

MARKETING MANUAL AND WEB DIRECTORY FOR ORGANIC SPICES, CULINARY HERBS AND ESSENTIAL OILS



ABSTRACT FOR TRADE INFORMATION SERVICES

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Manual covering specific and technical market information for selected organic products - provides overview of world organic trade; examines structure and characteristics of major import markets for organic spices, herbs, essential oils and oleoresins; covers quality control, packaging and transport aspects; provides list of major traders of the respective products; annexes cover quality standards guidelines; sector related trade associations, and information sources.

Descriptors: **Organic Products, Spices, Essential oils, Market Surveys, World.**

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ITC supports the development of exports in organic and natural products from developing countries through technical assistance to trade support institutions, government bodies, the private sector and producer organization.

ITC works in six areas:

- Product and market development
- Development of trade support services
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- Needs assessment, programme design for trade promotion

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2nd Edition

This study was first published in 2004. Due to the high numbers of copies distributed and continuing demand for up to date information on products and traders, ITC has revised the 2004 edition. All the original listings have been revised with amendments, deletions and additions made accordingly. The aim of the manual is to provide a concise guide to the marketing of these commodities, and to provide a convenient source for web links for both producers and buyers.

Summarised quality control and production information is included, with web links to sites where more detailed information can be found on topics relevant to the production of high quality, marketable goods. Hyperlinks to web sites or PDF files in the text can be followed to view further information.

Supply and demand is evolving rapidly for organic spices, herbs and essential oils, and the listings and links provided are inevitably incomplete. Readers are invited to comment on this manual, updated in July 2006, request listings for their companies in future updates, ask questions, provide missing information or suggest improvements – email: updates”at”organicconsultants.org

The current update adds a number of producers and importers to the database. Contamination problems with food products - organic and annex conventional - in target markets are increasingly reported, and the costs and penalties involved becoming increasingly severe. New links to sites dealing with quality management including the use of sterilisation methods for finished products and mycotoxin prevention advances are in Annex IV.

The opinions expressed in this study are those of the author and do not necessarily reflect the views of ITC.

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1. INTRODUCTION AND SUMMARY

1.1 Background

In recent years the world has seen a growing awareness of health and environmental issues in particular in relation to developing countries. A constantly growing number of concerned consumers, mainly in the industrialized countries, have generated this awareness. The international community is more conscious of these issues, and government policies in industrialized as well as developing countries are increasingly formulated to encourage organic and other forms of sustainable agriculture.

Since 1997 the International Trade Centre UNCTAD/WTO (ITC) has been strongly involved in export development of organic products from developing countries and has published a number of market surveys, including the following:

Organic food and beverages: world supply and major European markets (1999) which covers seven European markets, and provides an overview of world supply of organic products and deals with certification procedures.

World markets for organic fruit and vegetables (2001) was published jointly by FAO/ITC/CTA, covers organic fresh produce markets in Europe, Japan and the United States and gives case studies of successful developing countries in this sector.

The United States market for organic food and beverages (2002) provides information on the U.S. market for organic products, describes distribution channels, market access, etc. and gives advice on how to enter this market.

The Canadian market for organic food products (2004) gives information on market characteristics, distribution channels and identifies major importers and other organic companies.

Overview of World Production and Marketing of Organic Wild Products (2006) describes the market for food and natural ingredients products that are collected in the wild and certified organically.

These studies are designed to fill an information gap amongst decision makers at government and non-government levels in developing countries, in particular producers and exporters, by providing comprehensive information on the supply situation and world markets for organic products. These

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