



The 7th Conference of the International Seabuckthorn Association (ISA2015) was successfully held in New Delhi

Sponsored by the International Seabuckthorn Association (ISA) and undertaken by Seabuckthorn Association of Indian and CSK Himachal Pradesh Agricultural University, Palampur, India, the 7th Conference of the International Seabuckthorn Association (ISA2015) was successfully held in New Delhi, India from 24th to 26th November, 2015. This convention

There were approximately 200 delegates from 18 countries including China, Finland, Germany, Russia, Canada, India, Iran, Britain, Turkey and Italy attended the conference. China as the sponsor of the meeting had invested huge resources for the conference preparatory work and displayed its ability of guidance in this field. A sizable number of universities and seabuckthorn development companies around the world attended the meeting, such as Peking University, Gansu Agricultural University and Conesco Seabuckthorn Co., Ltd. etc.

The theme of the meeting is 'seabuckthorn-a emerging technology for human health and environmental protection'. The meeting subjects are range from seabuckthorn seedlings breeding, seabuckthorn plantation, seabuckthorn management and protection, seabuckthorn nutrition and medical value research, seabuckthorn biological and chemical composition analysis to seabuckthorn product development and sales. The experts presented a key-note speech and carried out a series of academic exchange and discussion.

During the meeting, the Secretariat of ISA had organized the 2015 annual meeting of the international association of council and technical committee. According to the representatives' determination, The 8th International Conference of Seabuckthorn Association (ISA2017) will be held in Mongolia, and the 2017 annual meeting of the international association of council and technical committee will be held in Latvia; it also made a preliminary plan that the 9th International Conference of Seabuckthorn Association (ISA2019) will be held in China.



Seabuckthorn and Yak Attract ICIMOD and AKRSP for Value Chain Piloting in Gilgit Baltistan, Pakistan



Wild seabuckthorn forest and its berry collection in Gilgit Baltistan

The International Centre for Integrated Mountain Development (ICIMOD) and the Aga Khan Rural Support program (AKRSP) agreed to pilot value chain of uncommon livelihood options at high altitudes with extreme climatic conditions and where communities have fewer income resource and scale. It is almost concluded that seabuckthorn and yak offer promising value chain with equitable pro-gender benefits as well. Based on ecological overlaps, it is further envisaged that both enterprises will emerge as poverty programmes technologies for establishing high end transboundary market linkages in Pamir and Wakhan to overcome the issue of resource and scale. Chipurson valley & Shumshal valley in Hunza-Nagar and Phandar valley in Ghizer are being considered as three pilot sites with tremendous scope and potential. In future, this value chain initiative will eventually be integrated with a broader conservation and eco-tourism policy of Gilgit Baltistan.



Yaks of Gilgit Baltistan

Pak Seabuckthorn International is Leading Seabuckthorn Business and Trade in Pakistan

Pak-Seabuckthorn International (PSI), a private entity, was established in 2002. Since then it is devotedly working for seabuckthorn production, awareness raising among local communities, value addition and market R&D in Pakistan. So far PSI has been successful to establish national and international market links for seabuckthorn business and trade while dealing mainly with dry berries. Its claims include marketing of >400-450 metric tons of dry seabuckthorn berries either in local market or exported to European countries.

Meanwhile PSI has undertaken commendable task of value addition of seabuckthorn products. PSI further claims that seabuckthorn berry harvest and value addition during fall and winter is generating off-season employment opportunities to the rural communities particularly women folk in Gilgit-Baltistan.



Bottlenecks in hampering seabuckthorn products promotion in the UK

At the Euroworks 2014 conference in Finland there was discussion on which qualities are important and whether sea buckthorn producers should have standards to work to. The problem with natural food products is that they are subject to many variables in the production process. These makes it difficult, if not impossible to guarantee a set standard.

one alert related to a recipe for a sauce accompanying sponge cake and ten. It was created by a Canadian chef Justin Daniel Tse of Ottawa. The colour and presentation looked amazing but the flavour is far from popular taste.

There is an increasing concern in the UK regarding the quality of food and its impact on health. they need to understand the products they buy are produced to safe standards certified under HACCP accreditation. Different customers see quality differently – but the first quality is safety.

Many people want to know what sea buckthorn is. As a super fruit it is high in many nutrients but the variables will impact on the actual nutrient quality from one year to the next. This makes growing sea buckthorn to a nutrient standard difficult. Growing to a production standard however might be a different matter.

Opportunity and challenge for Seabuckthorn development in the UK

In the UK consumers desire sweet foods. In the last five years soft fruits – strawberries, raspberries and blueberries have become very popular with sales figures reaching over £1 billion in the last year. They have moved from being a traditional, luxury item to becoming a staple healthy food. Sea buckthorn does not conform to this. Its taste is unfamiliar. The other soft fruits have been through a production revolution with better varieties, growing and harvesting systems delivering quantity and consistent quality.

The UK average age of the population is becoming older a growing number of people attach more importance on health care. sea buckthorn is recognised as being healthy, but it is far away for it to become a mainstream fruit for the UK market and compete with these other fresh soft fruits.

In 2014 the Food Matters live conference held in London exhibited a sea buckthorn powder it is renowned as high in antioxidants, vitamins and nutrients. And it is premium priced and selling on line, rarely through supermarkets. They are marketed as brands with personality looking for consumer trust. It is into this competitive market that sea buckthorn has to make its success.

but success will only happen if the taste is accepted and the quality is assured.

Research Endorses Seabuckthorn as Strategic Adaptation Tool for High Mountain Ecosystems in Pakistan

Mountain areas of Pakistan in general and that of Gilgit-Baltistan and Chitral in particular show distinct signs of un-sustainability, decreasing soil fertility and a high degree of instability in the prevailing socio-ecological systems due to emerging or changing climatic patterns. In mountain areas Climate change may increase their exposure to extreme events such as storms, landslides, avalanches and rock falls. It brings potential threats to both livelihoods and local infrastructure. Three reports produced by the IPCC in 2007, UNFCCC (2013) had highlighted urgent adaptation measures for vulnerable ecosystems.

Seabuckthorn has been used for the prevention of soil erosion and the production of food and medicine products in arid mountain ecosystems of the world. A study was conducted in Gilgit Baltistan to assess value of seabuckthorn for strengthening the marginalized mountain farming systems in cold arid Karakoram-Hindu Kush-Pamir region under the emerging challenges of climate change, rising populations and food insecurity, combating soil erosion and stabilizing active slopes in arid and semi-arid mountain areas. Therefore, as part of an ecosystem based adaptation strategy, seabuckthorn based on agro forestry models are chosen as the weapon to cope with the extreme climate in the mountain zone, and support securing healthy food and adequate water for their families.