How does it work?



Communities apply for land tenure rights for community forest land or apply to participate in the forest management of public forests

- by the community assembly or land management committee, or in the case of public forest by the Kenya Forest Service and the Community Forest Association
- Harvesters operate independently or organize into associations, clubs or cooperatives and sell raw baobab products or preprocessed products to small & large scale processors or onto intermediaries for wholesale trade.
- Processes value add and sell products onto retailers and exporters.

Keys to success



- 1. Value addition and product differentiation
- Harvesters and intermediaries should organize themselves into cooperatives, clubs or associations for greater leverage.
- Formalization of trade and certification
- 4. Capacity for market development
- 5. Road access to markets

Baobab products



The baobab tree is an important non timber forest product (NTFP) found in Africa and said to directly contribute to human nutrition and indirectly through rural livelihoods and job. The baobab fruit has the potential to contribute to landscape conservation and management and offers a promising prospect for climate change adaptation, ecosystem restoration and food security.

Advantages & Strengths



Financial viability



Emerging international interest
"Willingness to pay" for healthrelated food products.

Value addition opportunities for
higher revenues

High profit margins in targeting
the formal high end market
segment.

Risks and uncertainties



Weak policy framework for trade and benefit sharing
Weak delivery of land rights
Limited power transfer to communities
Potential for elite and government capture of revenues
Political interference
Lack of capacity

- Baobab is regarded as the highest earner of all NTFPs in the Southern Region of Africa and has the potential to be a billion-dollar industry for the continent of Africa.
- The fruit and pulp are being processed by both formal and informal enterprises to produce a variety of food and non-food products, but informal trade dominates with little evidence of commercialization.
- There is opportunity for product differentiation, value addition and high profit margins.

Enabling context



Enabling land tenure legislation

Policy framework for trade and benefit sharing

Aligned laws and policies

Regulated use and trade

Community by-laws and institutions

Supporters & Partnerships



Government agencies
Research organizations
Banks
Nonprofit organizations
Development organizations