

MARCH 2021

# Organically & Naturally speaking

BROUGHT TO YOU BY

ORGANIC  
& NATURAL  
PRODUCTS PORTAL AFRICA

Welcome to the following new companies now listed on the portal

1. Rydawi Aquaculture Service (**Aquaculture**)
2. Nutridry (**Dehydrated foods**)
3. Hazel Harvest (**Personal care**)
4. Aqualife Products (**Hydroponic veg & herbs**)
5. SOS Fruit (**Kids Fruit snacks**)
6. Be Natural (**Personal care & superfoods**)
7. Oh My Health (**Personal care**)
8. NexGenFoods (**Superfoods**)
9. Let There Bee (**Health products**)
10. Natural Life (**Natural homeware**)
11. Heaven Scent Lifestyle (**Personal care**)

*Your participation is a contribution to all on the portal. As an industry the more companies that get on board, the more marketing we can do, driving value for all. Thank you for joining the cause!*

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# Top tips when listing your company on the portal

- Make sure you tag your listing with all the relevant categories, and if you don't see a category that you want, let us know so we can add it for you.
- Part of the deal is the opportunity to run your company/product news in the portal news section, so send it to us, and send it often.
- We've recently added a recipes section so if you have recipes using your products, send them for inclusion.

**All items above can be sent to [ashbester@hotmail.com](mailto:ashbester@hotmail.com)**

## PORTAL STATS AT END FEB CONTINUE TO SOAR

So we are now just three months since the launch of the Organic & Natural Portal and what a 4 months it's been. Here are our latest stats to show that the organic sector is on everyones mind, as health and immunity dominate the conversation.

- Total portal listing applications since Nov 1st 2020: **794**
- **4 462** unique visitors to the portal in Feb
- **14 786** total visits since Nov
- **11 165** page views generated in Feb
- **95 584** people reached via Facebook in Feb
  - **18 276** post engagements
- Ave **25 050** Instagram ad impressions in Feb
  - Ave **323** post engagements
- Over **2100** Instagram followers

[www.organicandnaturalportal.com](http://www.organicandnaturalportal.com)



## ORGANIC & NATURAL PRODUCT EXPO 2021

With the announcement of the country's move to level 1, the number of people allowed at a gathering has been increased to 250 at any outdoor venue. This provides some clarity around which we can plan, but falls short of the number to allow financial viability of an expo.

However, there are some smart people in the industry who are planning innovative ways to allow return to eventing, not as we knew it, but eventing all the same. In line with this and possible added announcements as vaccines are dished out, we have shifted our aim to November 2021 as a target month for our much needed expo.

**ORGANIC  
& NATURAL**  
EXPO AFRICA 2021

# PRODUCTS IN DEMAND... IF YOU SUPPLY THESE, LET US KNOW

Through the "general enquires" facility on the O&N portal, we often get enquires for products in categories for which we do not yet have listings. Each month in our newsletter we will highlight these categories, and should your business provide these please get in touch with us on [warrenh@blankpage.co.za](mailto:warrenh@blankpage.co.za), or better yet, get listed!

Categories requested over the last month are:

- Distilled vinegar
- Hemp products
- CBD oils
- Kale Chips
- Organic Vegetables



## NEW RECIPES SECTION TO WET YOUR APETITE **DailyDish**

Furthering our partnerships agenda, we would like to draw your attention to our new recipes section where you will find fresh ideas around serving your friends and family organic and natural products.

The first partnership in this regard is DailyDish. How does it work....?

### **YOU CHOOSE**

FROM 5 LOVINGLY CURATED MENUS AND 20 RECIPES PER WEEK. SWAP DISHES OUT AS YOU CHOOSE AND ENSURE YOUR SUBSCRIPTION IS ACTIVE ON A WEDNESDAY BEFORE 11:00

### **WE DELIVER**

PERFECTLY PRE-PORTIONED FRESH INGREDIENTS IN A REFRIGERATED BOX, SO EVERYTHING STAYS FRESH, TO YOUR DOOR EVERY MONDAY

### **YOU CREATE**

MOUTH-WATERING DISHES EVERY NIGHT FOR DINNER USING OUR EASY-TO-FOLLOW, AND COLLECTABLE RECIPE CARDS INCLUDED IN YOUR BOX

Contact DailyDish:

Tel 021 200 5923

E-mail [hello@dailydish.co.za](mailto:hello@dailydish.co.za)

[www.dailydish.co.za](http://www.dailydish.co.za)

# CITY OF JOBURG WANTS SME'S IN THE ORGANIC SECTOR TO APPLY FOR PORTAL SPONSORSHIP

The good people at City of Joburg have offered to sponsor 50 selected Joburg-based companies for portal listings.

Interested companies can e-mail the following info to [warrenh@blankpage.co.za](mailto:warrenh@blankpage.co.za):

- Company name and registration number
- Web address
- Owner Info:
  - Name
  - Surname
  - Cell
  - E-mail
- Product category(ies)
- BEE level



Selected companies will be notified via mail as soon as they are selected.

## TELL US HOW YOU FEEL...

Always nice to get a vote of confidence...

"We listed on the organic & natural portal recently, and have as a result just closed a lovely sale which certainly paid for the cost of the listing a few times over. We're looking forward to doing much more business via the portal and would urge others to get on board as well. Most worthwhile and highly recommended."

**Gary Scallon**  
Sales & marketing director  
Afrika Botanicals

**O&N - Thanks Gary, great to know what we are doing is resulting in real business.**

# THATS A FACT!

The impressive health benefits of apple cider vinegar (ACV) are many, as it is thought to regulate blood sugar levels, boost weight loss, improve gut health, lower cholesterol levels, and enhance skin health. Apple cider vinegar is a type of vinegar made from ripe, freshly crushed, apples.

# SA'S FIRST ORGANIC POLLINATOR PROGRAMME UNDER WAY



ORGANICALLY &  
NATURALLY  
SPEAKING



The South African Organic Sector Organisation (SAOSO) in collaboration with Participatory Guarantee System (PGS) South Africa (SA) has launched South Africa's first Ecological Organic Agriculture Pollinator programme. The programme has completed its first module training 20 people to set up PGSSs throughout South Africa aiming to build more connected local food systems, provide organic assurance for consumers and support organic growers in sharing knowledge.

"Participatory Guarantee Systems (PGSSs) are locally focused quality assurance systems. They certify producers based on the active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange" (IFOAM-Organics International, the global umbrella organisation of the organic agriculture movement). PGS is gaining traction worldwide as an accessible and appropriate model for smallholder organic farmers seeking local markets.

The pollinators, from seven provinces, are attending training sessions on ecological organic agricultural practices. Subsequent to this, they will set up PGS groups and advocate for organic production, all in support of sustainable farming practices in South Africa.

Sasha Mentz, the programme coordinator, states that "Now that this first module is completed, pollinators have a solid foundation to mobilise their farmers and communities around fostering a shared vision for organic production locally. Pollinators are clearly eager to hit the ground running with setting up their PGS groups and running farm visits. It is an exciting time, as their work will see the number of PGS groups in operation in the country triple over the next few months".



**PGS** | SOUTH AFRICA

PGS SA is launching the Ecological Organic Agriculture Pollinator Programme with support from the Knowledge Hub for Organic Agriculture in Southern Africa (KH SA). KH SA is a collaborative country led partnership funded by the German Federal Ministry of Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It is one of five Knowledge Hubs for Organic Agriculture pursuing the goal of disseminating knowledge and shaping a network on a national, regional and continental level.



# DEALS, DEALS AND MORE DEALS.....

**ORGANIC & NATURAL PORTAL COMPANIES ARE A GENEROUS BUNCH. JUST CHECK THIS AMAZING DEAL ON OFFER. GRAB IT WHILE IT'S AVAILABLE !!**

**BREW KOMBUCHA WINS  
AT THE AURORA INTERNATIONAL TASTE CHALLENGE!**



## 20% OFF

20% off your online purchase when you use the code **Organic and Natural** at checkout. Valid until the end of March.

## JACKSON'S REAL FOOD MARKET STEPS UP FOR THE LITTLE GUY

Many suppliers in this sector are small business and as such need support. Known for helping where they can, Jacksons has again stepped up to the plate with financial support for their suppliers.



Listing on the Organic & Natural Portal costs companies a small contribution to a central marketing fund, used to drive traffic to the portal for the benefit of all.

Jackson's are subsidising a portion of this cost for their suppliers who want to be on the portal, but for whom the required contribution is a bridge too far.

After the subsidy, companies who sign up will only be required to contribute very small amount for a 6 month listing. A "buy now" button will then link users to the Jacksons online store.

**Contact Jacksons on [info@jacksonsrealfoodmarket.co.za](mailto:info@jacksonsrealfoodmarket.co.za) to see if you qualify.**

## PRODUCT FOCUS



Growers and distillers of Rosemary essential oil in the beautiful coastal town of Langebaan in the Western Cape of South-Africa. Earth Oil also manufacture rosemary products such as a Sea Salt & Rosemary Grinder, Rosemary Soap, Rosemary & Rooibos Tea and Rosemary & Lavender Bath Salt.

Contact Natasha Rentzke:

- +27 83 320 5538
- <https://www.organicandnaturalportal.com/company/earth-oil/>

We are proud to introduce South Africa to a world famous brand of all natural Habanero Pepper Sauces. Organically farmed and produced on their own farms in Belize, Marie Sharp's only uses the finest and freshest ingredients. Her products are made with no sugar, gluten, oil, thickeners or preservatives. The focus of the sauces is on the balance between the flavor and the heat. The sauce is not just a hot sauce, but rather a flavorful sauce that makes every meal an occasion. Proudly Vegan & Banting with zero calories, this sauce is not only good for you but also delicious. Currently there are 6 flavors available with a further 3 soon to join. If you love it HOT and TASTY, then Marie Sharp's is for you! To stock Marie Sharp's in your fine store, contact us today.

<https://www.organicandnaturalportal.com/company/marie-sharps/>



## EUROPE NEWS UPDATE

Soil Association 2021 Organic Market Report According to the 2021 Organic Market Report, the UK organic sales rose 12.6% in 2020, the highest rate of growth seen in 15 years.

1. Organic market year on year sales growth outperformed in the non-organic sector reaching 12.6% in 2020.
2. It is the highest rate of growth seen in 15 years, with a 10th consecutive year of growth. The market is on target to reach £2.9B by end of 2021.
3. Total sales of organic hit £2.79 billion as shopping needs and habits changed dramatically due to the pandemic.

## EUROPE UPDATE CONTINUED...

4. Online and home delivery sales fuelled much of the growth in the organic market in 2020, with sales increasing by 36.2%, meaning this channel to market accounts for almost 25% of the total sales.

Sales of organic items in supermarkets increased by 12.5% with many categories.

The organic market is now on track to reach £2.9 billion by the end of 2021. The pandemic has changed the way people buy and consume, in fact consumers increased their interest in high quality healthy food, and this helped to drive sales of organic.

### The power of online sales

The report reveals stand-out growth in organic via online and home delivery at +36.2%. With almost 1 in 4 organic products purchased online in 2020. Increased interest in online shopping choice during the pandemic has driven up substantially strengthening the success of this longstanding organic channel. Laura Henderson, head of buying fresh & frozen from Ocado said to the journalist Jim Manson: "We saw a marked increase in the sale of our organic food and drink products at Ocado over the past year. We're delighted to offer our customers such variety of choice – all with the effortless convenience of shopping online".

The report also shows that the organic market is now on track to reach £2.9 billion by the end of 2021, with many new organic shoppers expected to remain loyal to the sector as they look to support a food and farming system that supports a safe climate, better biodiversity and improved health.

### Organic certified cosmetics

The growth of the organic market in the beauty and wellness and textile sectors was also reported. Sales of Soil Association certified beauty and wellness products grew 13% to a total of £ 120.2 million in 2020. Sales of certified organic textiles grew 9% to a value of £ 49.5 million, despite a 20% decline in fashion sales in 2020.

**Partnerships and sponsorships:** [Warrenh@blankpage.co.za](mailto:Warrenh@blankpage.co.za)

**Expo information:** [John.t@satp.co.za](mailto:John.t@satp.co.za)

## Contact Us

**Get listed on the portal:**

**South Africa:** [ashbester@hotmail.com](mailto:ashbester@hotmail.com)

**West Africa:** [tim@exprom-uk.com](mailto:tim@exprom-uk.com)

**International:** [g.rotunno@ngexhibitions.com](mailto:g.rotunno@ngexhibitions.com)

**Portal content:** [ashbester@hotmail.com](mailto:ashbester@hotmail.com)