



The SA Rooibos Council
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GEOGRAPHIC INDICATION SPECIFICATION FOR ROOIBOS

DESCRIPTION OF ROOIBOS

Rooibos / Red Bush is presented in two forms: a) oxidised and b) unoxidised or green dried leaves and stems of *Aspalathus linearis*.

- a) In the case of oxidised dried leaves, Rooibos / Red Bush has a distinctive colour that ranges from light brown, yellow to a shiny brick-red colour. It may also have some lighter coloured sticks (dried pieces of stem) mixed with the rest of the product. The moisture level of Rooibos / Red Bush is below 10%.
- b) Unoxidised, or “green” Rooibos / Red Bush, is the unoxidised dried leaves and stems of the *Aspalathus linearis* plant. Any sign of browning or oxidation is absent from green Rooibos / Red Bush. Green (unoxidised) Rooibos / Red Bush leaves have a dominant light green colour and it includes reddish brown thin stem and white woody pieces. The moisture level of green Rooibos / Red Bush is below 5%.

SPECIFIC STEPS IN PRODUCTION THAT MUST TAKE PLACE IN THE IDENTIFIED GEOGRAPHICAL AREA

During the production of Rooibos / Red Bush the following steps must take place in the identified geographical area:

- a) It is commercially cultivated or grows naturally in the wild.
- b) It is harvested from the cultivated fields (either mechanically or by hand) or from the wild (by hand only).
- c) It is processed and dried at a tea court. The tea court may be on or off-farm, but it must be in the designated area.
- d) It is packaged for dispatch or stored for later use.

Additional processing or extracting of the product may take place outside of the designated area.

SPECIFIC RULES CONCERNING LABELLING OF THE PRODUCT THE REGISTERED NAME REFERS TO

The name of Rooibos / Red Bush can only be used to refer to the dry product, infusion or extract that is 100% pure Rooibos / Red Bush – derived from *Aspalathus linearis* and that has been cultivated or wild-harvested in the geographic area as described in this application.

Rooibos / Red Bush may be blended with teas, infusions and other products, whether or not for human consumption. The labelling of such products must conform with the rules applicable to labelling of products in the territory where the product is marketed.

As a guide, the following are considered by the South African Rooibos Council as compatible with the use of the name Rooibos / Red Bush:

- a) To carry as product designation “Rooibos / Red Bush”, the final product must contain 100% *Aspalathus linearis*.
- b) If it is a Rooibos / Red Bush blended tea or infusion, Rooibos / Red Bush can be used as the main descriptor (“Rooibos / Red Bush <<other product>>”) provided that:
 - Rooibos / Red Bush is the main ingredient
 - The exact percentages appear on the label/packaging
 - The final product must still be recognizable as Rooibos / Red Bush as characterized in the description of the product.
- c) If it is a blended tea or infusion, it can be called “<<other product>> and Rooibos / Red Bush blend” as descriptor only if it contains Rooibos / Red Bush and on conditions that:
 - Rooibos / Red Bush provides a distinctive character to the product.
 - The exact percentage of the Rooibos / Red Bush content appears on the label/packaging.
 - The product with the highest percentage appears first on the label.
- d) Rooibos / Red Bush flavoured tea or infusions with liquid flavourants (flavoured Rooibos / Red Bush) can be called “Rooibos / Red Bush <<liquid flavourant>>” on the conditions that:
 - Rooibos / Red Bush is the main ingredient (after water)
 - The exact percentage of Rooibos / Red Bush content appears on the label/packaging.
 - The final product must still be recognizable as Rooibos / Red Bush as characterized in the description of the product.
- e) Following guidance from the SA Rooibos Council, other products (for instance extracts, soaps, cream, yoghurts, liquor, etc.) may be called “Rooibos / Red Bush <<other product>>” only if it contains Rooibos / Red Bush on the conditions that:
 - “Rooibos / Red Bush” (or “*Aspalathus linearis*”) appears on the list of ingredients.
 - It can be proven that Rooibos / Red Bush adds to the characteristics of the product

DEFINITION OF THE GEOGRAPHICAL AREA

The geographical area of production, drying and oxidation of Rooibos / Red Bush is the following:

- a) In the Western Cape Province, the local municipalities of Bergriver, Breede Valley, Cape Agulhas, Cederberg, City of Cape Town, Drakenstein, Langeberg Matzikamma, Overstrand, Saldanha, Stellenbosch, Swartland, Swellendam, Theewaterskloof and Witzenberg.
- b) In the Northern Cape Province, the local Municipality of Hantam.