

THE NORTH AMERICAN MARKET FOR NATURAL PRODUCTS

PROSPECTS FOR ANDEAN AND AFRICAN PRODUCTS



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Survey of natural products market in the United States and Canada, with a special focus on selected South American and African products – presents a general overview of the North American market for natural products; highlights prospects for Peruvian and South American products in this market; gives legal definitions of natural products; outlines market access requirements in terms of regulations, quality standards, product presentation, packaging, and labelling; outlines different distribution channels, and reviews the qualifications required by North American buyers of their suppliers; provides examples of companies in the natural products market, illustrating their approach in developing their market niche and businesses; appendices include a list of importers/wholesalers of natural ingredients, producers of essential oils, and herb farms.

Descriptors: **Medicinal plants, Medicinal teas, Essential Oils, Spices, Market Access, Quality Standards, Packaging, Labelling, United States, South America, Canada, Peru, Africa, Case Studies.**

For further information on this technical paper, contact Mr. Alexander Kasterine (Kasterine@intracen.org).

English, Spanish (separate editions)

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Foreword

In this United Nations Decade of Biodiversity (2011-2020), there is increasing focus on the role of trade in safeguarding biodiversity as well as contributing to poverty reduction.

Trade in natural products has important economic benefits for some of the world's most marginalized people. There is also an environmental benefit in this trade. The sustainable collection and certified sale of natural products offers local people an incentive to preserve biodiversity rich areas like the Amazonian rainforest and provides an alternative to destructive practices like slash and burn agriculture and logging.

Consumers in the developed and emerging economies are driving this trade. Demand is increasing for products free of synthetic ingredients. There is a new trend in 'superfoods' derived from plants like maca and camu camu – these are species found only in particular regions of the Andes and Amazon and so are a unique biodiversity asset for the developing world. There is also a strong sentiment from consumers to help poor producers through trading under fairer terms.

The North American market continues to offer great opportunities for exporters in this segment, despite the economic recession. However, it is a demanding marketplace.

The market requires suppliers to compete in several areas: quality, price and more recently 'sustainability' certification. A fourth area of competitive advantage for exporters is having the knowledge and capacity to meet the array of regulations, standards, product specifications, supplier qualifications and so on.

This technical paper provides the exporter with guidance in these four key areas of competition.

Two accompanying papers provide more in depth guidance on how to make claims about natural products in marketing and how to label products correctly.

ITC's mandate is to provide practical guidance to exporters in developing countries in accessing international markets. This document along with others in our Sustainability Market Guides series provides small and medium sized enterprises as well as micro enterprises with guidance in this exciting new market and so will help strengthen their competitiveness and foster greater sustainability in the supply chain.



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Sustainability Market Guides

This is part of a series of Sustainability Market Guides produced under ITC's Trade, Climate Change and Environment Programme (TCCEP), financed by the Government of Denmark.

The series aims to guide exporters, civil society and policymakers on trends and market requirements in the growing market for sustainably produced goods and services.

For further information about this series and the TCCEP, please contact Alexander Kasterine at kasterine@intracen.org.

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