



Honeybush & Rooibos Value Chain Partnership

Supporting improved sourcing, harvesting and certification readiness in the honeybush and rooibos value chains

Context

The rooibos and honeybush farming sectors present an abundance of social and economic benefits. Yet the significant challenges faced by the dried herb and honeybush farming sectors hinder marketability, equitable benefit sharing, and limit access to international markets due to certification requirements. To improve conditions within the Rooibos and Honeybush sectors it is paramount to explore opportunities which foster equitable trade and enhance export readiness while ensuring sustainable use and conservation of biodiversity resources.

Partnership objective

- Support improved sourcing and deployment of regenerative agricultural support practices.
- Promote sustainable harvesting practices for farmers and harvesters to effectively manage biodiversity and enhance sustainable use around the Honeybush resource.
- Assist farmers in certifying the Honeybush as Organic and UEBT RA to improve the revenue and management of their product.

Activities

- Develop sourcing reports for Rooibos producers
- Provide technical support on regenerative agricultural practices producers
- Develop Sustainable Harvesting Plans for Honeybush farms
- Facilitate organic certification & RA UEBT Cert readiness for each farm
- Export readiness & sampling feedback
- Import coordination and quality control

About BIA

The BioInnovation Africa project is implemented by GIZ with the objective to support African and European private sector in developing mutually beneficial value chain partnerships based on high ethical, social and environmental standards including equitable benefit sharing and the sustainable use of Africa’s genetic resources. The programme is active in Cameroon, Madagascar, Namibia and South Africa.

Partners	EU: Simon Levelt BV, Grounded Ingredients BV, Commonland SA: Grounded Management South Africa GIZ: BioInnovation Africa (BIA)
Implementation period	2023 – 2025



Notes