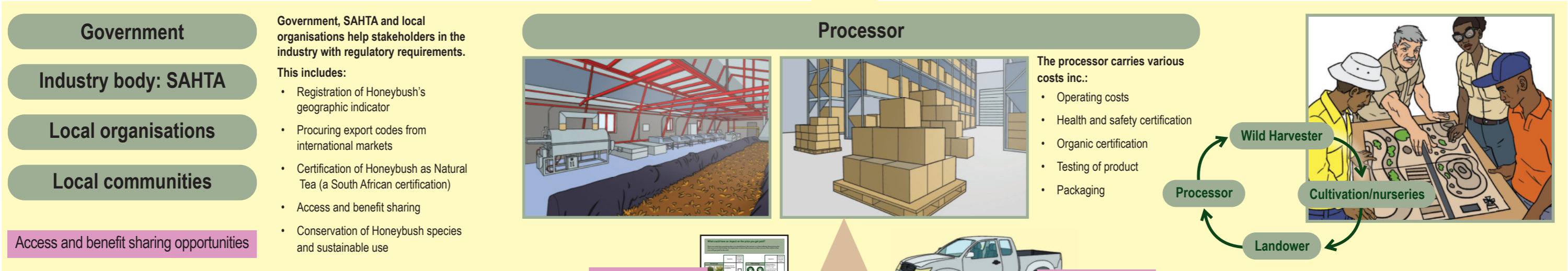
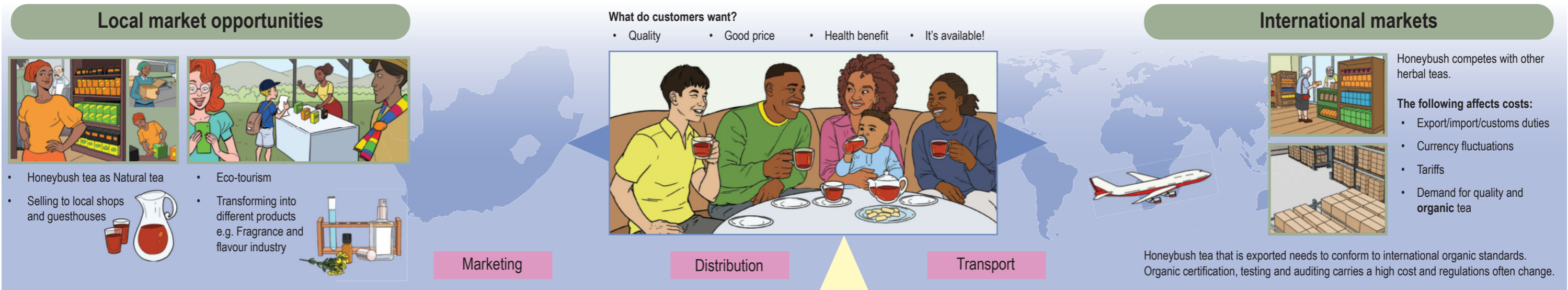


What Shapes the Price of Honeybush?

Exploring relationships, responsibilities, and real costs behind each harvest

To understand what shapes the price of Honeybush requires knowledge of the many forces affecting the journey of Honeybush all the way from its environment of origin through to the decisions of the consumer of the final product. It is a long and complex journey, and it helps if all stakeholders in the value chain understand the issues affecting those in different parts of the value chain. This tool can support a more transparent and trusting relationship between these stakeholders and enable possibilities for optimised valorisation of Honeybush including where there are opportunities for better prices and associated terms and conditions of business.

Cyril Lombard - AbioSA Advisor



Suggestions for conversations

More Than a Price Tag

Every cup of Honeybush tea begins long before a buyer sees a label. It begins in fire-adapted landscapes shaped by time. In careful hands that harvest and sort. In shared transport, tools, agreements, and knowledge passed on between people. This diagram doesn't try to show the whole system—because in a complex, living world, no single tool can. Instead, it traces key relationships and price influences that help us ask better questions.

Price is often said to reflect what someone is willing to pay—but that overlooks a deeper reality. In many communities, value is shaped by what people can afford, not just what they desire. A pair of designer sneakers might sell for thousands, while a bag of wild-harvested tea—produced through hours of skilled work and deep ecological understanding—struggles to cover the cost of labour, tools, transport, and time.

This diagram invites fresh conversations. Not just about transactions, but about relationships. About contribution and care. About what becomes visible when we start to see price as part of a wider system—ecological, social, and human. A system we shape together.

Looking at Price, Together

A conversation guide for exploring what shapes Honeybush value. There's no single answer to what makes up the price of Honeybush. It's not just one thing—it's a system. Some parts are clear. Others change all the time. That's why we don't need to solve everything right away. We can start by noticing what's working, what's unclear, and what small steps might make things more fair or transparent.

1. Do I understand what affects the price I'm paid?

Ask yourself or your group:

- What parts of the process do I understand well?
- What still feels unclear or confusing?
- Where do I see the same thing happening again and again?
- What is one small thing I could do differently next time to see what changes?

In a changing system, small steps can still make a difference. We don't need full control to learn and improve.

2. Do I know who benefits along the journey from plant to tea?

Talk about:

- Who gets paid at each step—landowner, processor, transporter, shop?
- Are the earnings and responsibilities shared in a fair way?
- Are there places where people think something is fair—but it doesn't feel fair to you?
- Who else should be part of this conversation?

When we share what we see, we help others see more too.

3. Do I see how nature and people connect?







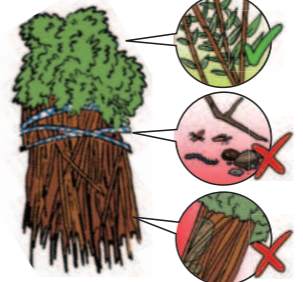
Explore together:




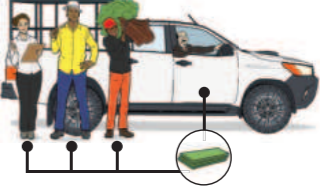
- How does the land, weather, or plant condition affect your work?
- What knowledge or good practices have been passed down to you?
- Are we losing or keeping this knowledge?
- What does a healthy Honeybush area look like in 5 years? What might happen if nothing changes?
- What are we already doing that shows care for the land?

Nature is part of this system too. When we notice and talk, we help it grow stronger.

What could have an impact on the price you get paid?

Here are some key questions that you should know the answer to when talking about prices for the tea you are harvesting. It's important to know the answers so that you are clear about what you will get paid in the end.

	Questions	Check the box if you know the answer
<div>Harvest type</div> <div><div><div>Bergtee</div></div><div><div>Vleitee</div></div></div> <div>What type of tea did you harvest? (Bergtee is PREMIUM)</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>Landowner</div> <div></div> <div>What amount goes to the landowner? Is this amount part of the price per kilogram?</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>Transport</div> <div></div> <div>Who pays for the transport? Will money be subtracted from the price per kilogram if transport is provided?</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>PPE</div> <div></div> <div>Who provides the tools and protective equipment (PPE)? What is the landowner responsible for? (For example, clearing roads and putting up lines)</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>Foreign objects</div> <div></div> <div>What affects the weight of the bundle? What happens with foreign objects or other plants? When do they get removed?</div> <div>Details:</div>	<div><input type="checkbox"/></div>	

	Questions	Check the box if you know the answer
<div>Plant size/age</div> <div></div> <div>What is included or excluded in terms of plant size or age? E.g. will stems that are too thick be removed before weighing? This will happen with Bergtee because of how it is harvested close to the ground.</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>Weight</div> <div></div> <div>What weight will determine the final price you get paid? (in the field or at the processor after sorting)</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>Moisture</div> <div></div> <div>Are you working from the wet or the dry weight? What impact does time have?</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>Working as a team</div> <div></div> <div>If you are a team, how will you split the payment?</div> <div>Details:</div>	<div><input type="checkbox"/></div>	
<div>Other</div> <div></div> <div>Anything else?</div>	<div><input type="checkbox"/></div>	