

Kaukou Honeybush

A scenic landscape photograph of the Kaukou area. In the foreground, there are yellow honeybush flowers and green foliage. The middle ground shows a small pond, a church with a white steeple, and some houses. The background features rolling hills and mountains under a clear blue sky.

2nd AFRICAN BIOTRADE FESTIVAL

18 September 2025



AGENDA

1. Background of our Farm
2. HB Sector Development Plan
3. Sustainable Supply
4. HB Processing Plant
5. Market Access & AgriTourism
6. Challenges highlighted

History of Herold Meander farm

- Was an abandoned and derelict farm since 2002.
- Township establishment never took place.
- Little hamlet of Herold situated on a private farm.
- Acquired the farm in 2018.
- Objectives to protect heritage and to be environmentally & financial sustainable.
- Ideal Agri-Village with existing social infrastructure.
- Developed a 20-year farm plan.

Farm Planning & Compliance

- Existing Water Use Rights were registered (400 000m³).
- CARA permit obtained for 80ha of irrigated agricultural land.
- Operation Phakisa stage 1 approval.
- Environmental Authorisation obtained for 20 years.
- 55ha of alien clearing – replaced with honeybush & proteas.
- Agriculture (proteas, honeybush & sheep).
- Agro-processing (proteas & honeybush).
- Agritourism (Accommodation & HB hub at Farm Stall).



HJAG & Sector Development Plan

- A Honeybush Sector Development Plan was developed in 2021 and handed over to SAHTA for implementation.
- A Honeybush Joint Action Group (HJAG) was established in 2021 as an interim structure.
- Identified in 2021 the following challenges in the Honeybush Industry:
 - *Honeybush production/sales volumes have substantially declined.*
 - *The industry is not attractive for the SME honeybush farmers.*
 - *No black empowered honeybush tea processors.*
 - *International trade barrier challenges.*

SDP Transformational Focus Areas

- Develop a Generic Marketing Plan.
- Establish a Transformed, Independent & Inclusive HB Association.
- Registering of Protected Geographical Indicators (GI).
- Develop a pipeline of SME honeybush tea projects.
- Establish a Secretariat for the Honeybush Tea Council.
- Skills Development & Research.
- Value chain transformation and development for SME farmers.
- Participate in the ABS negotiations.
- Trade barriers & International marketing.

Kaukou Honeybush - Objectives

- By 2021, we established 15ha of honeybush plantations.
- In 2020, started to attend Trade Shows to market our HB.
- Objectives: To promote honeybush tea and ingredients for food, health and beauty industries – due to its superior medicinal properties.
- We need to control our supply chain.
- CHALLENGES IDENTIFIED TO CONTROL OUR SUPPLY CHAIN:
 - We need to have a sustainable supply from commercial production that will be complemented by wild harvesting.
 - CRITICAL: We need to establish a honeybush tea processing plant (first BEE).
 - We need to develop various honeybush products.
 - We need to market honeybush Nationally & Internationally.

Sustainable Supply of Honeybush

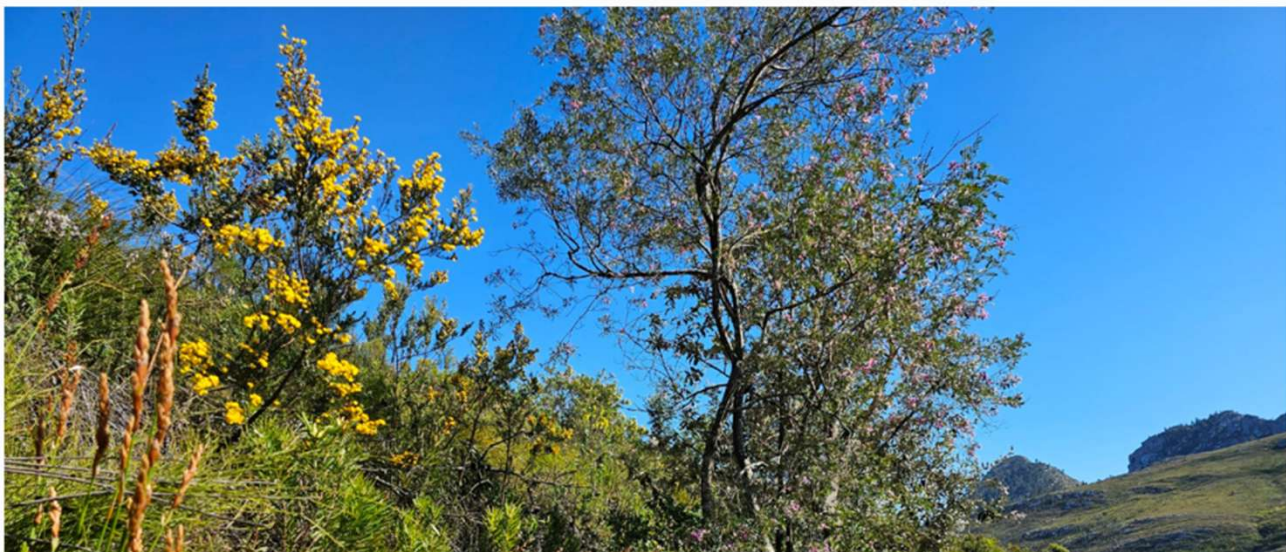
- Commercially cultivate our own seedlings at our nursery (>200 000).
- Established approximately 20ha of commercial hb fields:
 - Subternata & Longifolia
- Complement our supply using wild harvesting (from permit holders):
 - Subternata & Intermedia (optional genistoides)
- Planted hb seedlings on southern mountain slopes (pitting areas).
- We were supported by WC DoA and ARC (Dr. Cecilia Bester).
- CHALLENGES:
 - Not all our small farmers have permits and agreements with private landowners.











Challenges in HB Processing Industry

- All processing plants are still white owned.
- Processing plants control the supply chain.
- Critical for us to have our own Processing Plant.
- None of the existing plants were prepared to assist us.
- Garden Route District Municipality Plant:
 - *Sustainable supply from registered permit holders.*
 - *Adhere to the MFMA and their SCM Policy.*
 - *Uncertain if it is within their Mandate.*

Challenges in HB Processing Industry

- The indigenous farmers will always be price takers if not involved in processing: R3 to R15 per kg!
- It appears as if profit is skewed towards Processing, Packaging & Marketing.

QUESTIONS:

- Are there any Guidelines on how honeybush should be processed?
- Was the financial Model for HB researched?

Kaukou Processing Plant

- We completed all our designs and funding applications.
- ARC (Prof Lizette Joubert), PPECB, GRDM Health, Food Safety Consultants & Engineers.
- All compliance approvals were obtained (Environmental, HWC, Zoning & approved Building Plans).
- Conducted desktop study to determine our Value Proposition & Unique Selling Points.
- WC DoA assisted with the CASP Funding.
- Blended Funding Application - for equipment.





Product Development & Certifications

- Honeybush products and ingredients:
 - Loose tea and in cartons
 - Extracts & loose tea use for:
 - *Lotions, soaps, cappuccino, gin, beer & RTD.*
- Certifications:
 - Organic & Fair Trade
 - Social & Environmental
 - Food Safety
- China – Why not registered on New Food List?





Honeybush Cosmetics

ORGANIC • NATURAL • INDIGENOUS



Market Access, AgriTourism & Heritage

- Honeybush Hub at our Moertjiesklip Farm Stall.
- An authentic Honeybush Experience.
- Developed and trademarked our branding.
- Attending various Trade Shows supported by:
 - *DTIC, SEFDA, DFFE, DSBD, ECDC, WC DoA & WESGRO*
- Support received from International Agencies:
 - GIZ, IPD, PUM, USAID, SIPPO & UKTP.
- Develop an indigenous HB Tourism Route!!











AT LEEUWENHOFF





THANK YOU



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