

## Marula Oil from Namibia

A fruitful cooperation of sequa with the Import Promotion Desk (IPD) and GIZ Namibia brings organic marula oil to the European market

Taneta, supported by women from the Ohangwena region of Namibia, produces organic certified marula oil. Empowering women by providing income, as well as sustaining the traditional environment in adding value to the unpretentious marula tree fruit is the main incentive. Even though it is a well-known oil on the international market – known for its stability, high-oleic acid, antioxidants and linoleic fatty acids – its application in cosmetics as well as foods has not yet tapped the full potential.



### Facts



- 2 trade fair participations
- 1 international certification
- 22 matches with European buyers (at in-cos2022)
- 4 new business relationships
- Started with 60 women now working with 300 women
- 4 new jobs created in the Taneta facility
- Increase of annual production capacity from 200 kg to 7 tonnes



### The Marula Value Chain

In the very north of Namibia, in the Ohangwena region, approximately 300 women collect Marula nuts for the family-owned Windhoek based company Taneta.

The marula (*Sclerocarya birrea*) trees are indigenous to Southern Africa, grow to a height of up to 20 meters and bear 500-700kg of fruit per year. Traditionally, the fruit are used entirely. When the fruit ripen in January to March, women start collecting from the ground after allowing the fruit to fall naturally (to not disturb the natural ripening process), followed by squeezing of the fresh fruit. An internationally well-known African drink is based on this marula juice. For the animals the leftovers are dried – especially the peel – which is rich in nutrients. In the meanwhile, the nut stones have one month for drying before the women start the tenacious cracking of the nuts (decortication). By cracking the treasure is revealed: the marula kernels.

Namupa and Matty Nengola, founders of Taneta, regularly travel 700 km from Windhoek to the villages to collect the marula kernels. Onsite the kernels are weighed, the women paid according to a pre-agreed price. Afterwards the kernels are being cold-pressed, filtered and packed in Taneta's facility – ready for export.

## Challenge



### Know-how, insights and marketing of a niche product

Taneta started to develop their idea and business once with one small press in their garage. As complying to international requirements is mandatory for bringing the marula oil to the world, Taneta is today working in adequate premises with an annual capacity of seven tonnes. With local support of GIZ, sequa and the Import Promotion Desk (IPD), Taneta was able to attend the Biofach and Vivaness as visitor in 2019. What the Namibian company has been missing up to then was market knowledge and, above all, contacts to European buyers who also share the special requirements of the European market.



## Support



### Introduction to the European market

With the guidance of sequa and IPD, Taneta talked to potential clients which reminded them again to be mindful of the quality, encouraged to tell their story, and also to consider organic certification. First contacts, which are crucial for the future, could moreover be established. This experience offered Taneta valuable insights into the European market, uncovered technical needs for improvement as well as the high interest in an organic certification for the marula oil.



## Effect



### Organic certification and new business relations

In the years to come, Taneta managed to obtain the organic certification. It has been a bumpy road with challenges for the team, including the women involved: Through trainings everybody had to get to the same level of understanding. Gaining confidence in this business, working together for good quality and sustaining the marula trees by growing new ones for the next generation are the main pillars.

With the certification in their hands, the participation through sequa & IPD at in-cosmetics 2022 was a success. In the course of cooperation, the support and tools provided by sequa & IPD created confidence, which materialised in fruitful discussions and acknowledgement from the importers' side.

With the commitment from European partners to create long-term partnerships, Namupa, Matty and their three daughters may sustain livelihoods and the environment in Namibia.

For more information on Taneta and their brand PureMarula visit [www.pure-marula.com](http://www.pure-marula.com)



Namupa Nengola  
co-founder of Taneta



It has always been my wish to work with the community which raised me. In this context marula was on top of my mind. It is about taking something basic, simple and giving it value. Developing this business was driven by the idea to uplift the women in my community.

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