

Hoodia Gordonii Demand Soars

Hoodia Gordonii is exclusive to Africa, but its popularity in the West has attracted smugglers as prices for the plant soar.

Hoodia Gordonii is not a particularly good-looking plant, in fact it resembles something quite ugly with spiky leaves complete with pungent smell. And yet, Hoodia Gordonii is much sought after. So much so that the plant that grows wild exclusively in the Kalahari Desert in southern Africa is in hot demand encouraging fake Hoodia Gordonii peddlers, compromised Hoodia Gordonii crops and even smuggling.

Hoodia Gordonii Reaches \$40 an Ounce

Hoodia Gordonii is an ancient plant traditionally used by the tribesmen of the Kalahari on long hunting trips to help cope with long periods without access to food. Hoodia Gordonii is now in such demand in the West that the Los Angeles Times said Hoodia Gordonii was priced 'like a narcotic at \$40 an ounce'.

Hoodia Gordonii in Huge Demand

If you Google 'Hoodia Gordonii' you'll witness the massive response online to the plant. For farmers of Hoodia Gordonii they are keen to get into the fray to tap into the international thirst for the plant. It's thought that the current demand for Hoodia Gordonii far outstrips supply – even growing Hoodia Gordonii in nursery conditions from seedling takes at least two years. The pressure on Hoodia Gordonii means it has been listed as an endangered species by international agreement. But news reports suggest that the demand for Hoodia Gordonii is attracting unscrupulous people looking to exploit the market, including smugglers, illegal harvesting and even organised gangsters.

Hoodia Gordonii and Economic Empowerment

Hoodia Gordonii is sold widely across the West, although South Africa is the only country that grows and exports the plant legally, but smuggling suspicions were raised when the amount of plant exported to the West doubled, with reports that the plant was coming from other countries entirely. Growing Hoodia Gordonii is difficult outside of the wild where it's indigenous, so for pure Hoodia Gordonii it has to be sourced from South Africa. And if the Hoodia Gordonii demand is dealt with properly, South Africa's local communities could benefit hugely from the massive interest it has generated. Hoodia Gordonii could be a potent source of finance for poor communities, but those communities are also vulnerable to big corporations and small smugglers stepping on their toes. Local groups working in Namibia are now helping indigenous people to farm Hoodia Gordonii as part of on-going projects to help economic empowerment in the region. The irony being that the many people who buy Hoodia Gordonii do so because they fear about weight issues, whereas the people of the Hoodia Gordonii region worry about not having enough to eat.

Buy Hoodia Gordonii from HealthLab

Healthlab is an online Hoodia Gordonii and vitamin health store. Healthlab offer a pill and capsule form of Hoodia Gordonii, both are 100% authentic pure extract and sourced from the Kalahari Region of Africa. The quality ingredients of Healthlab's natural range of vitamins and supplements are designed to help you cope with life's hectic pace and improve well being. For more information, or if you wish to order, please use the online shop or telephone 0845 130 21 33.