



the tree of life

"Each year, there's one hot new superfruit and this year, exotic baobab seems to be the one."

Mintel, 2008



With twice as many antioxidants as goji berries, more calcium than milk and more iron than red meat, baobab is Africa's superfruit. It's no wonder African people call it "The Tree of Life".



For further information on baobab fruit powder and extract and their commercial applications, please contact:

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The Southern African Natural Products Trade Association



baobab

Ethical
Sustainable
Organic





About Baobab

Baobab trees are found in vast numbers across Southern Africa, living for a thousand years or more. Their fruits have a hard coconut-like shell, inside which are the seeds and a natural fruit powder that is tangy to taste. It is this fruit powder that is used in food and drink products. African people have eaten baobab for centuries. From Senegal to South Africa people use it in different ways, many of them making a refreshing drink from the fruit powder mixed with water and sugar. Baobab is not only delicious but traditionally popular as a boost to health, especially among pregnant women, children and the elderly; it is also said to fight fevers and settle the stomach.

Good for you. Good for Africa.

Baobab changes the lives of people in Southern Africa and helps to protect the environment and biodiversity too. Many families in rural communities live on less than \$100 a year. By harvesting baobab, people can greatly increase their income and pay for things we take for granted like healthcare and education. Two and a half million families could receive life-changing income from baobab, according to estimates by the UK's Natural Resources Institute. What's more, the money gives people a reason to protect their trees and stop clearing the forest. This helps to conserve the environment and biodiversity. We are committed to the ethical and sustainable development of the baobab trade. Not only do our producers pay a fair price for the fruit, they also return part of their sales income to the villages to fund community projects. State-of-the art forestry techniques are used to ensure long term sustainability.

Product formats and applications

Baobab fruit powder: The natural fruit powder is free-flowing, milled and sifted. It has high pectin content useful for binding and thickening and is also high in dietary fibre.

Baobab fruit extract: An extract with all the unique flavour of baobab but without the pectin. It is clear in

Botanical name:

Adansonia digitata

Family:

Bombacaceae

Common name:

Baobab, Monkey Bread Tree, Kremetart Tree, Cream of Tartar, Upside-down Tree

baobab

solution and ready for formulation; ideal as a flavouring for soft drinks, juices and other products.

Applications include:

- Smoothies, juices, juice drinks and flavoured waters.
- Cereals, cereal bars and snacks.
- Ice creams, yoghurts and dairy desserts.
- Jams, sauces, marinades and condiments.
- Speciality teas.
- Health supplements.
- Flavour enhancement, eg. canned fruit.
- Nutritional fortification.

The suppliers

Baobab is brought to you through the unique partnership between PhytoTrade Africa – the Southern African Natural Products Trade Association – and Afriplex, a leading South African manufacturer of plant extracts. We are currently the only organisations with Novel Foods approval to supply baobab in Europe. GRAS is pending in the United States.

“By selling baobab I can send all my children to school, including my adopted son, an orphan. I have also managed to build my house and buy food and clothes and a bicycle.”

Esnati Kamfosi

Kabulika village, Southern Malawi

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For more information please visit: www.baobabsuperfruit.com
Or for trade enquiries contact us at: sales@baobabsuperfruit.com

