

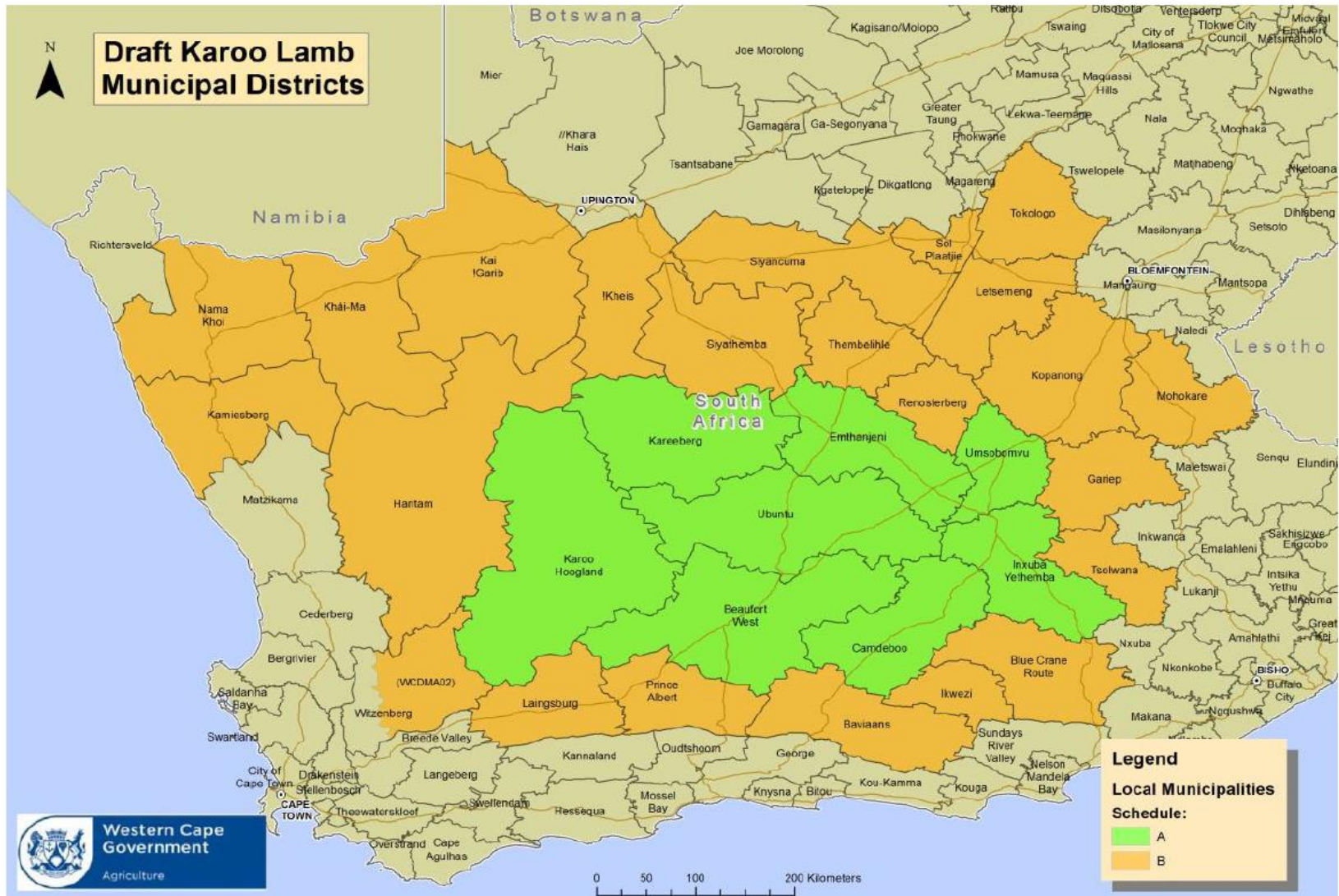


“The Karoo Lamb story”
**Politics, regulations, contestation, and self interest in the
process to register Karoo Lamb as a GI in South Africa**







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Where is the Karoo?



Typical Karoo shrubs

Name of karo bossie / grazing plant					
SILVER KAROO	SKAAP BOSSIE	KAPOKBOS	RIVIERGANNAN	ANKERKAROO	PERDEBOS
Scientific name					
<i>Plinthus karrooicus</i>	<i>Penzia spinescens</i>	<i>Eriocephalus ericoides</i>	<i>Salsola glabrescens</i>	<i>Penzia incana</i>	<i>Pieronia glauca/ Rosenia humilis</i>
Attributes identified in the grazing plants					
Dusty Woody Damp Camomile	Eucalyptus Bitter	Woody Bitter Eucalyptus Lavender Minty	Dusty Sandy Soapy Woody Damp/Musty	Sage-like Eucalyptus Lavender Bitter	Sage Lavender Camomile
					

Initial steps to protect Karoo Lamb in absence of *sue generis* legislation

- DURAS project : 2006-2008
- Development of protocols and standards – a 4-year process in consultation with producers and abattoirs
- Protocols approved in May 2010 by Department of Agriculture via “Meat Regulations”.
- Certification mark designed and approved and registered in March 2011.
- By end of 2011 Karoo Lamb as a meat of origin protected by:
 - Rules of use, production protocol
 - Certification mark (protected by IP legislation)
 - 3rd party audits
 - Producer organisation and membership fees

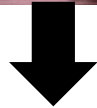
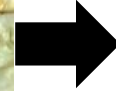
Final certification mark



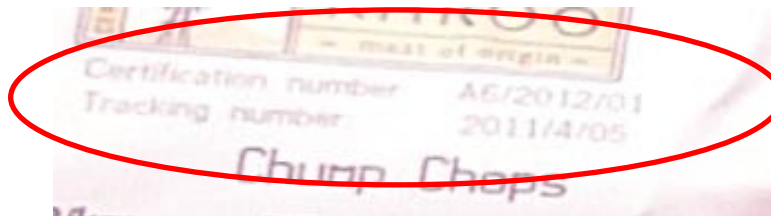
Meat carcass stamp



Key attribute of certified Karoo supply chain: Traceability



[KAROO MEAT OF ORIGIN : The official Karoo Development Foundation website](#)



Karoo Lamb obtained GI status in Europe

- Negotiations for the Economic Partnership Agreement, 2013-2016
- EU required mechanisms to protect GIs in South Africa
- SA offered Merchandise Marks Act as the legal mechanism
- Karoo Lamb, Rooibos and Honeybush used as test cases based on early evidence from DURAS project
- Opposition to Karoo Lamb application for protection by retailer and farmers – politics resulted in refusal
- EU negotiators took Karoo Lamb Case file to Brussels
- Confirmed GI status and included in Protocol 3 to the SADC-EU EPA

South Africa finally gets *sue generis* Legislation for GIs

- Regulations for registering GIs: R.447 of 2019 gazetted in March 2019.
- 1st attempt for Karoo Lamb GI submitted in June 2019, rejected in December 2020
- Stakeholder meeting in Feb 2020 to discuss opposition by stakeholders
- 2nd application submitted in July 2020, published for comment 2020, again rejected in April 2021
- Realization that regulations are prohibitive and SA will never be able to register a GI
- Amendments introduced – 3rd round of amendments discussed in June 2022 – agreement.
- Opportunity set for new application to register Karoo Lamb as a GI

Conclusion

- Karoo Lamb has all the characteristics of a 'origin based food product'
- Several empirical studies to show link to territory
- But – opposition from retailer, farmers, packers who have vested interest in private control over Karoo Lamb as a niche product
- Regulations also prohibitive – amendments could help.
- After 16 years there is hope that Karoo Lamb will finally be protected as a GI in South Africa