



Western Cape
Government

Agriculture

BETTER TOGETHER.

GEOGRAPHICAL INDICATIONS (GI) AND ROOIBOS

Rooibos Science Café

Cape Town

Dr DP Troskie

2 April 2019

GI AND ROOIBOS



- **REPUTATION WITHOUT PROTECTION**

- **INSTITUTIONAL ENVIRONMENT**

- **THE ROOIBOS GI**

Is the Paarl in the Karoo?

Spring Water | Cape Karoo® Natural Mineral Water - Internet Explorer

http://karoo.co.za/

Spring Water | Cape K... x

View Favorites Tools Help



+ DISTINCTION IN A BOTTLE

+ SUPERIOR QUALITY

+ PRODUCT RANGE

+ IMPORTED PRODUCTS

+ ABOUT US



Distinction in a Bottle

Looking for a distinct blend of quality, style and taste in mineral water?

Then look no further than pristine Cape Karoo Natural Mineral Water.

As anyone with a discerning palate will confirm, natural spring water is not tasteless. The outstanding taste of the Cape Karoo product comes from the dissolved minerals it absorbs naturally on its leisurely journey through the granite of the Paardeberg mountains – a journey that ends on the lush grounds of **Woltevrede Wine Estate** in a modern, state-of-the-art bottling plant.

It's all about balance

Scientists express the amount of minerals in water as a TDS number – Total Dissolved Solids. Too low a TDS can result in bland, tasteless water; too high can be a little overwhelming. Karoo Spring Water has a palate-pleasing TDS of 190, a level generally agreed by knowledgeable consumers as "just right".



Where is this biltong from?

Is Boksburg in the Namib?



This must be South African....

We know there is a Dutch connection, but....



Which Italian now owns the name “Karoo”?



Rooibos???

On this one I do not know where to start.....



Rooibos the indigenous miracle plant which can not be grown anywhere else in the world.



The “Rooibos case”



- 1992 - Forever Young registered “rooibos” in US
 - Skincare – use ½ ton in US
- 2001 - “Sold” the trademark to Burke International
- Burke “generous” – willing to accept royalties.
- Eventually settled out of court
 - Cost of \$1 million
 - Support from coffee houses
- But, what about all the other small industries?
- Implications
 - SA Rooibos Council (SARC)
 - Protect “Rooibos”

GI: South Africa's traditional view



GI AND ROOIBOS



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Components of a GI

A successful GI should have:

The Artifact

- Product
- Place
- People

The System

- Institutional framework
- Value chain

The Demand

- Consumer
- Quality perceptions
- Secondary market

Industries engaged in the Duras Project







Conclusions from Duras Project

- GI can form part of a Rural Development Strategy

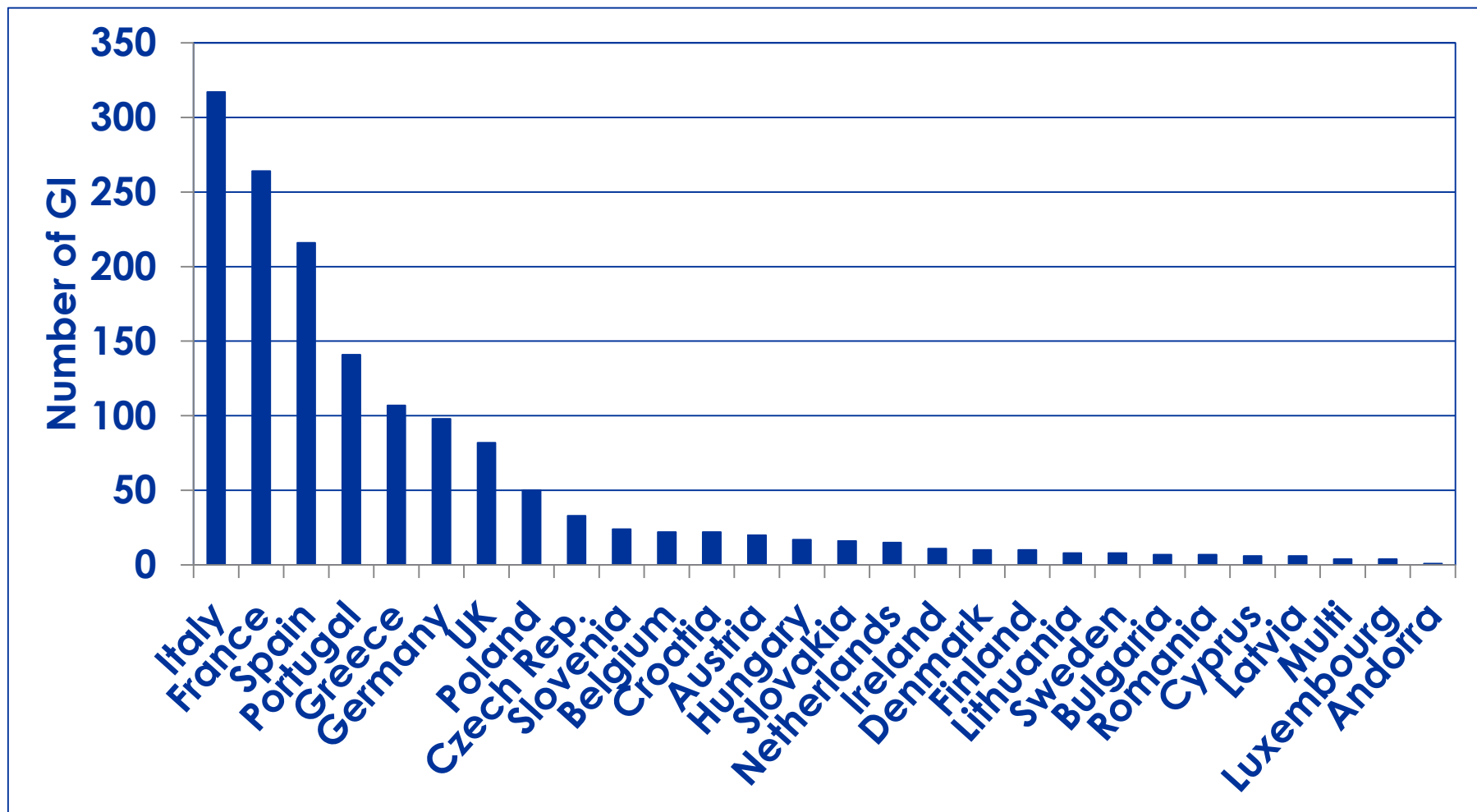
- Economic benefits
- Build an export market
- Manage quality in the domestic market

- However, a GI is not a silver bullet, but one tool in the toolbox

- Rooibos 
- Honeybush 
- Karoo Lamb 
- Camdeboo Mohair 

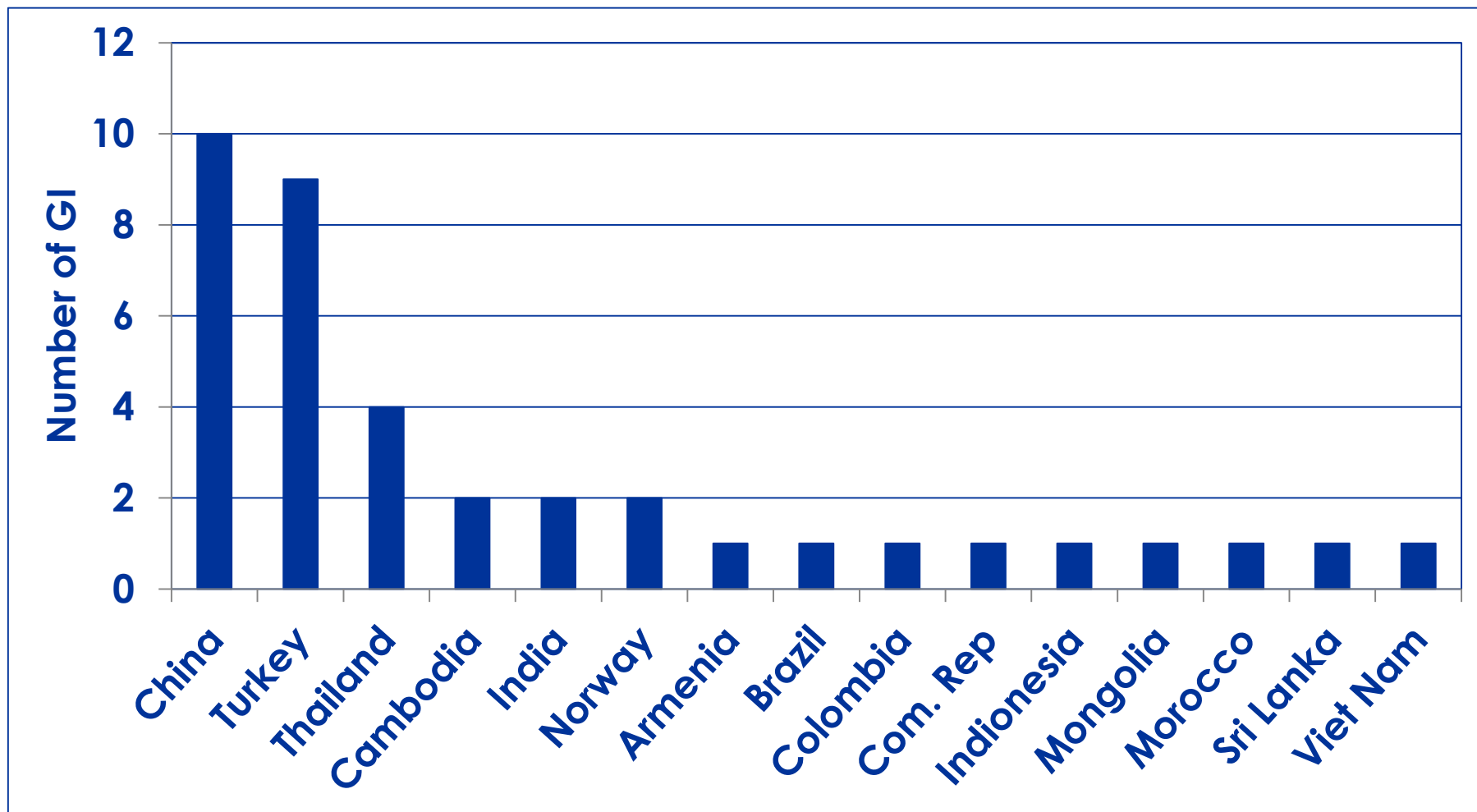
Non-Wine GI in the EU

(n 1 526)



Non-Wine GI registered in the EU by non-EU countries

(n 38)



The economic partnership agreement (EPA)

- To replace the Cotonou Agreement
- SA Part of the SACU EPA group
 - Problem: Nothing to purchase better market access
- Implemented on 1 November 2016
- GI is an addendum to the Agreement (only SA – others may follow)
 - Provide for the in-principle mutual protection of GI
- Exchange of lists has taken place.
 - EU list published in Government Gazette of 4 February 2014 for comment
 - Wine
 - Olives
 - Cheeses
 - SA list published in EU Official Journal of 22 February 2014.
 - Mostly wine (102)
 - Also Rooibos and Honeybush
 - “Karoo Certified Meat of Origin”
- List open for additional products

The AU Policy on GI

- Road to date:
 - Draft developed during 2015.
 - Draft consultation (31 May to 2 June 2016 in Benin)
 - Draft finalisation and work commence on action plan (22-25 November 2016 in Nairobi).
- The outcomes envisaged:
 - An African vision on GI
 - Legal and institutional frameworks
 - Development and registration of GI products as pilots
 - Market development for GI products
 - Research, training and extension regarding GI.
 - Stakeholder awareness
- It is proposed that 16 pilot projects should be supported:
 - 4 from members aligned to ARIPO
 - 4 from members aligned to OAPI
 - 4 from non-aligned members (e.g. South Africa)
 - 4 cross-border GI (e.g. “biltong”)
- Should South Africa participate in the pilot projects?

Potential African GI

Burkina Faso	Beurre de Massina Kwite Beurre de karité de la Sissili Haricots verts Souflou
Cameroon	Miel blanc d'Oku Poivre blanc de Njombé
Côte d'Ivoire	Attiéké de Grand-Lahou Khorogho
Ethiopia	Sidamo Yigacheffe Harrar Limu Jimma Lekempt Ghimbi
Gabon	Oukoume timber
Ghana	Ghana Cocoa Ghana Fine Flavour Cocoa Kente Cloth (non agricultural)
Guinea	Café Diamo Ananas Mafeya Café du Mont Ziama
Madagascar	Vanille du Madagascar
Mali	Échalote Dogon

Kenya	Kenya Tea Mount Kenya Roses Kenya Coffee Masai Coffee Arusha Coffee Ngorongoro Mountain coffee Cut flowers Wild silk
Mauritius	Mauritius Demerara Sugar Rodrigues Limes Baie Topaz Red Beans Piment Rodrigues Bois Cheri Tea Rodrigues Honey
Morocco	Huile d'olive Tyout Chiadma AO Safran de Taliouine AO Argane IG / Huile d'argan Dattes Majhoul de Tafilalet IG Clémentine de Berkane IG
Nigeria	Pepa Yam
Rwanda	Rwanda Mountain Coffee
Senegal	Yet de Sénégal
Tanzania	Zanzibar Cloves Rift Valley Coffee
Uganda	Bark-cloth textiles of central Uganda West Nile district cotton West Nile district sesame

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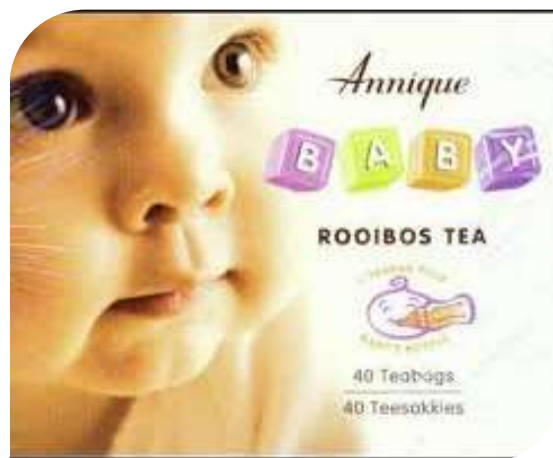


- **REPUTATION WITHOUT PROTECTION**

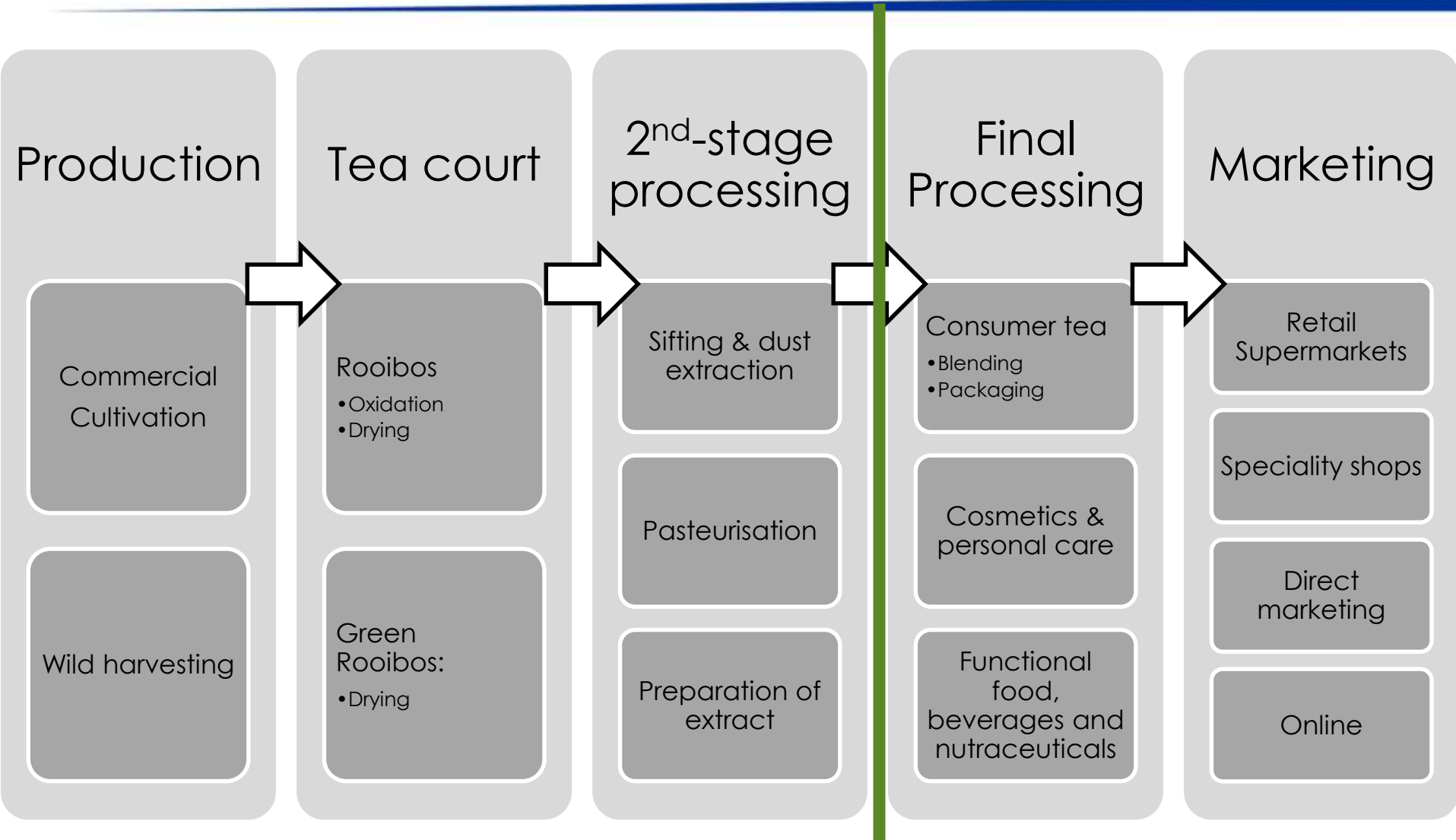
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Rooibos as a developing and diverse industry



Value chain: The Rooibos Industry



What to protect: The elements of a product description

Merchandise Marks (17/'41) - Agricultural Product Standards (Act 119/'90)

- Applicant
- Name
- Description of the product
 - Type of product
 - Description of the product
 - Raw materials (for processed products)
 - Specific production steps that must take place in the geographical area.
 - Specific rules concerning slicing, grating, packaging, etc.
 - Specific rules concerning labelling.
 - Inspection and control structure
- Concise definition of the geographical area.
- Link with the geographical area.
 - Specificity of the geographical area
 - Specificity of the product
 - Reputation of the product
 - Causal link between the area, quality, reputation & other characteristics

The Rooibos GI

- Duras Project (2008 – 2010): Identified Rooibos as a GI
- Protection under MMA: Final notice: 2013-09-06
 - Rooibos
 - Red bush
 - Rooibostee
 - Rooibos tea
 - Rooitea
 - Rooibosch
- Published in EU: 2014-02-22
- Economic Participation Agreement
 - Signed 10 June 2016
 - Implemented: 1 November 2016
 - Rooibos (same names as under MMA) now protected in the EU
- Inclusion in EU Register of GI

Inclusion of Rooibos GI in EU Register

● Benefits:

- Right to use the EU seal
 - Seal is highly recognised in EU countries
 - Instant consumer recognition.
- Enhanced search of protected names
- Easier protection in other countries with GI

● Disadvantages:

- None. Protection will continue under EPA irrespective

● Submitted: August 2018

● Names to be protected:

- Rooibos
- Red bush

● Comments received: 7 February 2019

- Telecon held on 14 March 2019

● Process henceforth:

- Submit response
- Publication in EU
- Receive public comments and defend.
- Eventual inclusion in EU Register.

Thank you
Dankie
Enkosi

Contact Us



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BETTER TOGETHER.

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