



**FOOD AND AGRICULTURE ORGANIZATION
OF THE UNITED NATIONS - SINER-GI**
**Sharing views on Quality Products Linked
to Geographical Origin;
How they can contribute to rural
development?**
31 January - 1 February 2008

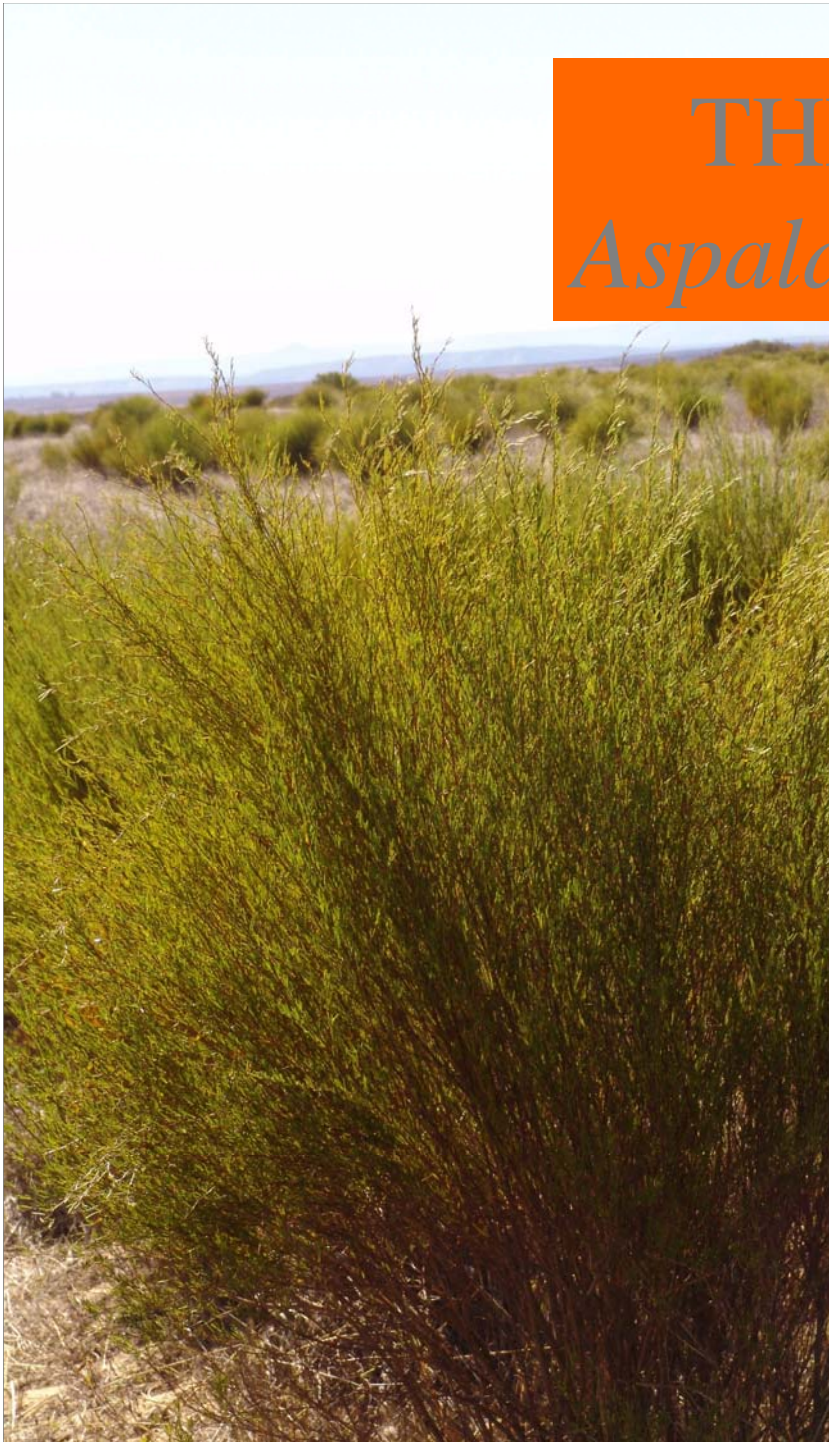
***Rooibos
(South Africa)***

*Estelle Biénabe, Dirk Troskie,
Cerkia Bramley, Maya Leclercq
Cirad, Western Cape Dppt of Agriculture, University of Pretoria*



THE PLANT

Aspalathus linearis



Rooibos presentation

- Rooibos tea or red bush tea = herbal tea *San*
- South Africa, Cedarberg region (36.000ha)
- 10.400 tonnes (2005)
- 400-450 mainly large scale producers ; 8 large processors
- 40% domestic / 'Mass' consumption (large retailers)
- 60% export (mainly Germany): health product, and niche markets (specialty tea)
- Export in bulk for mainly flavoured or blended end products

Production Areas - Rooibos Tea
Western & Northern Cape



National context:

Protection schemes in S. Africa

- No specific GI system in place in South Africa
- Compliance with WTO/ TRIPS = Provision for protection as collective trademark
- Private initiatives (i.e. Camdeboo Mohair, Klein Karoo Ostrich, etc.)
- Wine has its own regime (Wine of origin scheme; 1970 & 1989 Acts)
- Current revision of Trademark act (indigenous knowledge)



Emergence of the Rooibos initiative:

Usurpation as a driving force

1993 - 2003: Phenomenal growth, esp. export market:
+ 742%

Marketing strategies development: trademark expansion and
US battle

- “Rooibos” Trademark – USA : 12.08.1992
 - by a SA Company
 - 2001: cedes rights to Burke Intl. (USA)
- Rooibos Ltd. filed cancellation proceedings
- Burke Intl. :
 - SA Companies to pay royalties
 - Burke less than 1 ton
- Case settled out in court : 02.2005
 - Considerable help from “Coffee houses”
 - R.6 Million (\$1 000 000)

GI system:

- Industry controlled locally by 8 processors (one major player: Rooibos Ltd = 75% prod°) and at export level by German brokers
- Government support in 'US battle': South African patrimony, and SA Rooibos Council set up: 04.2005
- NGO involvement with Small-Scale Farmers (SSF)
- Western Cape Department of Agriculture, University of Pretoria and Cirad : GI initiative (IPR action research project)
- Cape Nature (provincial conservation agency) and Sustainable rooibos initiative: stakeholder in GI initiative
- Rooibos council set up a Task force (10.2006): processors, marketers, commercial farmers, emerging farmers, NGO



Task force proposals:

Rooibos area and product specifications

Rooibos area of production :

- **Criteria:**
 - **In the Fynbos biome.**
 - **Winter Rainfall Area.**
 - **Derivative of Table Mountain Sandstone.**
 - **Deep, well drained sandy soils.**
 - **ph below 7.**



ROOIBOS: THE PRODUCT- ION AREA



CULTIVATION



HARVESTING



THE TEACOURT

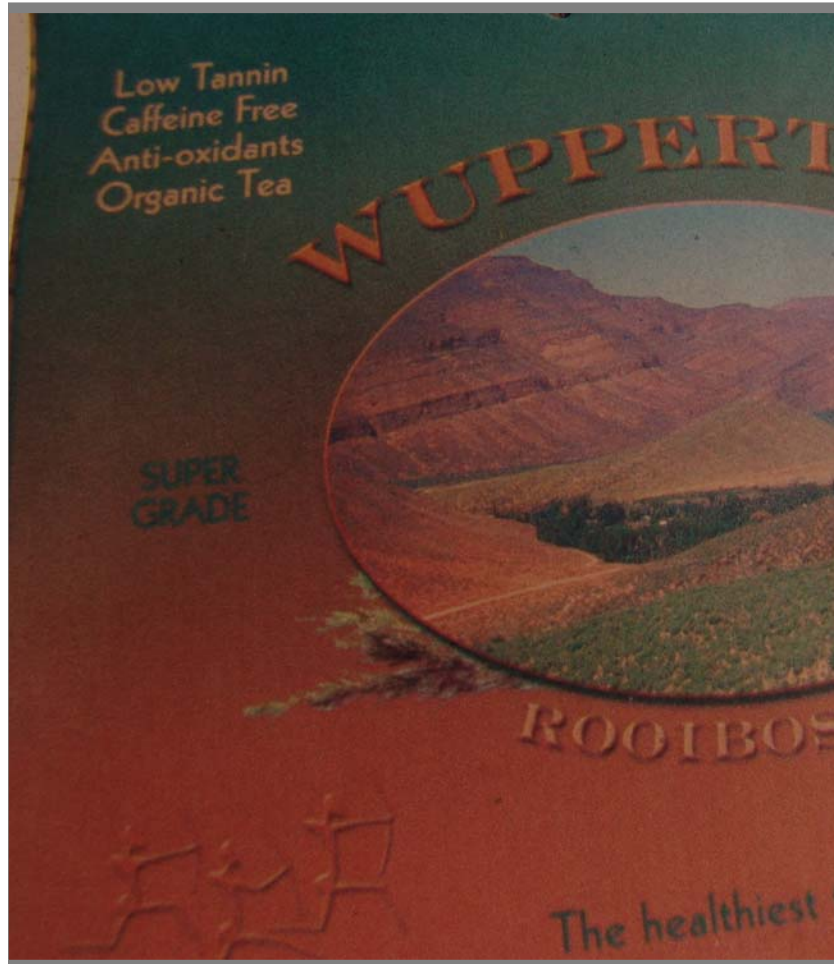


meeting,
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ROOIBOS: PROCESSING SPECIFICATIONS

- Delivered within 72 hours
- Silage cutter to reduce to 1 – 10 mm
- Placed in row-like heaps
- Concrete surface
- Wetted to 60% moisture content
- Leaves bruised - facilitate fermentation
- Aerobic fermentation, no catalyst added
- Heaps turned at regular interval
- Ferment between 12 – 16 hours
 - Odour & colour
- Spread on surface
 - 1 000m² / ton
- Dried in sun to below 10% moisture
- Collected, sealed & stored
 - Cool, dry place
- Health regulations
 - Bacterial – steam sterilization
 - Tea court
- Tea court in delimited area.
- Packed at 10% moisture - containers.

THE PRODUCT



Rooibos product

- Product: *Aspalathus linearis* plant
 - fermented dried leaves & stems
 - cut into 1-10mm lengths.
- Herbal teas
 - should sieve through a 6
 - leaves has a characteristic red-brown colour (Codes ??)
- extracts have a red-brown colour (Codes: 162u - – 168)
- Panel of experts:
 - Aroma
 - Taste
 - Appointed by the SARC
- Regulations regarding blending and packaging.. But 99% are bulk exports

Impacts of the initiative / protection scheme on sustainability, esp. economic effects

- Which GI recognition and protection? 4 scenarii :
 1. **No local nor international GI recognition**: continuation of individual strategies Indiv. trademark protection of name rooibos in some countries but also usurpation of name in others / no current collective protection
 2. **National GI recognition** but no formal international recognition (EU application rejected): collective name reservation, but weak effects
 3. **National and international recognition** (EU application accepted)
 - 3.1. Low requirements for collective quality strategy
 - 3.2. High requirements for collective quality strategy (possibility of GI as an umbrella + collective 'terroir' definitions)

Impacts of the GI system / protection scheme on sustainability : **economic effects**

Scenarii	1	→	2	→	3. 1	→	3.2
Name reservat°	-- Risk of delocalisation outside SA			++			
Collect. Q managmt	---		-- Risk of reputation and market share loss			++ Value adding potential But risk of loss for convent° rooibos	
Territorial dynamics	---		--			++ Tourism dev. potential (rooibos route)	

Impacts of the GI system / protection scheme on sustainability : **social effects**

Scenarii	1 → 2 → 3.1 → 3.2		
Name reservat°	-- Risk of SA production decline: → potentially huge impact on labour → stronger impact on trad° prod° area than expans° area	++	
Collect. Q managmt		+	+++ SSF specific assets recognition
Territorial dynamics			Potential synergies/ rallying point between SSF and large scale farmers

Impacts of the GI system / protection scheme on sustainability : **environmental effects**

- Endemic species adapted to local conditions but current huge threat due to largely uncontrolled expansion

15.000ha (out of 36.000ha) planted in 2005

Scenarii	1	→	2	→	3.1	→	3.2
Name res ^o	Delocal ^o risk: pos. ++ impact on biodiversity and envt						
Collect. Q managmt	- Mainly private initiatives (organic...)				+ Expans ^o controlled Sustainable practices enforced collectively +++		
Territorial dynamics	--		--				++ Ecotourism

Trends and perspectives: **GI system**

(value chain structure/ technology/ market)

Driving forces:

Usurpation of the Rooibos name
Biodiversity
Concentration in the Export market
Bulk exports

Pressures: Increased demand

Climate change
Health attributes of rooibos
Agri BEE

State: Increase of volumes

Expansion production area
Diversification of SA players
Tourism (rooibos route)
Quality concerns

Responses: Collective action
development and building of GI
specification at industry level
Corporate governance (channel
captain), evolving towards sectorial
governance (Rooibos Council)
Increased conserv^o agency support
Rise of sustainability and ITK
concerns

Impacts: Quality deterioration
Increased name and reputation
usurpation
Biodiversity loss