



**Western Cape
Government**

Agriculture

BETTER TOGETHER.

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



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT
Directorate B. Quality, Research & Innovation, Outreach
B.3. Geographical indications

Brussels, 31/5/2021



EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name:	Rooibos / Red Bush
2. Class:	Class 1.8. Other products of Annex I of the Treaty (spices etc.)
3. File number:	PDO-ZA-2427
4. Type:	Protected Designation of Origin (PDO)
5. Country:	South Africa
6. Date of registration:	31/05/2021
7. Legal instrument:	Official Journal L 190, 31.5.2021

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Structural changes to farming as we know it

“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



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