A GEOGRAPHIC INDICATION AS A MECHANISM TO ENSURE SUSTAINABILITY

Worldwide Symposium on GI

Online Dr DP Troskie 8 September 2021
Rooibos GI: The process

The Journey

- Rooibos Case: 2001
  - Support Industry to prevent repetitions
- Duras project: 2005
- EPA process:
  - Domestic protection in SA (MMA): 2013/09/6
  - Published in EU Journal: 2014/02/22
  - EPA initialled: 2014/07/15
- Application to EU Register:
  - Submitted: 2018/08/07
  - Comments received: 2019/02/09
  - Submitted: 2019/04/26
  - Comments received: 2019/12/14
  - Submitted: 2019/12/27
  - Comments received: 2020/02/19
  - Submitted: 2020/02/20
  - Objections received
    - UK: 2020/09/16
    - Swiss: 2020/10/12
  - Engagement with opposing parties
  - Resolution submitted to EU: 2020/11/09
- Final registration:
  - Published in EU Journal: 2021/05/28
  - Included in Register: 2021/05/31
- Next steps – a huge tea party:
  - Domestic: 9 July 2021 (Cancelled – Covid-19)
  - Abroad??
  - Wider international protection?
    - Lisbon Agreement & WTO submission
“Post Covid-19” will become a dividing line such as “After WWII” or “9/11”

- Structure of farming determined by:
  - Biological nature of production
  - Geology, climate and soil
  - Spatially dispersed environment.

- Disruptions
  - Climate (e.g. 7th year of drought, floods)
  - 4th IR Technology (e.g. plant based / vat-grown meat; automation; materials, etc.)
  - Social pressures
  - Covid-19

- Policy processes
  - Post Covid-19 strategy for agriculture
  - Future of farming in Arid Areas

- Strategies include:
  - Pro-actively confirm guaranteed link between the quality of traditional food products and the area of production.
Contact Us

Dirk Troskie
Director: Business Planning and Strategy

Tel: +27 (0)21 808 5190    Fax: +27 (0)21 808 5382
dirkt@elsenburg.com
www.elsenburg.com