



LIFE16-CCA IT 000011

Commercial plan: Aromatic herbs (Spain/Italy)

Appendix to the Action C7-3



DESERT ADAPT, LIFE16-CCA IT 000011

2022



LIFE Project Number: LIFE16-CCA IT 000011

LIFE Project name: DESERT ADAPT

Data Project

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Data Beneficiary

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This commercial plan is one in a range of similar documents. List of commercial plans available:

Spain	Italy	Portugal
<p>L5/L6*: Aromatics, Jara (all uses, including oil), Honey.</p> <p>L7: Nuts (Pistachio), Turism (Bulls & cows)</p>	<p>L1: Aromatics</p> <p>L2/11: Honey + beekeeping in general (selling/buying bee colonies & queens), Wild asperges, Pistachio</p> <p>L4: Sumac (<i>Rhus Coriaria</i>), Prickly pear (all products like Fibre, (frozen) juice, fruits etc).</p>	<p>L8: Tourism.</p> <p>L9: Carob tree.</p> <p>L10: Strawberry tree. Hunting (link with national hunting orgs, photo hunting options).</p>

* L numbers are the landowners in Life Desert-Adapt project that sell these products.

1 Type of product or service

There are many different aromatic herbs. For this commercial plan we focus on the most common species produced and traded in Europe. These are the following species:

Lemon Verbena	(<i>Aloysia citrodora</i>)
Hyssop	(<i>Hyssopus vulgaris</i>)
Lavender	(<i>Lavandula angustifolia</i> or <i>luisieri</i>)
Lemon balm	(<i>Melissa officinalis</i>)
Oregano	(<i>Origanum vulgare</i>)
Rosmary	(<i>Rosmarinus officinalis</i>)
Mint	(<i>Salvia officinalis</i>)
Thyme	(<i>Thymus sp</i>)

Aromatic herbs can be grown in production fields, often in rows like the famous lavender fields in France. But in many cases they can also be collected in the forests. In many nature-like areas in the southern Europe such aromatics grow everywhere. Nevertheless the sustainability of such wild-picking is doubtful both with regards to potential biodiversity loss and secure resource availability throughout the years.

Traditionally there are the following purposes.

- **Dried leaves.** These are the traditional 'herbs' sold in the market. You grow the herbs, harvest them (pruning a part of the plant), clean them when needed, dry them, take the leaves off, crush them in smaller parts when needed and do the packaging. Such dried herbs are used for food ingredients or tea.
- **Oils.** From many herbs oils can be made. Oils can be used medicinally, for soaps, perfumery or fumigation purpose.
- **Fresh herbs.** This can be done in the local market. For example if you supply restaurants or local shops.

2 Potential uses of the product or service, and prices.

Dried herbs

Each herb has its own prices in the market and it's own production per hectare. To understand the differences between the species we include the table below. The mentioned figures are the result of the Life-Desert extensive market research into 124 different tree, shrub and plant species while uses hundreds of sources. The database can be [downloaded here](#).

Figures are estimated on the low side. For example we always assume no irrigation. This means production per hectare taken is about 30% of the maximum production found in publications and research. Prices per KG are the price the landowners can get in the international market. Each time this is around 40% of the consumer price. For example: if the consumer price for a certain herb is 10 Euro, the table below calculate with 4 Euro (40%) for the landowner.

Specie	Unit sold	Price/kg (dry)(Euro)	Harvest/ha (dry KG)	Income/ha (Euro)
Lemon Verbena	KG dry	3,5	1.300	4.550
Hyssop	KG dry	14,5	1.000	14.500
Lavender	KG dry	3	750	2.250
Lemon balm	KG dry	8	2.000	16.000
Oregano	KG dry	14,2	1.000	14.200
Rosmary	KG dry	14,2	600	8.520
Mint	KG dry	13	2.000	26.000
Thyme	KG dry	2,5	2.000	5.000

As can be seen from the table there is a substantial difference between the herbs. This is caused by two main reasons: 1) normal offer and demand fluctuations and 2) the amount of time and effort needed to produce 1 kg of dried herbs.

Oils

Oils have their own market. Also in this case their prices will vary. This is mainly caused by the amount of oils you can produce for each KG of herbs and thus the amount of time and energy it takes.

Specie	Unit sold	production	Price per litre (Euro)	Price per ha (Euro)
Lemon Verbena	Not available			
Hyssop	Not available			
Lavender	Litre oil	Flowers. 1 ha is 2470 kg dry flowers = 42 litre oil	114	4.788
Lemon balm	Litre oil	Roots. A 3-4 year old plantation yields 6-8 t/ha of fresh root, which gives 5-6 kg of essential oil	920	4.600
Oregano	Not available			
Rosmary	Litre oil	Fresh leaves. The average yield of leaf is 2,5 tons per hectare, this gives 60 litres of oil.	21	1.260
Mint	Not available			
Thyme	Litre oil	Fresh leaves. Thyme leaves 6 tons of leaves, which leads to 30 litre of oil.	35	1.050

The following are the most interesting uses.



International market

Type of use	Explain what it means
Essential oil	Essential oil for a wide variety of purposes and very valuable.
Aromatic herbs (dried)	Dried leaves as herbs, or for tea.

Local, national or regional market

Type of use	Explain what it means
Essential oil	They can be used for aromatherapy, food flavorings and obtaining essences for perfumery.
Aromatic herbs (dried)	They are intended for both herbalism and seasonings.
Aromatic herbs (fresh)	Mainly for seasoning plants.

Used literature:

- [Life Desert-Adapt species database.](#)
- [Aromaweb](#) (with info about 130 essential oils).
- [Pfaf database of species.](#)
- [Profitable plant digest.](#)
- [Trade justIngredients.](#)

3 Target customers, markets and competitors

International market

Market types			
Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international	Include basic information about the competitors. How big are they? Where are they located?
Essential oil	Production companies that uses Aromatic herbs essential oils for medicinally, soaps, perfumery or fumigation purpose. Consumers, & retailers , through online sales platforms, ready-made products.	International Because the market is not big enough in each country.	Reasonable number of competitors. The use of Aromatic herbs for this purpose is well established. It depends on the species where the competition is coming from. Some oils are produced in India.
Aromatic herbs (dried)	Consumers, & retailers , through online sales platforms.	International for products with a good story (bio etc etc). Just in bulk is best sold locally.	Small companies from Southern EU are already established. In some cases these are bigger, like with the lavendulan in France.

Local, national or regional market

Market types			
Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international	Include basic information about the competitors. How big are they? Where are they located?
Essential oil	Companies in the perfumery sector. Mainly wholesalers	International Because the local, regional or national	Reasonable number of competitors. Spain is one of the main European producers of



	<p>-Industrial perfumery (essences to aromatize detergents, air fresheners).</p> <p>-Low-end cosmetics and perfumery (gels, soaps, shampoos).</p> <p>-Alcoholic perfumery (essences for perfumes).</p> <p>Consumers and retailers.</p> <p>-Sale of products made through online platforms.</p> <p>-Sale in small shops.</p> <p>-Sales in markets.</p>	market is not enough for the sale of this product	essential oils, increasing exports by 8.4%. Castilla la Mancha, Castilla y León, Murcia y Comunidad Valenciana.
Aromatic herbs (dried)	<p>Companies dedicated to herbalists and seasonings.</p> <p>-Aromatic medicinal.</p> <p>-Aromatic for food (infusions, spices)</p> <p>Consumers and retailers</p> <p>-Sale of products in pharmacies.</p> <p>-Herbalists.</p> <p>-Markets.</p> <p>-Sale on online platforms.</p>	Local It is best sold in bulk in small shops or markets.	Reasonable number of competitors. At the regional level, the regions of Castilla la Mancha, Murcia, Andalucía and Cataluña are those with the largest area of aromatic plantation.
Aromatic herbs (fresh)	<p>Small businesses for the food sector.</p> <p>-Condimentary spices</p> <p>-Infusions</p> <p>Consumers and retailers</p> <p>-Markets</p> <p>-Small shops</p>	Local Best sold in bulk	Reasonable number of competitors. In the eastern area, small companies increase more than large companies in the center and south of the peninsula.

Used literature:

- [Experience Essential Oils \(about various oils available\)](#)
- [Pharmaplant. Retailer](#) & producer.
- [Market news USDA](#)
- [Organic Herb Trader.](#)

4 Market forecast

International market

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
Essential oil	This is a medium size and slowly growing market. Trade figures are not easily available. There are maybe up to 10 small/medium companies offering Aromatic herbs products in each EU country.	We expect a slow growing market for the years to come. These products are linked to economic growth and consumer spending levels.	Current prices are reasonable (not great), and will remain so. For some species this is caused by foreign traders like India.
Aromatic herbs (dried)	This is a medium size and slowly growing market. Trade figures are not easily available. There are maybe up to 10 small/medium companies offering Aromatic herbs products in each EU country.	The demand will not grow much. There are many herbs on the market thus clear competition.	Current prices are reasonable (not great), and will remain so. For some species this is caused by foreign traders like India. If you like to enter the market you have to make a difference: offer a unique product with a good story. In this the story is more important than the product.

Local, national or regional market

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
Essential oil	This is a medium size and slowly growing market. -Marketing responds to different needs and commercial channels.	We expect a high growth of the market in Spain in recent years, as the production of essential oils has	Current prices are reasonable and highly variable, depending on the product and according to the companies.

	<ul style="list-style-type: none"> -Wholesalers stand out for their function in distribution and storage. -Processing industries. -There are companies dedicated to the distillation of essential oils nationwide. 	increased. The market is affected by consumer behavior towards organic or natural cosmetic products.	The price is between 60 and 70 euros / liter.
Aromatic herbs (dried)	<p>This is a medium size and slowly growing market.</p> <ul style="list-style-type: none"> -They can be marketed through a direct channel or go through many intermediaries. - Wholesalers. -Processing companies. -Processing companies. 	<p>We start a high growth in Spain of the aromatic market, since the production has been constantly growing. And to the high demand in the food sector.</p>	<p>Little information about prices.</p> <p>The price of spices is between 2 and 4 euros per 50 grams.</p> <p>The price of infusions is between 2 and 5 euros per 50 grams.</p>
Aromatic herbs (fresh)	<p>This is a medium size and slowly growing market.</p> <ul style="list-style-type: none"> - They can be marketed through a direct channel. -Wholesalers. 	<p>We expect an average growth of the Market, since the demand for fresh aromatics is lower.</p>	<p>It's a free market. The price of fresh plant is approximately between 1 y 1.50 euros per bunch.</p>

Used literature:

Essential oil in the market:

<https://www.aromaweb.com/essential-oils/>
<https://uk.puresentiel.com/>
<https://www.edenbotanicals.com/>
<https://www.planttherapy.com>
https://www.youngliving.com/en_EU/products/
<https://www.decleor.co.uk/blog-articles/cistus-essential-oil/>
[Farmaline.](#)

Herbs in the market.

[Amazon](#) (search per specie)
<https://www.etsy.com> (search per specie)
<https://tofilllo.com/herbs/>(search per specie)

5 Your opportunities & threats, and how to sell it.

International market

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
Essential oil	Stable prices and slow growing market. Good time to enter it.	Direct linking to producers of medicinally, soaps, perfumery or fumigation purpose. Directly to consumers or retailers throughout online sales platforms.	Competition is in place. If you like to enter the market you have to make a difference: offer a unique product with a good story. In this the story is more important than the product.
Aromatic herbs (dried)	This is a medium size and slowly growing market. You can always enter it.	Directly to consumers or retailers throughout online sales platforms. No need to sell to intermediate chain segments.	Direct competition with other herbs: offer a unique product with a good story. In this the story is more important than the product.

Local, national or regional market

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
Essential oil	Due to the high growth of essential oil production and innovative, it is a good	Direct sales, to producers of soaps, gels, air fresheners, perfumes, locally,	Competition between products. Obtain a unique product with a good

		time to dedicate yourself for this sector.	regionally or nationally. Sale to consumers, wholesalers or retailers, through an online platform.	seal that differentiates them from others and is unique.
Aromatic herbs (dried)		It is a good time to dedicate yourself to the production of dry aromatics, due to the high demand and growth of the food sector of condiments and infusions for example.	Direct sales to consumers or retailers. Sale to consumers or retailers through an online platform.	High competition between aromatics. Get a good product that differentiates them from others with a unique seal.
Aromatic herbs (fresh)		Due to the medium or low growth of fresh aromatics, it would be a good time to increase production and obtain greater profitability.	Direct sales to consumers or retailers. Sale on online platform.	Being a free market little profitability of the product, so you have to obtain a different and unique product to the others.

Used literature:

[Amazon](#) (search per specie to see what's on the market)

6 Potential customers.

List the potential customers for each products. List at least 5 potential customers for each product or service.

International market

Customers			
Name of solution, product or service	Name and location	website	Why?
Essential oils (either to producers, or online sales platforms directly, see also below with herbs)			
a)	Decléor	https://www.decleor.co.uk	Perfumery
b)	Farmaline	https://www.farmaline.be	Medical use
c)	Puressentiel	https://uk.puressentiel.com	Company in line with 'Nature' values and a good story.
d)	Eden botanicals	https://www.edenbotanicals.com	Serious trader with much experience.
e)	Osmanthos	https://osmanthos.com/perfume-ingredients	Buys ingredients for making your own perfume.
Aromatic herbs (dried) (assuming direct sales platforms, search on the product and check yourself)			
a)	Amazon	https://www.amazon.com	Online sales platform
b)	Etsy	https://www.etsv.com	Online sales platform
c)	Tofillo	https://tofilllo.com/herbs/	Herbs and tea trader.
d)	Ebay	https://www.ebay.com	Search the specie and see what is online now.
e)	Eko Plaza (in Dutch)	https://www.ekoplaza.nl/	Specially for bio and similar products, direct selling.

Local, national or regional market

Customers			
Name of solution, product or service	Name and location	website	Why?
Essential oils (either to producers, or online sales platforms directly, see also below with herbs)			
a)	Naianais	https://naianais.com/	Organic Cosmetics
b)	Cosmética Extremadura	https://cosmeticaextremadura.es	Organic Cosmetics
c)	Ecos de la Tierra	https://ecosdelatierra.es	Natural Cosmetics
d)	Dehesia	https://dehesia.com	Natural and ecological cosmetics
e)	Labiatae	https://www.labiatae.com	Organic essential oils
Aromatic herbs (dried) (assuming direct sales platforms, search on the product and check yourself)			
a)	Amazon	https://www.amazon.com	Online sales platform.
b)	Teate	https://www.teate.es/	Shop of teas and infusions.
c)	Semilla y grano	https://semillaygrano.com	Spices, infusions, teas, seeds in bulk.
d)	Especias del sol	https://especiassolsol.com	Spices, infusions, teas
e)	Yerbal	https://yerbal.es	Spices
Aromatic herbs (fresh) (assuming direct sales platforms, search on the product and check yourself)			
a)	Ecos de la Tierra	https://ecosdelatierra.es	Fresh plants
b)	Frutas charitos	https://frutascharito.e	Aromatic plants
c)			
d)			
e)			