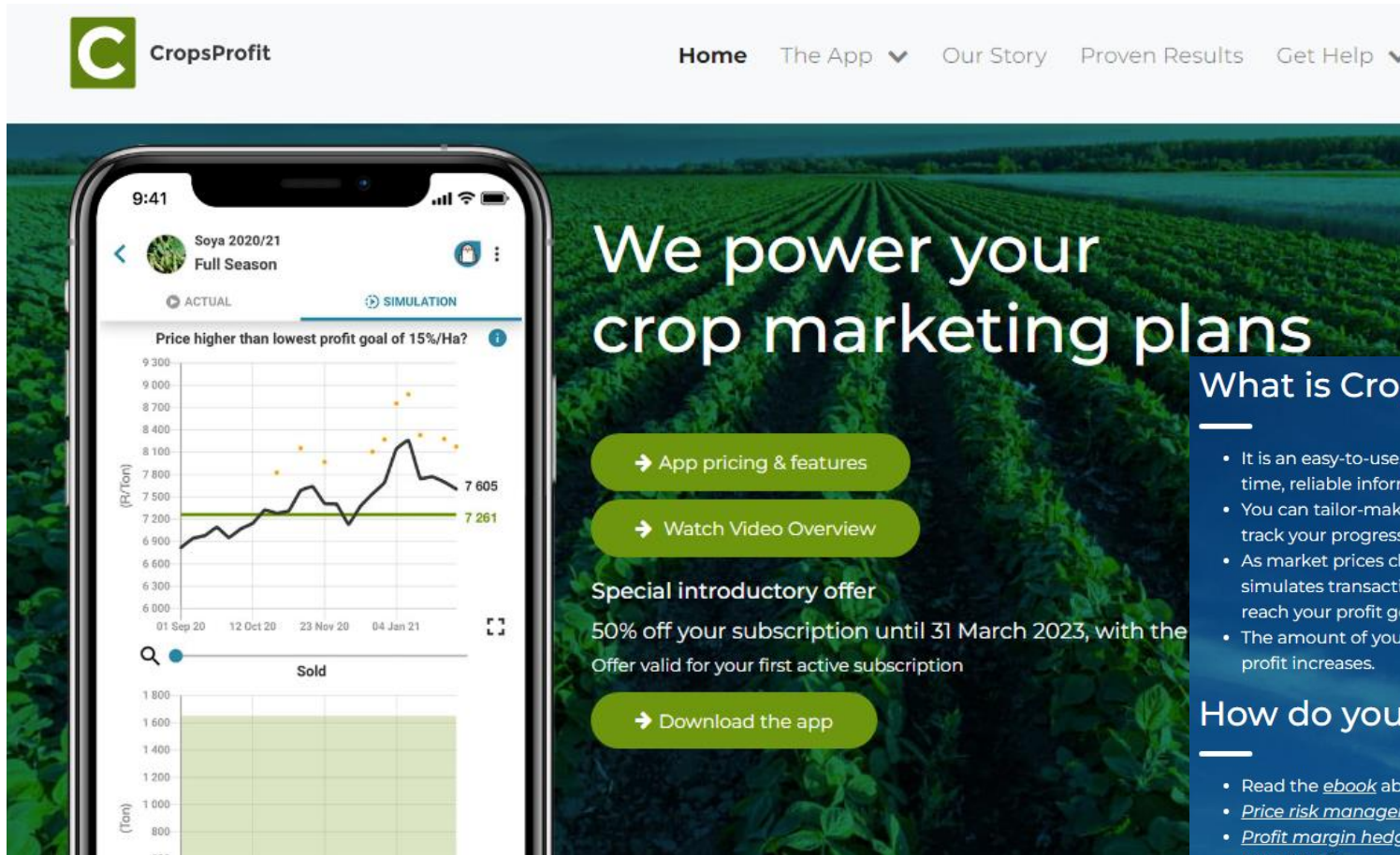


Skills development – training

- Cultivation for sustainable supply
- Production with quality control
- Safety measures
- Certification
- Labeling
- Packaging



New assistance for crop management



The image shows a promotional banner for CropsProfit. On the left, a smartphone displays the app's interface for 'Soya 2020/21 Full Season'. The app shows a line graph of market prices over time, with a green line indicating the 'Price higher than lowest profit goal of 15%/Ha?'. The graph shows a peak around 7,605 and a current value of 7,261. Below the graph is a 'Sold' section with a table. The main banner features a background image of a green field with the text 'We power your crop marketing plans'. To the right of the text are three green buttons: 'App pricing & features', 'Watch Video Overview', and 'Download the app'. Below these buttons is a 'Special introductory offer' section stating '50% off your subscription until 31 March 2023, with the Offer valid for your first active subscription'.

CropsProfit

Home The App ▾ Our Story Proven Results Get Help ▾

We power your crop marketing plans

→ App pricing & features

→ Watch Video Overview

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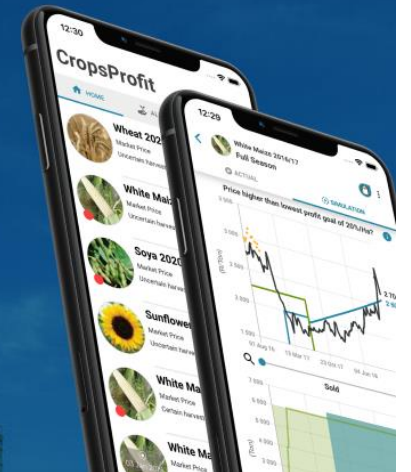


What is CropsProfit?

- It is an easy-to-use, cloud-based mobile phone app with real-time, reliable information.
- You can tailor-make crop marketing plans, set profit goals and track your progress on it.
- As market prices change over the season, CropsProfit simulates transactions based on all your details, so you can reach your profit goals.
- The amount of your crop to sell will then increase as your profit increases.

How do you use CropsProfit?

- Read the [ebook](#) about the CropsProfit advantage.
- [Price risk management](#)
- [Profit margin hedging](#)
- [Algorithms](#)
- [Crop marketing plans](#)
- [The purpose of CropsProfit](#)



Chambers growing fast within SAEOPA

- Marula
- Kalahari melon
- Classic oils
- Tea tree
- Geranium
- Cannabis and Hemp
- Moringa
- Saffron - NEW





Visit our website
www.saeopa.co.za



The Southern African Essential Oil Producers' Association

Promoting the production, processing and export of essential and vegetable oils



SAEOPA
Southern African Essential
Oil Producers' Association

New applications, exciting times!



- Seed oils into food sector
 - Kalahari melon as cooking oil
 - Baobab as flavouring agent
 - Marula Fruit EU Novel Foods Regulation (Marula EU NFR) Project Activity – ABioSA
- Essential oils
 - Rose geranium – antidepressant
 - Lippia – pesticide
- Artemisia – pharmaceutical



Alliances and MoU's



- Laboratories
- Universities
- International companies

Constant engaging and sharing experiences

Obed's oils



Witness: Empowerment of an industry

Not enough words to say Thank you



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION





SAEOPA

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MORE
BETTER
TOGETHER



GOVERNMENT



INDUSTRY

ACADEMIA



PROUDLY
SOUTH AFRICAN

