

## **The Ubuntu Project: Fair Trade organic lipids from Africa: A unique supply chain**

Charlier, P.1

*Since its creation in 1999, Aldivia has always been very active in fair trade development.*

*Based on its Delta Natural charter, the company establishes constructive bilateral approaches with southern producers in its search for raw materials. The Ubuntu partnership, for example, is the fruit of a mutual confidence between PhytoTrade Africa®, a Southern African producers association, and Aldivia®. The local populations benefit in this context of new sources of more stable income, in the respect for their traditions and for their environment.*

*The very rare fact is that our common brand “Ubuntu Natural™” also includes intellectual property and benefit sharing. This synergy, associated to Aldivia’s ethic of transparency, allows excellent guarantees of traceability to the customers.*

*In a context where the toxicity of some synthetic compounds is questioned, Aldivia offers safe ingredients based on natural and organic actives extracted from Baobab, Kalahari Melon, Mafura, Marula, Mongongo, and Ximenia species. Inflexible on the quality of its products, Aldivia controls their physico-chemical and organoleptic characteristics according to international standards and thanks to exclusive green purification techniques.*

*Moreover, to broaden the possible applications, and thus open the cosmetic markets for these uncommon active ingredients, Aldivia has developed a range of hydro-dispersible oils: the Viatenza® range. Aldivia has built up a unique expertise of these products, for the well-being, the health and the pleasure of cosmetic consumers, hence creating sustainable market opportunities for southern producers.*