

WOMEN IN BUSINESS DEVELOPMENT INC., SAMOA

Trading Virgin Coconut Oil



THE BODY SHOP.

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WIBDI – Linking Island Communities & Global Markets (1)

- WIBDI – established in 1991
- WIBDI's Objective – provide sustainable livelihoods & economic opportunities for rural communities: 176 villages & 1,000 families
- WIBDI's services:
 - Procure & makes cash payment to families
 - Provide business management trainings
 - Introduces rural families to modern banking systems – WIBDI Microfinance Scheme



WIBDI – Sustainable Products in Global Markets (2)

Virgin Coconut Oil – *a real Pacific island success story*

– Production & Processing:

- Coconuts, ‘The Tree of Life’ – ubiquitous in the Pacific, incl. Samoa
- 1996: virgin coconut oil project begun
- Technology – **Direct Micro Expelling (DME)** motorized **grater** used to extract & produce virgin cold-pressed coconut oil from coconuts
- Drying – Finely grated coconut flesh (or copra) dried to specific moisture content – 45 minutes on innovative, all-weather, solar-thermal dryer fuelled by coconut husks & shells
- Pressing – Cold-pressed virgin coconut oil using specially designed, robust & hand-operated machine that uses interchangeable cylinders



Coconut value chain



WIBDI – Virgin Coconut Oil & The Body Shop (3)

– Organic Certification:

- 1996: virgin coconut oil project begun
- 1998: Organic certification of coconut-farm families begun
- 2001: 5 farms organic certificated by NASAA (National Association for Sustainable Agriculture, Australia); an internationally recognized certifying body, affiliated to IFOAM
- 2010: 350 are organic certified by NASAA
- 2010: WIBDI supplies **The Body Shop's** with Virgin Coconut Oil for its '**Coconut Body Scrub**'



Coconut value chain



WIBDI – Virgin Coconut Oil & The Body Shop (4)

– Marketing Experience:

- Organic certification – led to very high grade extraction of extra virgin coconut oil (VCO) for export markets
- Virgin coconut oil uses – Cosmetic & edible oils (export markets) & skin & hair care (domestic)
- Body Shop – Connected WIBDI's VCO to its Community Trade Program
- Body Shop – Linked WIBDI's VCO to 'Earth Oil'; a Fair Trade company
- Body Shop – Sells '**Coconut Body Scrub**', a product made from WIBDI's VCO globally: 2,000 shops in 54 countries!
- Body Shop – 'Coconut Body Scrub' is sold through the Internet



Coconut value chain



WIBDI – Virgin Coconut Oil & The Body Shop (5)

– Benefits & development experience:

- Exports – 300 kgs of organic VCO supplied to The Body Shop
- Exports – Samoa to supply 10 – 30 tons of VCO to The Body Shop every year
- Major ‘break through’ for small island developing country suffering from depressing copra prices
- Incomes – NZ\$3.17 a kilo paid to families producing VCO; 50 NZ cents for Community Development Fund
- Puts Samoa on the global map, & open windows of opportunity for other PICs to develop & export other Community Trade Products



WIBDI: Sustainable Products & The Way Forward (6)

– Pacific Plan & Cooperation:

- Pacific Cooperation – need for PICs to work together to target ‘niche markets’ and supply ‘Pacific brand’ of quality products in consistent supplies
- Global growth & trends – take advantage of global growth in demand of sustainable products (e.g. organics) and fair trade markets
- Emerging markets – Increase exports to growing ‘neighbourhood’ markets in Australia, New Zealand and South East Asia
- Scale-up, capitalize – Learn from and build on the export success of VCO from Samoa to The Body Shop



Coconut value chain



WIBDI: Virgin Coconut Oil & The Body Shop (7)

The Body Shop Video: The Beauty of Polynesian Fair Trade Coconut Oil



Coconut value chain

Thank You

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WIDBI

Apia, Samoa

www.womeninbusiness.ws/