GI CONTRIBUTING TO ECONOMIC GROWTH AND RURAL DEVELOPMENT

Wesgro/Italia Workshop

Invest SA
Dr DP Troskie
20 November 2017
Is the Paarl in the Karoo?

Distinction in a Bottle

Looking for a distinct blend of quality, style and taste in mineral water?

Then look no further than pristine Cape Karoo Natural Mineral Water.

As anyone with a discerning palate will confirm, natural spring water is not tasteless. The outstanding taste of the Cape Karoo product comes from the dissolved minerals it absorbs naturally and naturally ensures its leisurely journey through the granite of the Paardeberg mountains – a journey that ends on the lush grounds of Malgaswine Wine Estate – modern, state-of-the-art bottling plant.

It’s all about balance

Scientists express the amount of minerals in water as a TDS number – Total Dissolved Solids. Too low a TDS can result in bland, tasteless water; too high can be a little overwhelming. Karoo Spring Water has a palate-pleasing TDS of 150, a level generally agreed by knowledgeable consumers as “just right.”
Where is this biltong from?

Is Boksburg in the Namib?

Biltong made from selected cuts of beef silverside with our own traditional spice recipe for enhanced flavour.

Distributed and Manufactured
Africa Original
Customer Care line
+27844527697

PRODUCT OF SOUTH AFRICA
7 Harold Flight Street, Jet Park, Boksburg

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GI: CONTRIBUTING TO GROWTH & DEVELOPMENT

- REPUTATION WITHOUT PROTECTION
- THE ECONOMIC ARGUMENT
- GI IN LOCAL CONTEXT
REPUTATION WITHOUT PROTECTION = DISASTER
Informationen zur Marke 30771119, Stand 28.04.2010


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[-----] Datenbestand: DE
[111] Registernummer: 30771119
[210] Aktenzeichen: 307711196
[540] Wiedergabe der Marke: Biltong
[550] Markenform: Wortmarke
[151] Tag der Eintragung im Register: 12.03.2008
[760] Inhaber: Franken, Louw, 10317 Berlin, DE; Ruscheniko, Anton, 10439 Berlin, DE
[750] Zustellanschrift: Herrn Anton Ruscheniko, Kanzowstr. 8, 10439 Berlin
[-----] Version der Nizza-Klassifikation: NCL9
Biltong in the UK

Beef Biltong

Showing 1–10 of 15 results

Awards-winning Original Beef Biltong
£3.40–£34.00

Fiery Chilli Beef Biltong
£3.40–£34.00

Zingy Pap-Peri Beef Biltong
£3.40–£34.00

Sweet & Spicy Chilli-Chutney Beef Biltong
£3.40–£34.00

Piquant Pepper Beef Biltong
£3.40–£34.00

Beef Biltong Sprinkle
£5.10
Biltong gewild in VSA
danksy Suid-Afrikaner

Nadine Theron

"Is dit 'n bul se tong?" vra Amerikaners wanneer Ben en Emily van den Heever hulle aan biltong voorstel.

"Die uitspraak van die woord is die grootste struikelblok," sé Ben van den Heever, medestigter van Brooklyn Biltong. "As hulle eers daardie deel onder die knie het, is hulle goeie oorgehaal."

Die voorstad Brooklyn (en vernaal Williamsburg) is Naar pie kry nie. "Ek wens dit was in die troukoek!" sé Emily.

Die volgende dag, toe die egpaar die oorskiet-troukos aan verblyfende haweloses van hal stoep af uitgedeel het, het dit hulle getref: Biltong is voedsaam, dit bevat bate protelene en dit bederf nie vinnig nie.

"Almal wat biltong proe, kan nie weer teruggaan na gewone beef jerky nie," sé Emily in die video.

Ben en Emily van den Heever maak biltong gewild in Amerika.
Karoo lam – in the UAE?
The salt of your life - from the Kalahari Desert!

The advantages of Kalahari® Gourmet Salt
- free of negative environmental influences
- the coarse-grained salt is in its original condition
- contains no artificial or other additional products such as anti-caking agents, iodine and fluorine
- efficient packaging to conserve freshness
- fine taste and crystal white colour

Enjoy the taste of Kalahari® Salt!

This 100% natural state salt is harvested from an ancient 280 million year old salt lake in the Kalahari Desert in South Africa. Your natural energy source - crystal white, unprocessed and without industrial additives!
Which Italian now owns the name “Karoo”?
GI: South Africa’s traditional view
• REPUTATION WITHOUT PROTECTION

• THE ECONOMIC ARGUMENT
Long term wheat prices

Farmers have a reason to feel that food prices has never been so low...

Source: Max Roser (2015)
THE FARM PROBLEM
Downwards pressure on commodity prices is inevitable...
Focus on niche (luxury) markets...
...and control access to them.
Wine Industry: Certification

Farmers will only pay for certification if they consider it worth the while.

Source: SAWIS (2012)
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Components of a GI

A successful GI should have:

The Artifact
- Product
- Place
- People

The System
- Institutional framework
- Value chain

The Demand
- Consumer
- Quality perceptions
- Secondary market
Industries engaged in the Duras Project
Conclusions from Duras Project

- GI can form part of a Rural Development Strategy
  - Build an export market
  - Manage quality in the domestic market

- However, a GI is not a silver bullet, but one tool in the toolbox
  - Rooibos ✓
  - Honeybush ✓
  - Karoo Lamb ✓
  - Camdeboo Mohair ✗
Industries currently participating

Products currently being explored by the WCDOA:
Other potential GI?

Industry decision and product description needs to be developed
What to protect: The elements of a product description

Merchandise Marks (17/’41) - Agricultural Product Standards (Act 119/’90

- Applicant
- Name
- Description of the product
  - Type of product
  - Description of the product
  - Raw materials (for processed products)
  - Specific production steps that must take place in the geographical area.
  - Specific rules concerning slicing, grating, packaging, etc.
  - Specific rules concerning labelling.
  - Inspection and control structure
- Concise definition of the geographical area.
- Link with the geographical area.
  - Specificity of the geographical area
  - Specificity of the product
  - Reputation of the product
  - Causal link between the area, quality, reputation & other characteristics
Thank you
Dankie
Enkosi
Contact Us

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