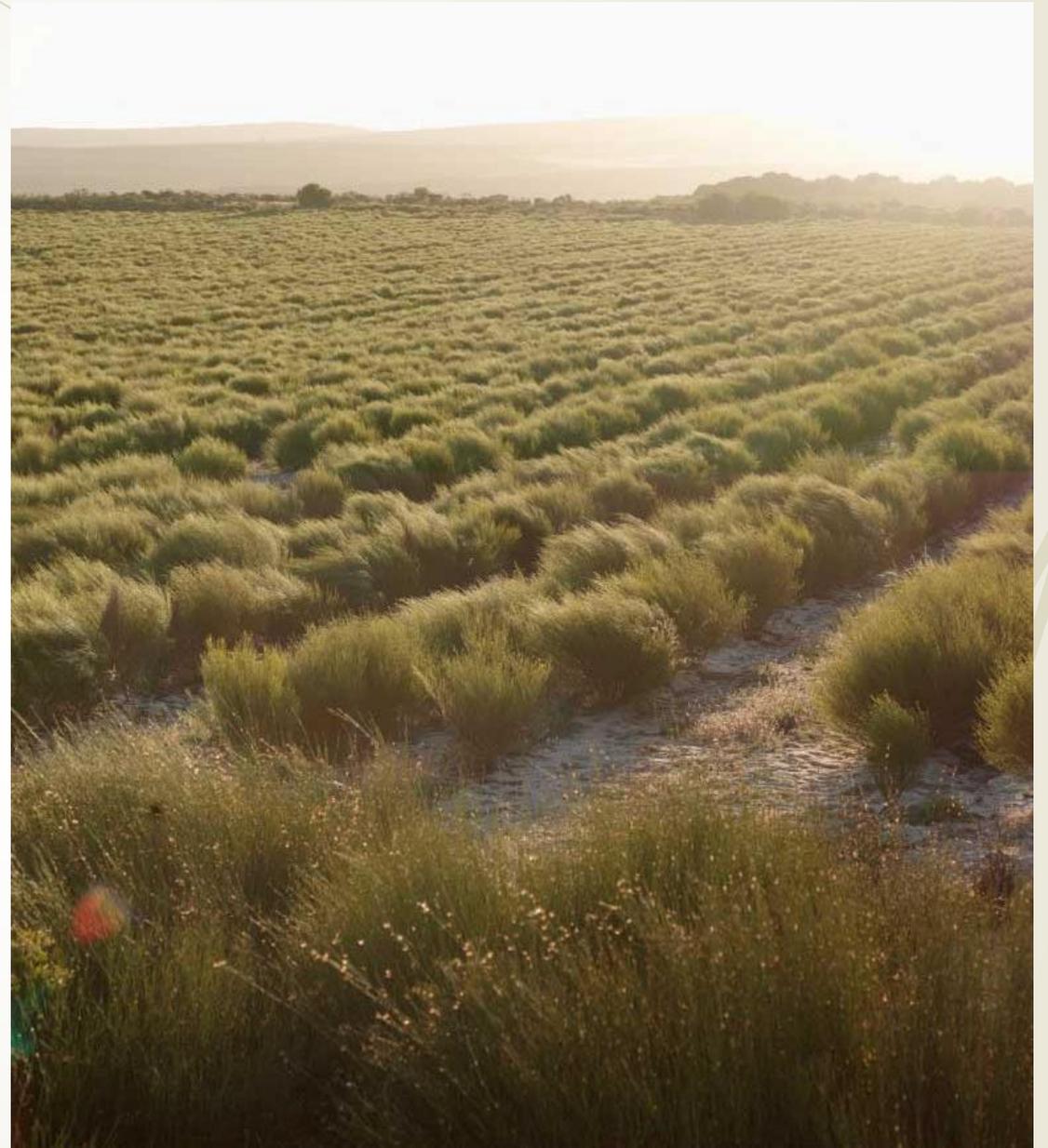


‘ROOIBOS’ / ‘RED BUSH’

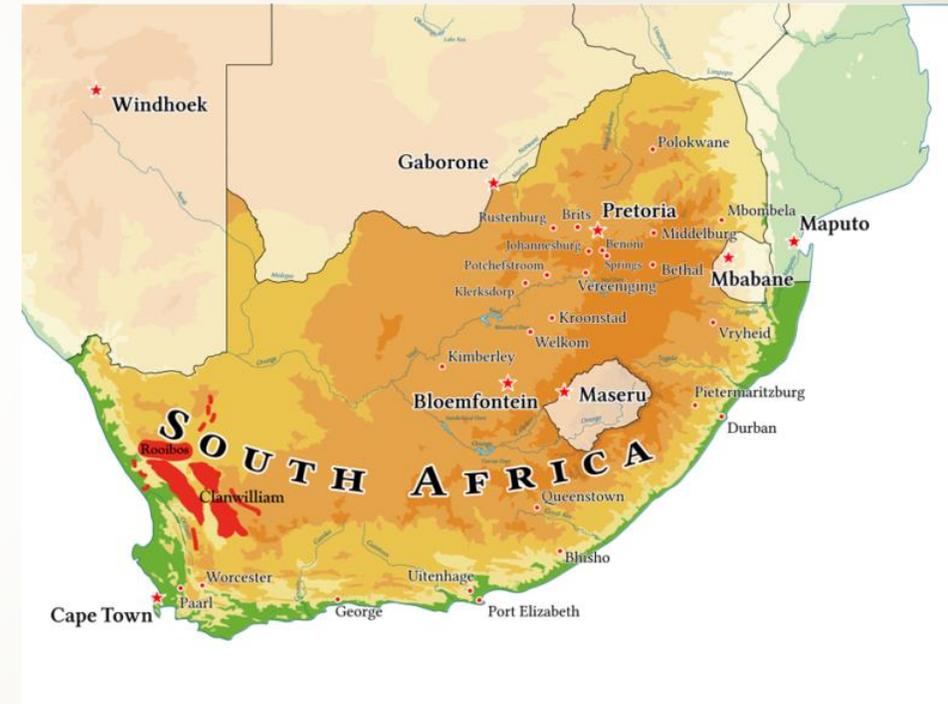
The first African GI
included in the EU
Register

5 July 2022



The home of Rooibos

- 'Rooibos' is an herbal tea from the plant *Aspalathus linearis* which only grows in the South-Western Part of South Africa
- Cape Floral Region is a UNESCO World Heritage Site
- Less than 0.5% of the area of Africa but is home to nearly 20% of the continent's flora
- Successful transition to cultivation and one of few economically important fynbos plants





Why a GI for Rooibos?

Rooibos Trademark registered by Forever Young in 1994 – use of word by other parties in the US prohibited – SA Government & Rooibos Ltd won case

In 2013 the French Compagnie de Trucy, attempted to register exclusive use of the word Rooibos in France – SARC filed an objection with the French trademark authority

Not only about protecting the name, but also linking it to the region

Process for the development of the GI



From the EPA to the EU register

- Rooibos not appearing on the EU GI register
- Ability to use PDO status, logo and acronym in all EU languages
- High consumer-recognition of PDO logo
- Direct rather than negotiated right for producers
- Ease of application for further GI protection

Process for submission and approval



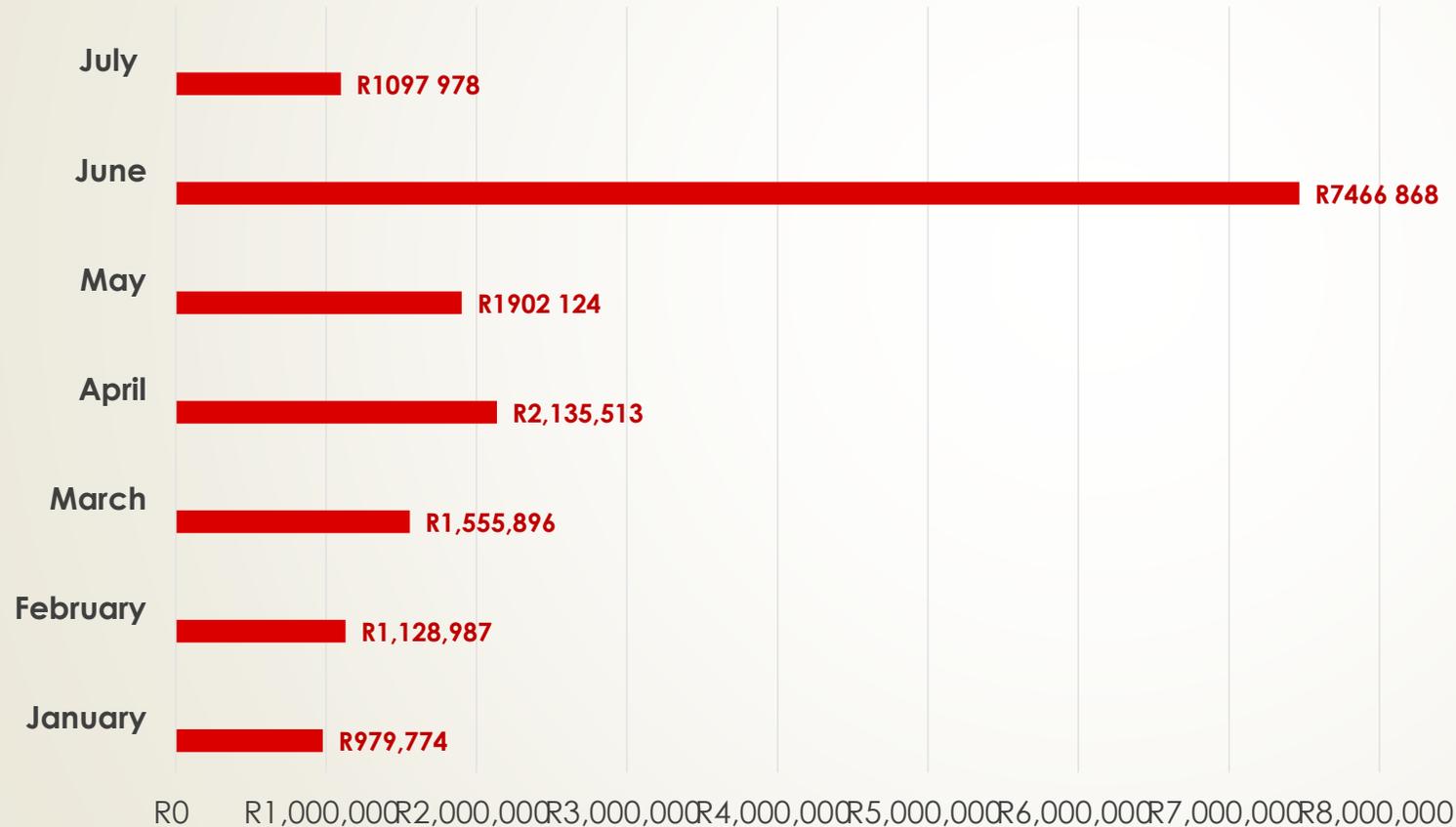
Supported by EU Commission in Pretoria, dtic, Western Cape Government & EU Commission review committee



31 May 2021 'Rooibos' / 'Red Bush' received the honour to be the first product from Africa awarded the coveted status of 'PDO' in the European Union's (EU) Register of Geographical Indications (GI).

Real benefit to the product

Advertising Value Equivalent (AVE)



← June was an exceptional month due to the announcement of Rooibos' inclusion as a PDO GI in the EU.

Additional 76 340kg per month of exported on average after the inclusion in the EU GI Register; an increase of 11,6%.

Observations for other producers

- Rooibos Industry could directly apply to EU but important to recognise and work through national authorities – opened diplomatic channels which proved very valuable
- Very long and complicated process, the comments and support received from the EU Commission was very valuable.
- Objections should be approached in a positive way. Benefit from years of practical experience & contributions prevented challenges which would only materialise at a later stage.



Lessons from DURAS to now

- Importance of having an appropriate domestic valorisation system.
- Need a credible and inclusive custodian of the GI.
- Challenges of translating foreign legal prescripts into local product realities.
- Technical institutional support framework as important
- Opportunity created for other GI created by an Industry paving the way
- Realisation that the development of a GI is a long and complex process
- Immediate increase in domestic and international interest in Rooibos

A wide landscape of tall grasses at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The grasses are in the foreground, and a dirt path leads into the distance. The sky is a mix of light blue and orange. The text "Thank you!" is overlaid in the center of the image.

Thank you!