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# *KwaZulu-Natal*

**EL DORADO FOR GROWING WHITE GRAPEFRUIT**

**White Paper**

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naturally citrus 

## KwaZulu-Natal – El Dorado for growing white grapefruit

*South Africa offers far more than wine and wild animals. The country is considered an up-and-coming core region for the cultivation of citrus fruits. This is especially true for high-quality grapefruit. These fruits enrich sweets and drinks with their taste and lend perfumes and cosmetics their fragrance. White grapefruits from South Africa therefore provide an important raw material for Symrise. The company promotes sustainable cultivation of grapefruit in KwaZulu-Natal. It reliably supplies customers and consumers with the valuable raw material and works towards making a positive impact on local communities. At the same time, Symrise is improving its environmental footprint and expanding its citrus range with another unique taste.*

## South Africa, the land of citrus

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South Africa produces a wide variety of citrus fruits like oranges, mandarins, lemons and grapefruits. The cultivation of white grapefruit in the south of the African continent constitutes an important part of the rich heritage of the country with a long tradition. These fruits make a valuable contribution to regional economy, for individual consumption as well as for the flavor, fragrance and cosmetics industry worldwide. Many experts estimate that the KwaZulu-Natal region in South Africa will become one

of the world's most important sourcing and processing countries for white grapefruit. Symrise is involved in this region thanks to its sourcing activities around the globe and is now extending its citrus range with the South African grapefruit. Its unique flavor enriches the palette with a sought-after taste. At the same time, Grapefruit means a lot for South Africa as well. Citrus fruits from this region impress raw material buyers with their quality and variety. The time is right to make this known.

### GRAPEFRUIT

The name grapefruit is actually misleading – it originated because the fruits grow in clusters on the tree's branches like grapes. The grapefruit was created when a pomelo was crossed with an orange. This happened around 1750 on the Caribbean island of Barbados, which is also where grapefruits were discovered later. In Florida around 1885, farmers came up with the idea of growing the "fruit of paradise", which it is sometimes referred to as, commercially. Florida, California and Texas used to supply a big share of the global production. In the long term, the region needs support to meet the global demand for the bittersweet fruits because production fluctuates with natural conditions. White grapefruit delivers special value as an important source of high-quality ingredients for food, beverages and cosmetics.



When cultivating grapefruit, there are a number of factors to consider since South Africa has unpredictable rainfall. Only about one eighth of its land area is suitable for field cultivation, where precipitation alone ensures the water supply. Additional water supply therefore plays an important role for agriculture in

general and also for the cultivation of citrus fruits. The KwaZulu-Natal province is a positive exception to this. With its humid, subtropical climate, some farmers used to even manage without additional water supply. Also, grapefruits grow on particularly heat-tolerant, evergreen trees.

They bear fruit both in hot deserts and in semi-tropical or tropical climates. While droughts hit this area from time to time as well, the conditions in the KwaZulu-Natal region promise a fertile future for the citrus fruit and a secure supply of this popular flavor.

## KWAZULU-NATAL PROFILE

The KwaZulu-Natal province is located on the east coast of South Africa. It consists of flat coastal regions with beaches, gentle hills and two large mountain ranges such as the Drakensberg. Tourists come on safaris to see the “big five” animals – elephants, rhinoceroses, buffalo, lions and leopards. Lake St. Lucia, part of the iSimangaliso Wetland Park and a UNESCO World Heritage Site, is home to numerous hippos and crocodiles. People also come for the 230 days of sunshine a year. In the tropical forests and plantations of the “garden province,” the sun shines reliably. Because of the humid and warm climate, sugar cane and tropical fruits thrive here.



## KwaZulu-Natal, a region in transition



In addition, KwaZulu-Natal is the only province in South Africa to bear the name of an ethnic group, because this is the area where mainly Zulu live. This African ethnic group forms the largest ethnic group in South Africa, with more than eleven million people today. They are among the people that Symrise trustfully cooperates with as suppliers & neighbors. This is especially important because a lot

of young Zulus in the region are looking for a basis to secure their future. Many of them seek employment, and those who might have a job would benefit from access to education in good agricultural practices. The reason is that with the democratization of the country and land reform, communities in KwaZulu-Natal received lands to cultivate.

Some of them became operators of farms without receiving the necessary training. They eagerly take the opportunity to earn a living by growing and producing agricultural produce.

**To further build their knowledge & expertise, many young farmers are thus keen to get an education and sufficient resources to be able to manage these lands well.**

## Supporting Zulu communities

To help ease this sore spot, Symrise has committed to sustainability and cooperates with the company Nkwaleni Processors in KwaZulu Natal. Nine large-scale and many small-scale farmers have joined forces in the cooperative.

The latter mainly belong to the Zulu ethnic group. Symrise supplier Klaus Böcker GmbH operates the citrus fruit factory in the form of a 50% joint venture with the farmers and the Zulu community, represented by a tribal chair. The factory can supply 50,000 tons of processed citrus fruit per year and specializes in grapefruits. Symrise and Böcker work together in two ways: by buying the factory's produce and by aiming at jointly helping the communities and farmers.

They want to support young Zulus in their education so that they can successfully farm and secure their livelihoods.

To this end, the partners aim to set up an agricultural academy that provides participants with knowledge about the latest and most sustainable cultivation practices and thereby helps them secure their future. This can help them gain self-confidence as they cultivate the fields in their own community efficiently and successfully.

## Sustainable production in South Africa

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Symrise places great importance on complying with social and sustainability requirements both in South Africa and worldwide, not only themselves but also through their suppliers. In South Africa and in many other raw material cultivation areas, Symrise employees live as partners and neighbors to the farmers and support the local communities with educational measures. Symrise engages in the region in many different ways.

One project is to support beekeepers in the KwaZulu-Natal province since the insects pollinate flowers and thereby contribute to preserving biodiversity. In this way, the company and its partners benefit by actively protecting the environment and maintaining the natural pollination of the citrus grove. Also, Symrise invests locally in technical equipment at the Nkwaleni Processors factory. The company has installed its patented SymTrap® technology directly

into the juice concentration process. This enables accessing side-streams, which are of high value for the creation of flavors. As a result, the plant avoids precious raw materials going to waste. SymTrap® is able to collect aromatic components out of the evaporated water to create delicious citrus taste solutions. **Creating signature taste solutions from material side streams is one of many examples of Symrise's sustainable flavor creation.**



## Sustainability at Symrise

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The Group uses thousands of raw materials from all over the world, and their price, quality and availability have a strong business impact. The company is also committed to sustainability beyond its own factory. Most South African partners of the company are certified by the Global GAP and SIZA sustainability organizations (comparable with FSA 2.0 Silver and Gold status). Symrise has set itself the goal of sourcing all raw materials in such a way that it

minimizes impacts on the environment and human rights are upheld. It has already evaluated 90 percent of all the company's main suppliers, who represent 80 percent of the purchasing volume, according to sustainability criteria. The German company Böcker, with which Symrise cooperates in South Africa, has also proven itself to be a trusted supplier for many years, meeting environmental and social standards.



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***As a global first, Symrise creates «sustainable» grapefruit flavors as the farms meet highest SAI FSA requirements.***

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## SUMMARY

South Africa and especially the KwaZulu-Natal province present excellent conditions for the production of high-quality grapefruit products. The citrus-growing area, which internationally has been little known to date, will take a leading position as a cultivation area and become a jewel for white grapefruit.

Because on a global scale only a few consumers consume fresh grapefruit, their sustainable cultivation for companies like Symrise offers them a future. This secures sustainable supply of sustainable citrus products.

The emerging agricultural country still faces a number of challenges. Since democratization, the country has been working on its stability. South Africa is also continuing to develop agricultural know-how, particularly knowledge of technologies and sustainable agricultural practices.

In addition, it is urgently trying to get young people interested in jobs in agriculture. Symrise and its partners want to provide support with training measures by getting very close to its suppliers and working closely with the farmers.

In this way, the German multinational company will build a bridge between generations and strength local communities with knowledge and technology. With their sustainable investments, Symrise and the Klaus Böcker company help new South African farmers to earn their living long term. The partners are therefore investing in the future of the region while also securing the future supply of high-quality and sustainably produced citrus fruits for the food and cosmetics industries.

**This helps them create unique taste, scent and care experiences.**



*Delivering high quality citrus tastes all around the world...*

## The Symrise citrus tree at a glance



Secure supply	Sustainable production	Unique taste	Global footprint
Global diversification of sourcing areas	Close partnerships with local producer communities	SymTrap® technology uses byproducts	Bergamot and mandarin from Calabria 
Additional raw material sources	Partnerships with NGOs	Diversity of taste through diversity of variety	Grapefruit from South Africa 
Variety for the consumer	Sustainability guidance	Quality through careful cultivation & processing methods	Orange from Brazil 
			Lemon from Argentina 
			Lime from Mexico 

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