



2010 - Another year over, and what have we done?

2010 flew by like a speck in a storm. Besides being marked as the Year of Biodiversity, it was also a remarkable year for ProFound: celebrating its 20th year of active involvement in sustainable trade development.

Sustainability remains high on the agenda's of development actors. Today we read that 45% of Dutch coffee is labelled as sustainable. But how sustainable is that really, and for whom? Does it really enable a coffee labourer to support his/her family? Mind you, these are the same questions that our Dutch milk farmers are raising when discussing milk prices...

Hence, this remains one of the critical questions in ProFound's work, for instance when discussing value addition and fair tea prices in the Public-Private-Partnership in which we are



Children in northeastern Uganda

involved in Sri Lanka with Dutch Government support (presentation envisaged at Biofach 2011).

At another level, ProFound has more closely teamed up with its sister-company Blue Rhino this year. Whereas ProFound works towards the structural enhancement of earning capacities in areas of agriculture, biodiversity and trade, Blue Rhino aims at sustaining these efforts by designing appropriate financial mechanisms. This resulted in a strategic partnership with DTF in Tanzania, and a key note and presentation for a regional IFAD workshop in Zambia: 'Exploring best practices in Rural Finance along Value Chains; cases from eastern and southern Africa'. ProFound also assessed BioTrade options in post-conflict areas in northeast Uganda for UNCTAD BioTrade and UNDP.



This marks ProFound and Blue Rhino's joint ambition to contribute more to sustainable rural development in Africa through innovative approaches in linking trade options, market development and financing mechanisms. For

this purpose, more structural partnerships (public/private, banks, exchange programmes for students and entrepreneurs) and web-based support tools will be developed in the coming months.

-- Bert-Jan Ottens

BioFach 2011

After a long period of steady growth, organic market players in several EU countries had to lower growth ambitions due to the global economic crisis. When will the organic market pick up again? And what products will lead the development of the market? ProFound will try to answer these and other questions during Biofach 2011, in Nuremberg (16-19 February). We hope to meet you there!

-- Kasper Kerver



Internal perspective

As two interns at different contract stages, we would like to share our impressions on being part of the ProFound team. One undeniable fact is that ProFound is a great place to gain practical knowledge, all the while working with an ambitious group of people. With your first day as an intern, you dive into the current project load and learn on the go.

Ranging from simple tasks to detailed studies on specialised sectors, the internship experience is dynamic and never dull. Lunchtime conversations can take you all over the world, from tea plantations in Sri Lanka to Cachipay in Colombia.

As recent graduates, this was a great opportunity to apply our university knowledge to actual projects. Being new to the job market, we both agree that the ProFound internship is a crucial step towards starting a career in the development sector.

-- Bettine Lalieu and Ina Amaoudova

Exploring Colombia's market potential

Borojó, Ipecacuana, Cacay, Copoazú (...) These are some products you might have never heard of. However, they are emblematic species of Colombian biodiversity which have important market potential.

On request of Osec (Switzerland), and in partnership with Proexport (Colombia), ProFound embarked into a mission to explore this potential in the EFTA and EU markets. Two sectors encompassing a rich diversity of products and companies are being investigated by ProFound: processed food and natural ingredients for cosmetics & pharmaceuticals.

This mission is realised in the framework of the



Cacay nursery in Villavicencio

Free Trade Agreement signed between Colombia and the EFTA in 2008. The FTA envisaged support to Colombia with trade capacity-building, one of ProFound's key competencies. The market study component has been realised in fall 2010 and was completed in two parts: a field research in Colombia and a desk-study in our office in The Netherlands.

The field research comprised of face-to-face interviews with company representatives and organisations, essential for a thorough analysis of the sector. The desk-research involved the interpretation of data for the relevant sectors in Colombia, the EFTA and the EU.

The next phases will be executed in 2011, entailing dissemination seminars in Colombia and study tours to Colombian companies in Europe.

-- Gustavo Ferro and Robbie Hogervorst