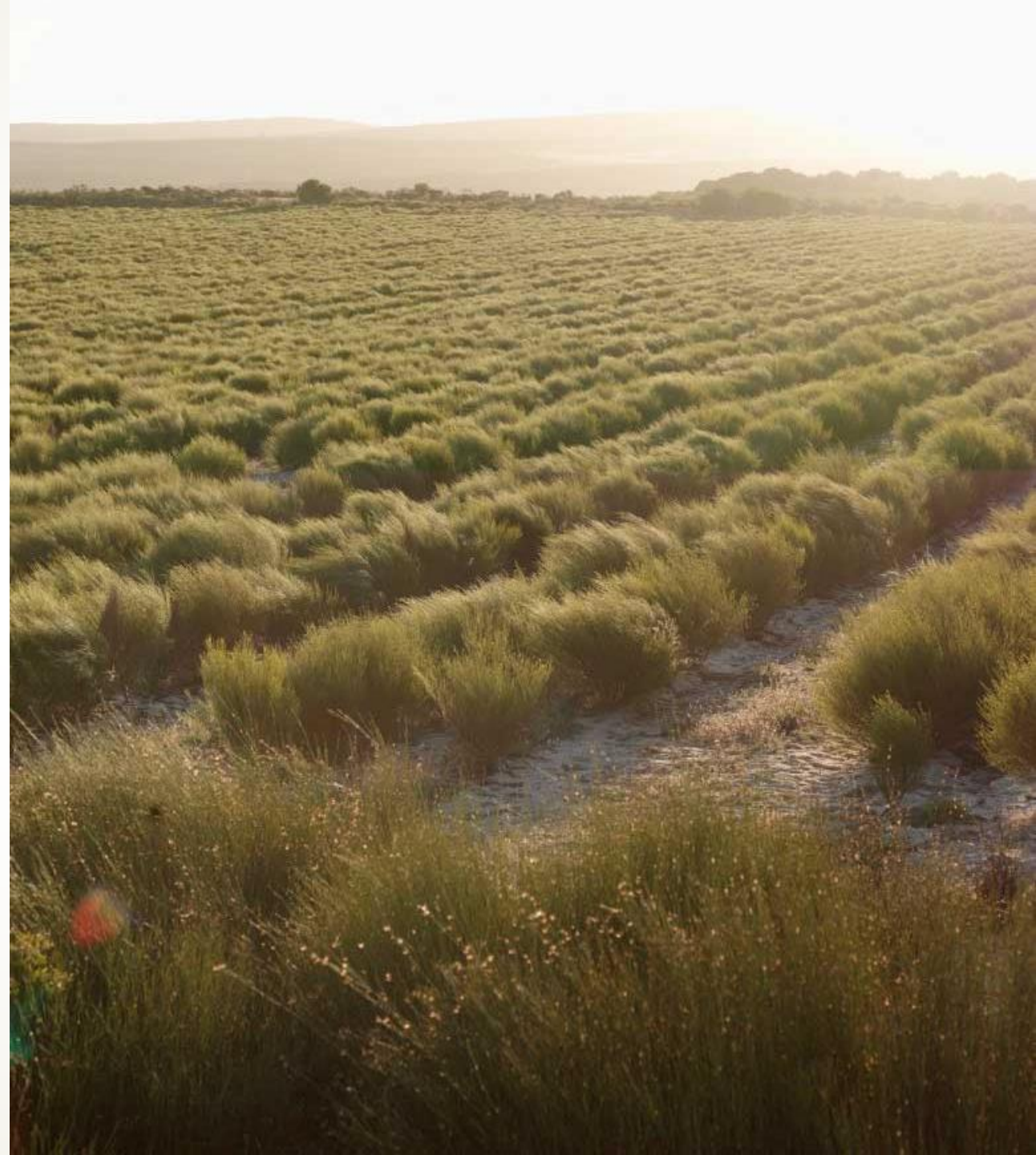




Celebrating the Rooibos GI



A first for Africa!



The home of Rooibos

- Only grows a narrow 60 000 hectare belt in the Cederberg along the West Coast of South Africa
- Cape Floral Region is a UNESCO World Heritage Site
- Less than 0.5% of the area of Africa but is home to nearly 20% of the continent's flora
- Identified as one of the world's 35 biodiversity hotspots – 8700 species
- Smallest and in one country
- Successful transition to cultivation and one of few economically important fynbos plants





The Rooibos Council

- SARC will use available resources to effectively and efficiently **promote, grow and protect** the rooibos industry of South Africa for its stakeholders, locally and internationally
- SARC will support appropriate research and communication to promote the benefits of Rooibos
- SARC will **respond to threats and crises** in the rooibos industry for its stakeholders and to protect the interest of consumers
- SARC will **disseminate relevant information** to enable consistent product quality and adequate supply



Why are GI's important?

Rooibos Trademark registered by Forever Young in 1994 – use of word by other parties in the US prohibited – SA Government & Rooibos Ltd won case

In 2013 the French Compagnie de Trucy, attempted to register exclusive use of the word Rooibos in France – SARC filed an observation with the French trademark authority

Process for the development of the GI

The development of a Rooibos GI was first approved at the SARC AGM

11 October 2006

Initial report on the GI Feasibility was published

April 2008

Rooibos GI was finally protected under the MMA

6 September 2013

2006

Researched as part of the Duras project

May 2010

Final report on GI Feasibility was published

2016

Southern African Development Community Economic Partnership Agreement



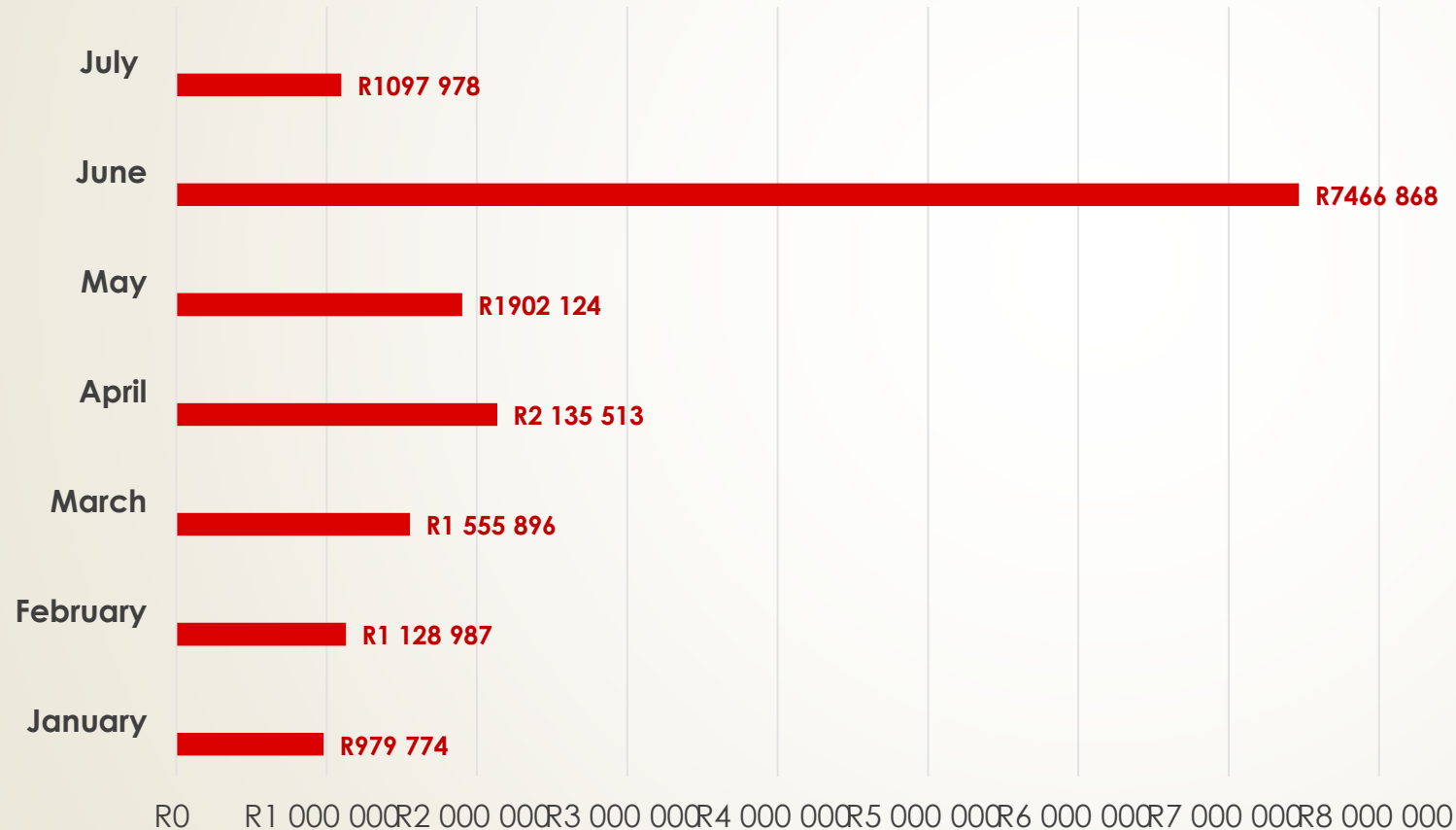
EU GI Register

- GI protected in the EU under the EPA, but ***not yet on the register***
- January 2018 started the process for submission of the Single Document and Product Specification to the EU
- Supported by EU Commission in Pretoria, dtic, ***Western Cape Government*** & EU Commission review committee
- Final stages November 2020
- Opposition from UK and Swiss Tea associations
- ***Very positive and supportive experience*** with UK Tea & Infusions Association (UKTIA) and the EU Tea and Herbal Infusions Europe (THIE)



Rooibos Council Publicity analysis

Advertising Value Equivalent (AVE)



← June was an exceptional month due to the announcement of Rooibos' inclusion as a PDO GI in the EU.

Lessons learnt

- Strong industry collaboration and/or organization
- Persistent attitude
- Identify sources of support
- Relationships with EU and international counterparts
- Knowledge of EU requirements and regulation
- Dedicated scheme management function (PPECB)



What's next?

01

International
GI's

02

Focus on
local
awareness





ROOIBOS COUNCIL

Thank you!