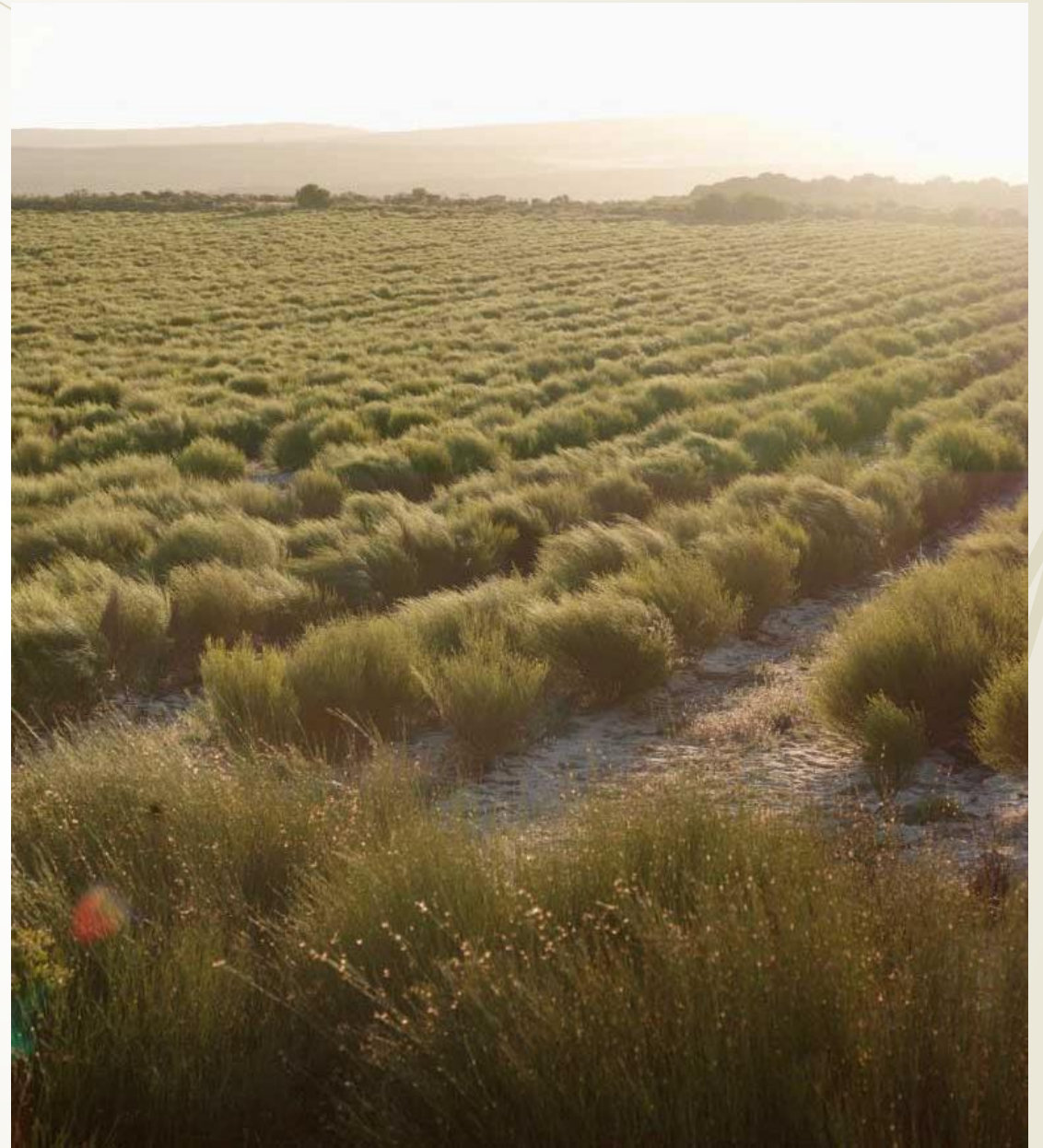


# ‘ROOIBOS’ / ‘RED BUSH’

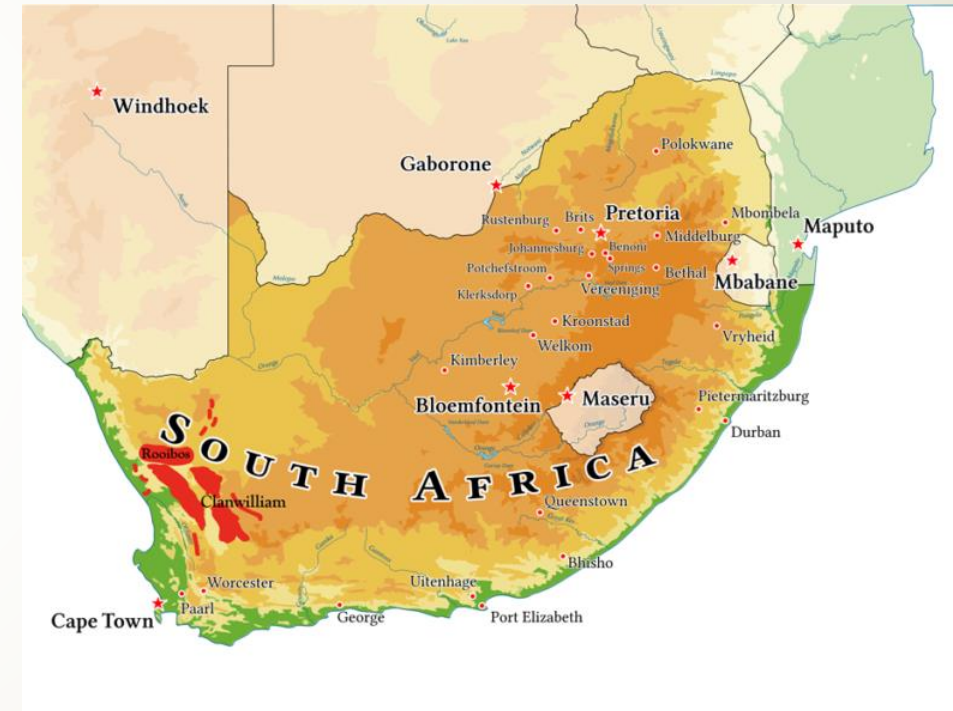
The first African GI included in the EU Register

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



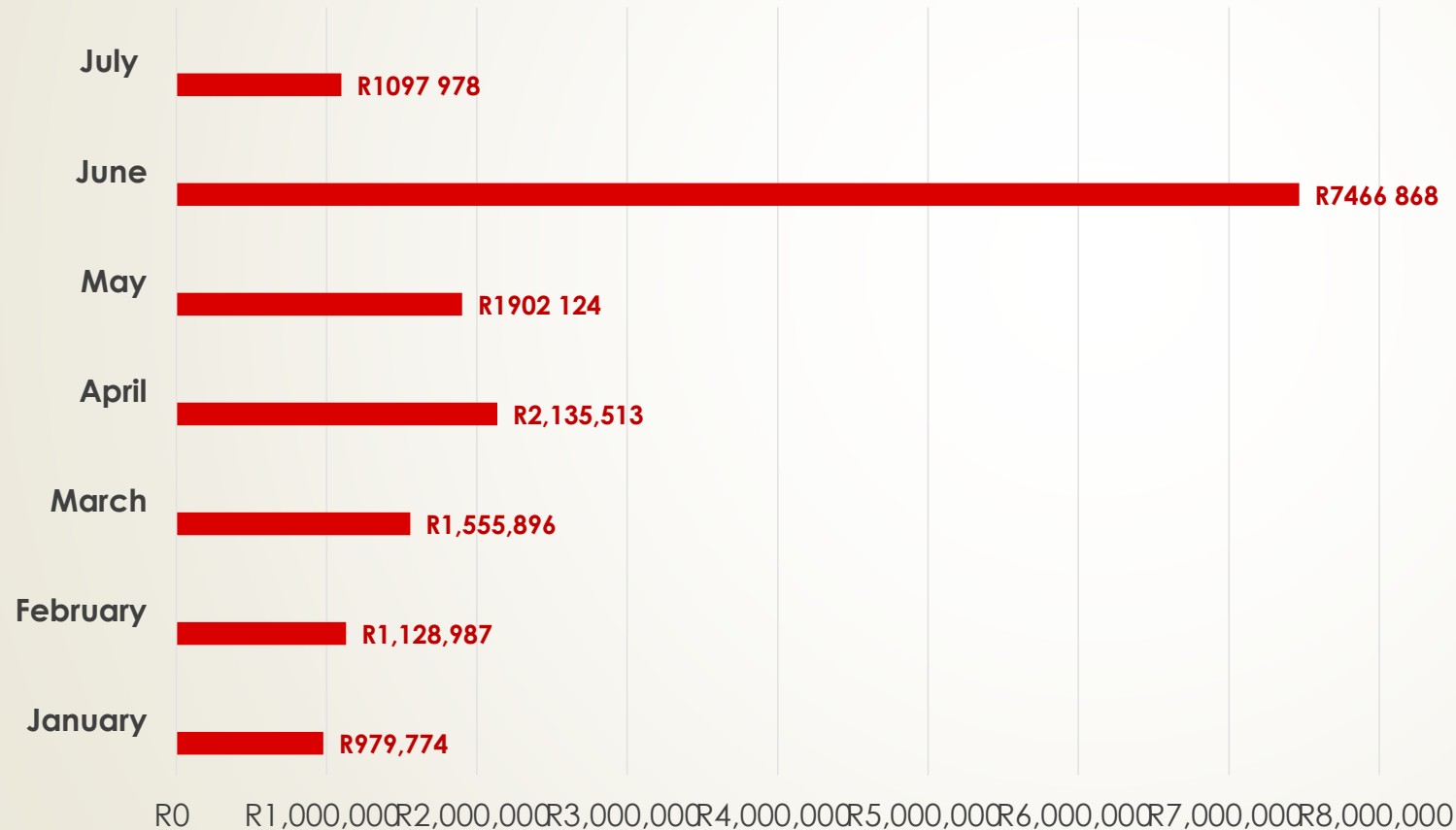
Supported by EU Commission in Pretoria, dtic, Western Cape Government & EU Commission review committee



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 to the right, casting a warm, golden glow across the scene. The grasses in the foreground are in sharp focus, while the background shows a flat expanse of land leading to a range of low hills or mountains under a clear sky. The text "Thank you!" is centered in the middle of the image in a white, sans-serif font.

Thank you!