

Workshop 4. How to develop the market of dietary supplements and processed food products made of Moringa and other leafy vegetables in the ACP group of states.

Objectives:

- Define the conditions for market development of processed food products and dietary supplements made of leafy vegetables in the ACP states

● Activities

- Paul Bordoni, GFU : The European Novel Food Regulation: a barrier to the European markets for non-traditional foods
- Jordi Tio Rotllan: Centre for the Development of Enterprise
- Armelle de Saint Sauveur: Panorama of available Moringa derived products already on the international and African markets

- A majority of Ghanaians, and two people from Uganda and Benin attended this workshop. The results below thus reflect the Ghanaian situation.

- **Describing present use of leafy vegetables in processed food products in the ACP states**

- Several participants who attended this workshop sell Moringa leaf powder as a food supplement or as a tea. In both cases the product is the same, only its ingestion is different.

The product can be packaged in (from least to most elaborate):

- ◆ Sealed plastic sachet
- ◆ Recycled plastic bottle
- ◆ Ziplocked plastic sachet
- ◆ Ziplocked plastic sachet in a paper bag
- ◆ Ziplocked plastic sachet in a box

Identifying the main obstacles companies face

- Packaging
- Processing
- Certification of the product
- Profile of the promoters
- Secrecy

Ways to overcome these obstacles

- Certification
 - Chemical analysis of active ingredients
 - Toxicology tests
 - Inspection of processing and packaging premises
- Forming an association of producers and manufacturers

Results

- Action plan for product and market development
- Forming an association of producers and manufacturers of Moringa products
- Applying for certification as a group
- Centralizing processing in one processing plant or auditing the processing plants of each member.

Action plan to set up a quality label

- The following factors need to be standardized, and a Good Practices Guide established:
 - Time of harvest
 - Harvest to drying: post-harvest handling
 - Washing the leaves or not
 - Drying technology
 - % of humidity after drying
 - storage method
 - shelf life
- The promoters suggested having common standards and hiring an auditing unit to control the product's quality. This auditing unit would then accredit the product with a quality label.

Contacts for technical, financial and marketing assistance

- The association would need assistance on:
- Business plan
- Technical assistance on quality standards
- Training of the staff to meet these standards.