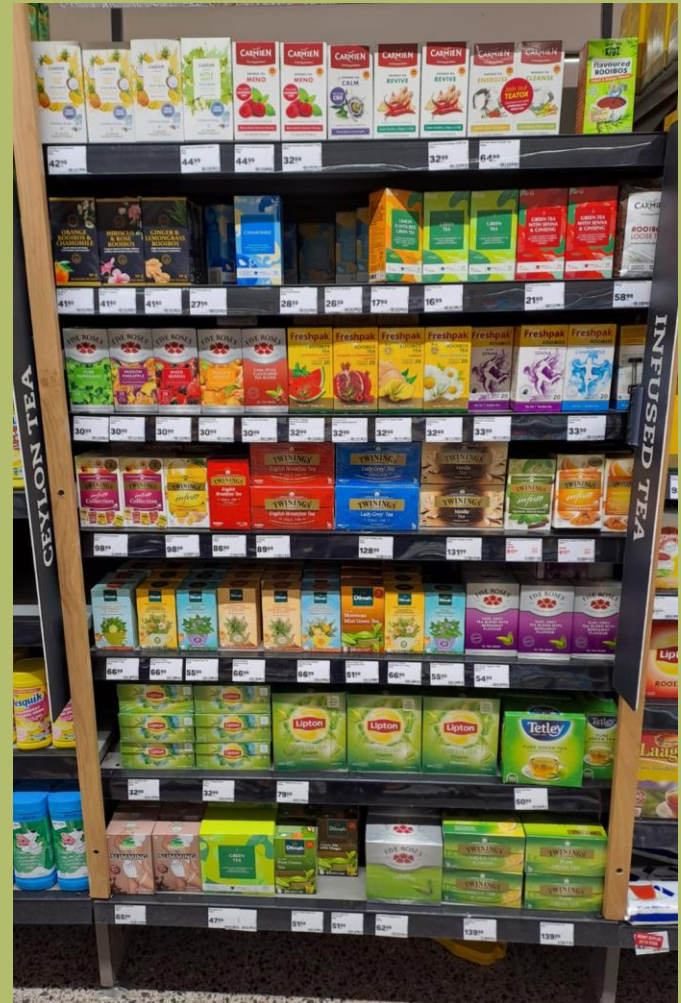


Pick n Pay Gqeberha



Pick n Pay Ferndale, Johannesburg



Pick n Pay Sedgefield



Checkers Makhanda



Woolworths Cape Town



Pick n Pay Bedfordview, Johannesburg



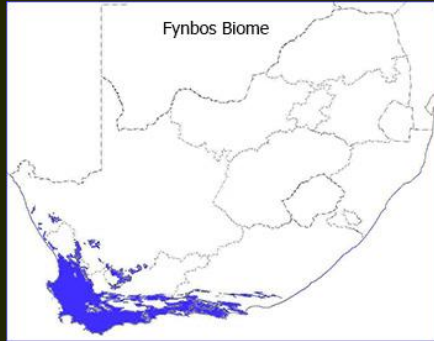
Aspects of the sustainability of the **cultivated** honeybush tea industry, South Africa

Preliminary Findings: Tafadzwa Makhuza

Funding: Rhodes Henderson Postgraduate Scholarship, Living Lands, T060 Project



About Honeybush

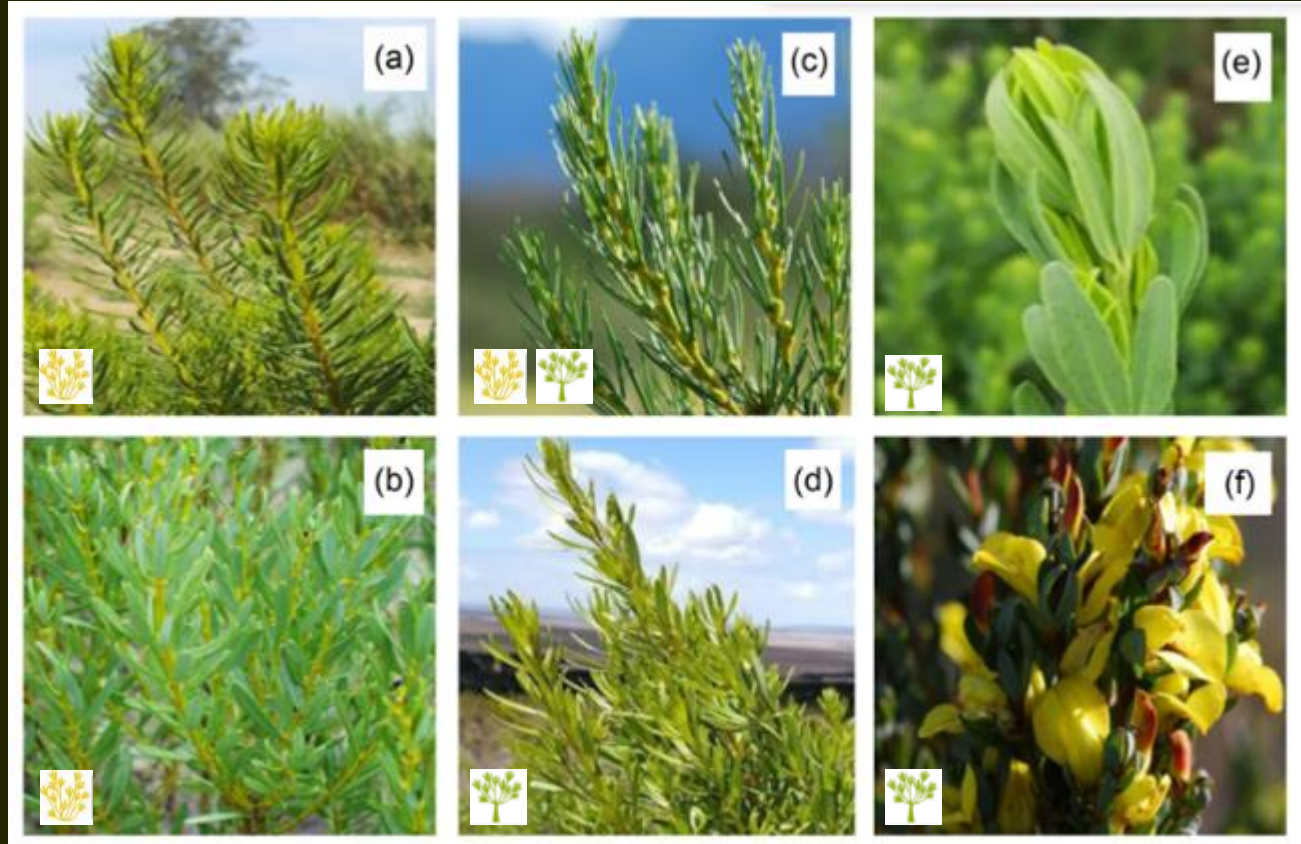


Reseeder



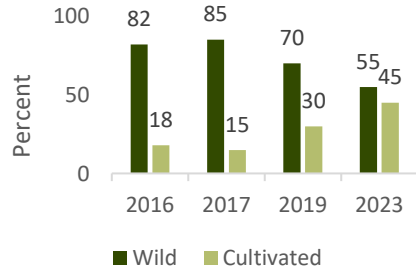
Resprouter

- a) *C. genistoides* (coastal tea)
- b) *C. longifolia* (van Staden's tea)
- c) *C. maculata* (rooibossie tee)
- d) *C. intermedia* (mountain tea)
- e) *C. subternata* (marsh tea)
- f) *C. sessiliflora* (Heidelberg tea)



Problem Statement

Only a few farmers have successfully established economically viable cultivation farms

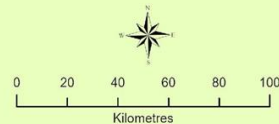


Source of crop (wild vs. cultivated) in 2016, 2017 and 2019 (SAHTA, 2022; Pers. Comms., 2023)



Draft community and private cultivated honeybush farms (2023)

Compiled May 2023, T.L. Makhuzo
 Dept. of Geography, Rhodes University, Makhanda
 Data sources: "expert mapping" (G.K. McGregor, M. Sephton, A. Ackhurst)



Legend





Aim

to carry out an inventory and analysis of the various models of honeybush cultivation to bring out the successes and challenges of the various approaches.

The research will contribute to a better understanding of a way forward for the cultivated industry.



Objective 1

Update the inventory of the cultivated industry



Objective 2

Investigate the environmental, economic, and social practices in successful cultivation enterprises



Objective 3

Investigate the challenges experienced by exiting as well as community enterprises



Objective 4

Develop a sustainable resource use framework considering environmental, economic, and social aspects which might be useful for future honeybush cultivation enterprises.

Aim

to carry out an inventory and analysis of the various models of honeybush cultivation to bring out the successes and challenges of the various approaches.

The research will contribute to a better understanding of a way forward for the cultivated industry.

Conceptual framework

Sustainability



Study Area

Size: 8 ha
Species: *C. intermedia*



Size: 5 ha
Species: *C. subternata*



Size: 67.2 ha
Species: *C. longifolia*



Size: 60 ha
Species: *C. genistoides*

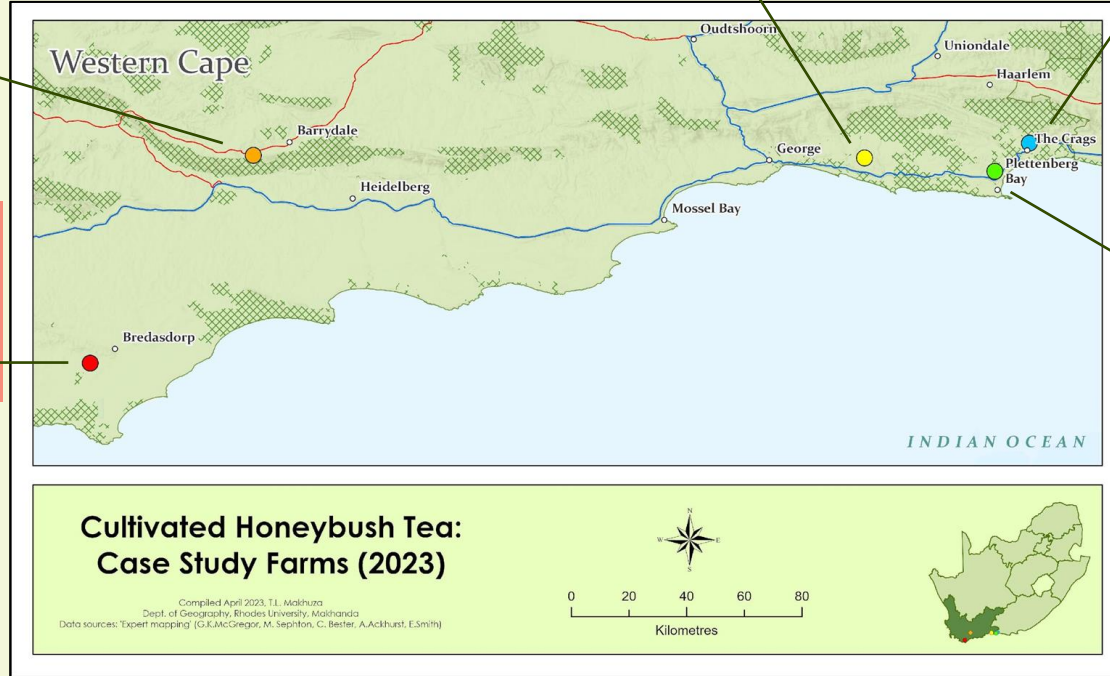


Size: 32 ha
Species: *C. subternata*



Reseeder

Resprouter



Study area of the five successful commercial farms which each have one of the models of interest

Farming Honeybush



Resprouter

(*C. intermedia*)



Rainfed

Cropped after 2
or 3 years

Low/ moderate
density
cultivation



Reseeder

(*C. subternata*)



Rainfed/
Irrigation

Cropped annually

Conventional/
intensive
cultivation



Source: Tafadzwa Makhuzha (2022-2023)



Expected Outcomes

Conceptual framework							
Enterprise (Type & Scale)							
Successful Enterprises (2 reseeders & 2 resprouters)						Exiting Enterprises	Community Projects
Sustainability Pillar						Experience & Challenges	History & Current state
Economics		Environmental		Social			
Challenges	Successes	Challenges	Successes	Challenges	Successes		
Understanding Value Chain of Enterprise							

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Thanks!

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