FARMERS PRIDE INTERNATIONAL

A subsidiary of Hunter's Global Network

Trade Intelligence and Regional Export Pricing

Moringa and priority herbal crops for Southern African exporters

October 2026 edition

Research cut off 22 October 2026

Market evidence, regional offer comparisons and practical decisions for export timing and commercial partnerships.

Coverage: Botswana and Zambia supply development, regional African buyers, and European import channels.

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All prices and commercial examples are presented in USD. Published benchmarks retain their original data dates. Illustrative scenarios are identified wherever used.

01 PURPOSE AND RECOMMENDATION

Executive decision brief

Build export commitments around an approved product specification and a current, costed offer. For moringa and specialised herbal crops, the useful commercial question is how much an accepted shipment earns after delivery obligations, financing and quality allowances. A higher invoice price can leave little additional contribution.

We recommend developing regional outlets alongside qualified European importers. Use small, documented commercial trials to establish acceptance, payment performance and repeatability before committing substantial acreage or dedicated processing capacity. This is a proposed commercial approach; it does not represent a confirmed purchase programme.

What the evidence supports

- Current market context: March and April 2026 CBI studies identify European demand for traceable botanical ingredients. Germany and the Netherlands remain relevant import and distribution channels. [1,2]
- Competitive pricing context: the latest Spices Board table covers FY2025/26. It allows aggregate ginger and turmeric export unit values to be calculated, but these averages cannot price a specific dried Southern African lot. [4]
- Moringa price caution: the CBI powder price references used here were published in December 2022. Fresh written offers are required for a 2026 transaction. [5]

Priority management decisions

Choose two or three products for detailed buyer qualification. Assign a commercial lead to obtain comparable offers, a quality lead to confirm the required evidence, and a logistics lead to price the agreed delivery obligations. Release a shipment only after its acceptance conditions and cash exposure are clear.

Report guide

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02 EVIDENCE AVAILABLE AT THE RESEARCH CUT OFF

Latest market signals

European demand rewards documented supply

CBI's 31 March 2026 study identifies Germany, France and Italy among relevant European destinations for natural health ingredients, and Germany and the Netherlands as trading hubs. Its underlying import data are for 2024, not 2026. It reports developing-country shares of 73% for European turmeric imports and 49% for medicinal and aromatic plant imports. These are broad product groups, not a measure of demand for FPI products. [1]

October supply signals require fresh quotations

Mane Kancor's October 2026 market overview describes firm turmeric and ginger conditions. It expects Nigerian ginger harvesting to begin in October while identifying weather, logistics and security uncertainty. This is a market participant's assessment, not a guaranteed price direction. Our implication is to refresh comparable buyer and freight offers as new-crop availability becomes clearer. [3]

Aggregate export values moved differently

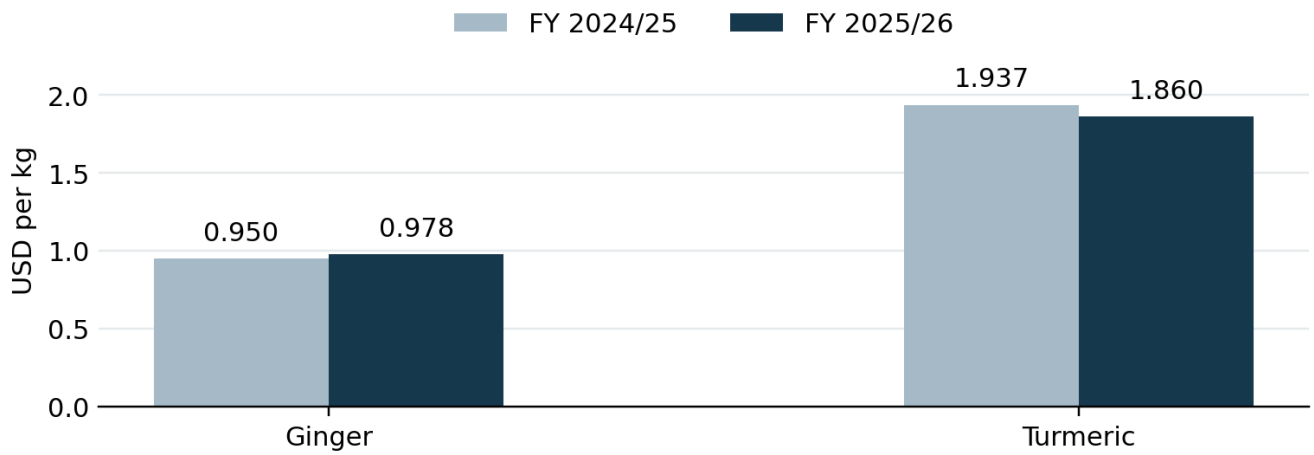


Figure 1. India export unit values calculated from Spices Board quantities and USD values. FY2024/25 is revised final; FY2025/26 is final. All reported forms and destinations are combined. Ginger is not isolated to dried ginger. [4]

The calculated changes are **+2.9% for ginger** and **-4.0% for turmeric**. Changes in product mix, grade and destination can change a unit value even where a particular specification's market price behaves differently. Do not apply either percentage as a forecast for Southern African exports. [4]

03 ALL VALUES IN USD UNLESS IDENTIFIED AS AN EXCHANGE RATE

Price evidence and quotation discipline

Use each number for the decision it can support. Recorded trade unit values provide competitive context; historical market ranges show earlier pricing structures; a current written offer prices a defined transaction. Keep these evidence types separate in the quote register.

Recent official export aggregates

Commodity and year	Tonnes	USD million	Calculated USD per kg
Ginger FY2024/25	131,360	124.78	0.950
Ginger FY2025/26	146,257	142.99	0.978
Turmeric FY2024/25	176,325	341.54	1.937
Turmeric FY2025/26	175,896	327.20	1.860

Source [4]. Calculation: USD million multiplied by 1,000, divided by tonnes. Fiscal years run April to March. The data do not isolate dried slices, certified lots, Southern African origin or a particular European destination.

Historical moringa references

Product in the source	Historical USD per kg	Published basis
Moringa powder	3.50-6.00	FOB; CBI, 23 December 2022
Organic moringa powder	8.00-30.00	FOB; CBI, 23 December 2022

These are historical published ranges, not FPI selling prices or current regional offers. The source does not specify a named port, lot size or a complete common specification for the range. The wide organic range does not establish a premium that any particular producer will obtain. Powder prices must not be applied to whole leaves or seed oil. [5]

Products requiring current quotations

Obtain new comparable quotations for dried moringa leaves, hibiscus calyces, stevia leaves, peppermint, lemon balm and strawberry leaves. Establish plant part, processing form and intended use before negotiating. Stevia-extract prices cannot be used to value dried stevia leaves. [18]

Currency discipline

For display conversion, the ECB reference for **21 October 2026 is USD 1.1234 per EUR 1**. Multiply a euro price by 1.1234 to express it in USD at that reference date. Use the bank's actual executable rate and charges for transaction budgeting, and record the quotation currency separately. [7]

04 BUYER QUALIFICATION

Define the product before the price

The following matrix is a recommended specification agenda for buyer discussions. Agree the tests, limits and sampling method for the destination and intended use. A product name alone is not sufficient to compare two quotations.

Product and form	Target conversation	Details to agree in writing
Moringa leaf or powder	Tea or ingredient importer	Moringa oleifera identity; leaf versus powder; cut or particle size; colour; stem content; moisture; microbiology; residue limits; certification scope.
Ginger dried slices or powder	Spice importer or processor	Zingiber officinale identity; slice thickness or mesh; pungency or assay required by buyer; moisture; cleaning and treatment; residue and contaminant controls.
Turmeric dried slices or powder	Spice or extraction processor	Curcuma longa identity; form; curcumin assay and method; colour; treatment status; moisture; foreign matter; required analytical results.
Hibiscus dried calyces	Infusion or beverage buyer	Hibiscus sabdariffa identity; calyx specification; whole or cut; colour; acidity method and target; seed and foreign matter; moisture; cleanliness.
Stevia dried leaves	Qualified processor or permitted-use buyer	Leaf specification and intended use; botanical identity; glycoside profile if required; stem content; moisture; residues; acceptance criteria.
Peppermint lemon balm and strawberry leaves	Specialist herbal ingredient importer	Separate species and plant parts; leaf-to-stem ratio; cut size; aroma or assay where relevant; moisture; microbiology; pesticide history; permitted intended use.

FPI specification agenda informed by the market-entry and product-documentation sources [5,16,17,18]. The listed fields are not universal legal limits or a guarantee of market authorisation.

Provide a representative technical pack

Send a representative sample with its batch code, product specification, traceability record, packaging proposal and relevant certificate of analysis. State the quantity available and the production window. Buyers should confirm which document revisions and analytical methods they accept before a commercial lot is prepared.

Keep sample approval linked to production

Record which lot the buyer tested and what was approved. Any later change to origin, processing, blend, particle size or certification status needs to be disclosed. CBI's dried-ginger guidance favours specialised importers as an entry channel and emphasises consistent quality and reliable delivery. [16]

05 COMPARE THE SAME OBLIGATIONS

Regional routes and delivery terms

We propose a balanced route strategy: test regional demand while qualifying European importers for products that match their specifications. The choices below are commercial options to evaluate. They are not confirmed buyer relationships or forecasts of regional price premiums.

Market route	Purpose	Evidence needed before commitment
Botswana and nearby regional buyers	Test repeat demand and manageable delivery commitments	Named buyer; intended use; accepted specification; order size; payment security; full delivery cost.
South African importer or processor	Evaluate regional processing and distribution	Importer qualification; plant-health position; delivery responsibility; current quote; netback and payment record. [13]
Germany specialist importer	Qualify ingredient or herbal processing demand	Technical acceptance; lot documentation; shipment economics; agreed release and payment terms. [1,6]
Netherlands importer or distributor	Evaluate an import and onward-distribution channel	Final use; importer responsibilities; commercial deductions; stock or consignment terms; traceability through resale. [1]

Use the correct delivery basis

Term	Seller cost and delivery point	Comparison issue
FCA	Export clearance and delivery to the nominated carrier at the precise agreed place. At seller premises, delivery includes loading.	Suitable for multimodal transport. Price buyer-funded onward carriage separately. [14]
CIP	Seller pays carriage and required cargo insurance to the named destination. Risk passes at the agreed carrier handover.	Suitable for multimodal movements. A paid destination does not mean risk stays with the seller to arrival. [15]
FOB	Delivery on board the vessel at the named shipment port.	For sea or inland-waterway transport; do not use an inland town as a FOB port. [14]
CFR or CIF	Seller pays freight to the destination port; risk passes on board at shipment. CIF also requires insurance.	Sea or inland-waterway transport only. Compare included freight and insurance. [19]

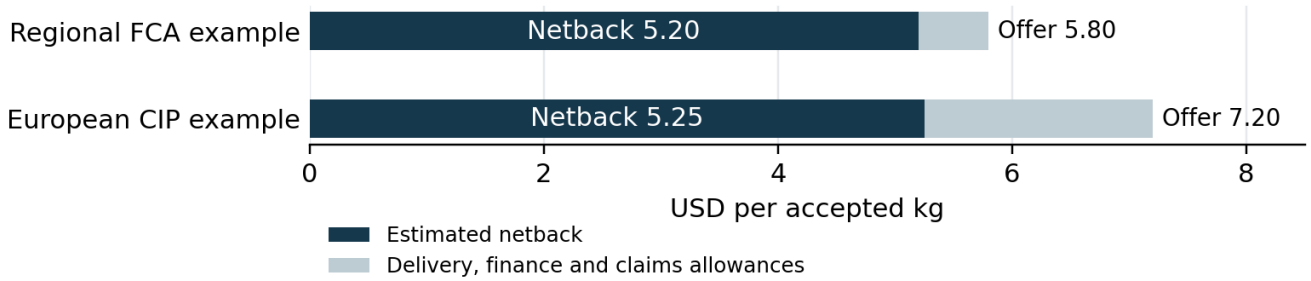
Every firm quotation should state the precise place or terminal and **Incoterms 2020**. Identify handling charges and exclusions. Agree payment, title, quality acceptance and dispute arrangements separately; a delivery term does not complete the sales contract.

06 ILLUSTRATIVE COMMERCIAL SCENARIO

Worked regional pricing comparison

Assume two offers for **2,000 accepted kg** of the same specified moringa powder. All prices and cost allowances are fictional planning inputs, not market quotations. Values are USD per accepted kg except the identified lot totals.

Pricing measure	Regional FCA example	European CIP example
Offered selling price	5.80	7.20
Seller delivery and export costs	0.40	1.45
Finance allowance	0.12	0.25
Claims contingency allowance	0.08	0.25
Estimated netback	5.20	5.25
Common variable production and packing cost	4.10	4.10
Budgeted contribution per kg	1.10	1.15
Contribution per 2,000 kg lot in USD	2,200	2,300
Minimum offer for a USD 1.10 per kg contribution	5.80	7.15



Example bases: FCA seller's Gaborone packhouse and CIP an agreed Hamburg terminal, Incoterms 2020. Exact locations and the CIP carrier-handover point must be named in a real contract. Regional costs cover loading and export administration; European costs include pre-carriage, export handling, freight and applicable cargo insurance. [14,15]

The European offer produces only **USD 100 more budgeted contribution per lot**. An additional USD 0.50/kg of European freight cost reduces that case to **USD 1,300**, compared with USD 2,200 regionally. The choice therefore depends on confirmed costs, acceptance and payment reliability.

Contribution is after the stated finance and contingency allowances and before fixed overheads and tax. The claims allowance is a planning provision, not a reported loss. Import duties, import taxes and buyer-allocated costs are excluded. Production and packing costs are measured per accepted kg and should already reflect processing losses.

07 A PROPOSED 90 DAY COMMERCIAL PLAN

Market timing and cash discipline

Time a sale around product readiness, quote validity, buyer demand and the period until cash collection. A seasonal market signal is useful only when the intended lot can meet the required specification and arrive within the buyer's receiving window.

Period from 22 October 2026	Commercial work	Decision evidence
Days 0-14	Confirm priority products; obtain buyer specifications and comparable regional and European offers.	Defined lot, price basis, quote expiry, responsible buyer contact and cost assumptions.
Days 15-30	Complete representative samples, required tests and freight comparisons. Clarify import and certification requirements.	Written technical feedback; updated cost sheet; finance and payment proposal.
Days 31-60	Negotiate a trial order and allocate verified stock or production capacity. Confirm actual receiving dates and operating closures.	Signed commercial terms; accepted lot; valid transport booking; funded cash requirement.
Days 61-90	Execute only approved shipments; reconcile results and pursue repeat orders.	Actual accepted kg, deductions, delivery dates, cash received and contribution by buyer.

Refresh prices when the facts change

A revised crop arrival, freight charge, exchange rate, laboratory result or payment term should trigger a fresh calculation. The October ginger harvest outlook is a reason to monitor competing supply, not a reason to promise a price rise or postpone an otherwise sound sale. [3]

Set a minimum acceptable offer

Minimum offer per kg = variable product cost + seller delivery costs + finance allowance + claims allowance + target contribution. In the worked European example this is 4.10 + 1.45 + 0.25 + 0.25 + 1.10 = **USD 7.15/kg**. The USD 7.20 offer leaves only USD 0.05/kg above that target.

Price time as well as product

A simple financing estimate is: **cash funded multiplied by the annual financing rate multiplied by days funded, divided by 365**. For a separate illustrative case, funding USD 10,000 at an assumed 12% annual rate for 60 days costs about USD 197.26 before fees. These assumptions are not current loan terms. Model the actual timing of each cash payment and receipt when preparing the shipment budget.

Define the payment trigger precisely, such as the agreed shipping document date or an objectively defined acceptance event. Track peak cash needed, overdue balances and buyer credit exposure separately from accounting contribution. A profitable order can still require more working capital than is available.

08 RESPONSIBILITIES AND COMMERCIAL EVIDENCE

Choose strategic partnerships by function

A useful partnership resolves a specific constraint in supply, product acceptance, delivery or payment. We recommend the roles below for an export operating team. Assign the responsibility in writing and confirm the partner's capability before treating it as secured.

Partner	Expected contribution	Evidence for selection
Importer or processor	Translate intended use into specifications; assess samples; agree a commercial trial.	Verified legal entity and contact; written specification; purchasing authority; clear payment and acceptance terms.
Grower group or aggregator	Provide identifiable lots, production records and dependable collection.	Farm and lot registers; input records; segregation; realistic supply calendar; acceptance and payment rules.
Drying or processing operator	Deliver a repeatable product and preserve lot identity.	Process records; hygiene controls; capacity demonstrated with trials; cleaning and change-control records.
Testing laboratory	Provide suitable methods and defensible analytical results.	Relevant accreditation scope where required; sampling plan; reporting limits; turnaround and retesting procedure.
Forwarder and customs broker	Cost and manage the agreed route and formalities.	Complete written quote; named route and handover points; cargo handling; exclusions; delay and claims process.
Bank or credit insurer	Assess and manage finance or buyer-payment exposure.	Written facility or policy terms; eligibility; fees; exclusions; claim conditions; approved credit limits.

Distinguish interest from a purchase commitment

Do not count an enquiry, sample approval or an expression of interest as committed sales. Establish the quantity, quality, price, delivery window and payment obligations in the operative commercial agreement. Do not assume that an importer will fund farm establishment or advance money for a first shipment.

Protect operating flexibility

If exclusivity is proposed, define its product, territory, duration, minimum performance and exit conditions before accepting it. Keep confidential quotations and buyer correspondence under the agreed access arrangements. For a new relationship, use a manageable trial and review actual performance before increasing exposure.

A practical partnership review asks whether the partner has delivered its stated task, what evidence supports that conclusion and which unresolved issue could delay the next shipment. Attendance at meetings or an impressive profile does not establish delivery capability.

09 REQUIREMENTS DEPEND ON ORIGIN PRODUCT AND DESTINATION

Export readiness and shipment release

Keep origin and destination rules distinct

Qualifying Botswana-origin products may benefit from the EU-SADC Economic Partnership Agreement, subject to the relevant origin rule and proof. Zambia is not one of that agreement's six parties; assess the applicable Everything But Arms route and its origin documentation separately. Routing goods through a warehouse in another country does not by itself establish a new preferential origin. Confirm the actual tariff classification with the importer or broker. [9,10]

Verify the exact claim and shipment documents

For EU organic sales, check the current operator certificate, crop or product scope and activities, and arrange the appropriate electronic certificate of inspection through TRACES. Farm certification and shipment certification are separate requirements. For South Africa, have the importer confirm the applicable NPPOZA plant-health requirements for the exact product and processing form, including any permit or exemption conditions. [11,13]

Make food safety a condition of release

EU food law places compliance and safety duties on food business operators and requires traceability. Spain's AESAN issued a 28 April 2026 Salmonella alert for specified organic moringa products supplied from Germany. The alert concerns identified products and lots; it does not establish a general moringa ban. Our operating implication is to verify microbiological controls and lot identity alongside certification. [8,12]

Release question	Required evidence
Is the product admissible?	Importer confirms species, plant part, intended use, classification and current applicable requirements.
Is the lot acceptable?	Signed specification; agreed sampling; lot-specific results; documented release and any buyer approval required.
Are origin and claims supported?	Traceable origin records; required proof; current certificates; organic shipment document where relevant.
Are the commercial terms complete?	Quantity, price, currency, named delivery term, dates, acceptance, payment and claims process.
Can delivery be executed?	Valid booking and cost quote; packing plan; required permits; handover and insurance responsibilities.
Is cash exposure funded?	Budget through expected receipt; payment protection; credit exposure within an approved limit.

Hold dispatch when a required authorisation, certificate, lot release or agreed payment protection is unresolved. Sample approval does not automatically release every subsequent production lot.

10 REUSABLE MANAGEMENT TOOLS

Quote request and operating scorecard

Use one request specification for competing offers. Attach the product specification and ask the buyer, supplier and forwarder to identify any assumptions they have made. A missing material field should remain unresolved until it is confirmed.

Quotation field	What to record
Product and intended use	Botanical name, plant part, processing form, specification revision and end use.
Lot and quantity	Origin, available accepted kg, minimum order, pack size and delivery window.
Quality and certification	Agreed tests and methods, certificate scope, sample reference and lot-release process.
Price and validity	Amount per kg, transaction currency, quotation date, expiry and volume conditions.
Delivery allocation	Incoterm and year, exact place or terminal, handover point, inclusions and exclusions.
Payment and deductions	Payment trigger, number of days, bank costs, commissions, claims and permitted deductions.
Financial comparison	Seller costs, finance and contingency assumptions, netback, contribution and peak cash need.
Approval record	Commercial, quality and logistics sign-off; unresolved conditions; next review date.

Review these measures each week

Measure	Decision supported
Qualified demand by product and buyer	Allocate capacity only to technically and commercially credible demand.
Accepted kg and available packing capacity	Promise volumes that can be prepared and released.
Current netback and contribution per kg	Reprice or decline offers below the chosen contribution threshold.
Quotes and bookings nearing expiry	Renew costs before committing to a shipment.
Cash required and receivables ageing	Control funding gaps and additional exposure to overdue buyers.
Claims and actual delivery performance	Correct causes before expanding a supplier or buyer relationship.

These are proposed operating tools. They do not imply that live data feeds, a continuous price index or confirmed trading contracts are available.

11 SOURCE REGISTER PART ONE

Sources and methodology

Research was reviewed on **22 October 2026**. Publication dates, data periods and quotation validity describe different things. An October 2026 edition can include an older benchmark only when its age and intended use remain visible. Source numbers in square brackets refer to the register below.

Calculations use the published inputs shown in the report. Export unit value equals reported USD trade value divided by reported mass. The two regional offers and their cost allowances are illustrative FPI planning scenarios. Neither the scenarios nor aggregate trade statistics establish an executable sales price.

[1] **CBI. What is the demand for natural ingredients for health products on the European market.**

31 March 2026; underlying trade observations include 2024.

Open source

[2] **CBI. Trends in the European natural ingredients for health products market.**

1 April 2026. Used for sector direction and documentation expectations.

Open source

[3] **Mane Kancor. Spices Market Overview October 2026.**

October 2026; see overview and turmeric and ginger sections. Primary industry commentary; outlook statements remain conditional.

Open source

[4] **Spices Board India. Item wise Export of Spices from India.**

Table covering FY2021/22 to FY2025/26; source DGCI&S and Ministry of Commerce. FY2024/25 revised final; FY2025/26 final.

Open source

[5] **CBI. Entering the European moringa market.**

23 December 2022. Historical powder price ranges and product documentation guidance.

Open source

[6] **CBI. The European market potential for moringa.**

23 December 2022. Broad customs-group limitations and market-channel context.

Open source

[7] **European Central Bank. Euro Foreign Exchange Reference Rates.**

21 October 2026: EUR 1 = USD 1.1234. Reference for display conversion, not a bank execution quote. The live PDF changes with each release.

Open source

[8] **AESAN Spain. Moringa Salmonella alert ES2026 240.**

28 April 2026. Applies to the products and lots identified by the authority.

Open source

Evidence limits: no public source in this report establishes a current, like-for-like regional transaction price for every covered herb. Current supplier, buyer and transport quotations remain necessary. Public website listings and retail pack prices should not be treated as bulk export realisations.

12 SOURCE REGISTER PART TWO

Sources and operating definitions

[9] **European Commission Access2Markets. EU SADC Economic Partnership Agreement.**
Accessed 22 October 2026. Membership, origin qualification and preference procedures.
Open source

[10] **European Commission Access2Markets. Everything But Arms.**
Accessed 22 October 2026. Scheme and origin framework; verify current transaction eligibility.
Open source

[11] **European Commission. Trade in organic products.**
Accessed 22 October 2026. Organic import certification and electronic COI through TRACES.
Open source

[12] **European Commission. Food law general requirements.**
Accessed 22 October 2026. Operator responsibilities and traceability.
Open source

[13] **South African Government. Apply for a plant import permit.**
Accessed 22 October 2026. Permits, exemption conditions and exporting-country plant-health checks.
Open source

[14] **ICC Academy. FCA and FOB Incoterms 2020 explained.**
Accessed 22 October 2026. Transport modes, delivery and export-clearance responsibilities.
Open source

[15] **ICC Academy. CPT and CIP Incoterms 2020 explained.**
Accessed 22 October 2026. Carrier handover, paid carriage and cargo insurance.
Open source

[16] **CBI. Entering the European market for dried ginger.**
16 October 2025. Importer channels and buyer qualification; retail price examples are not used.
Open source

[17] **CBI. Entering the European market for curcuma longa.**
23 October 2023. Specification context only; its older prices are not presented as current offers.
Open source

[18] **CBI. Entering the European market for stevia.**
2 November 2022. Leaf and extract distinctions and channel context; no current legal status is inferred from this older study.
Open source

[19] **ICC Academy. CFR and CIF Incoterms 2020 explained.**
Accessed 22 October 2026. Freight cost allocation, on-board risk transfer and insurance distinction.
Open source

Netback is the selling price less the seller's stated delivery, finance and claims allowances. **Budgeted contribution** also deducts the defined variable product cost. **Peak cash need** measures the maximum funding gap before collections. These terms must be applied consistently when comparing offers.

FARMERS PRIDE INTERNATIONAL

Trade decisions supported by evidence

This report helps growers, processors, exporters and programme managers assess market opportunities for moringa and selected herbal crops. It connects dated trade evidence with product specifications, regional offer comparisons and the practical responsibilities of an export partnership.

Use it to prepare comparable quotation requests, understand the effect of delivery costs and payment timing, qualify the right commercial partners and organise shipment release. Update the quotation register as offers and requirements change.

About this edition

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Commercial agreements, specifications and required approvals must be confirmed for the actual transaction. This publication does not certify a product, guarantee a price, promise financing or establish an offtake commitment.