Introducing South Africa’s iconic meat product: “Karoo Lamb”
Where is the Karoo?
The Problem: Misappropriation of the name “Karoo”

- Strong evocative value of ‘Karoo” has significant marketing potential which should be used to benefit the Karoo community.

- But commercial value of the name “Karoo” has led to widespread misappropriation.

- A search of Trade Mark register indicates that the name is being appropriated by various individuals and businesses.

- Some retailers designed marketing strategies for lamb around the images of the “Karoo”.
Karoo Lamb as Geographical Indication

- The unique identity of Karoo Lamb has an unmistakable link with the region

- Shares most of the characteristics of a product from a designated origin (region)

- Known in the European Union as a Geographical Indication (GI) such as Champagne, Parmesan Cheese and Parma ham.
# Karoobossies

<table>
<thead>
<tr>
<th>SILVER KAROO</th>
<th>SKAAP BOSSIE</th>
<th>KAPOKBOS</th>
<th>RIVIERGANNA</th>
<th>ANKERKAROO</th>
<th>PERDEBOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific name</td>
<td></td>
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<tr>
<td>Plinthus karrooicus</td>
<td>Penzia Spinescens</td>
<td>Eriocephalus ericoides</td>
<td>Salsola glabrescens</td>
<td>Pentzia incana</td>
<td>Pieronia glauca/Rosenia humilis</td>
</tr>
<tr>
<td>Attributes identified in the grazing plants</td>
<td></td>
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<tr>
<td>Dusty Woody Damp Camomile</td>
<td>Eucalyptus Bitter</td>
<td>Woody Bitter Eucalyptus Lavender Minty</td>
<td>Dusty Sandy Soapy Woody Damp/Musty</td>
<td>Sage-like Eucalyptus Lavender Bitter</td>
<td>Sage Lavender Camomile</td>
</tr>
</tbody>
</table>
Unique “Karoo” taste

- Karoo vegetation is mostly a combination of different species of wild herbs
- Unique taste of Karoo Lamb

SPICED ON THE HOOF
‘n Boer maak ‘n plan...

Existing collective structures?
Awareness or understanding of GI?

✓ Non-profit trust
✓ Custodian of the intellectual property rights that rest in the name “Karoo”
‘n Boer maak ‘n plan...

GI’s not defined in SA law

- Certification mark – signals origin
- South African Companies and Intellectual Property Commission
- South African DAFF under the Agricultural Products Standards Act
- Consumer Protection Act
- Labelling regulations
Final certification mark
Meat carcass stamp

[Image of a meat carcass with a stamp reading "CERTIFIED KAROO meat of origin"]
CERT KMOO
Different labels

*Example of the product label to be used by the Packer/Processor:*

![Product label example](image-url)
Meat box and label
The certification mark guarantees..

✔ Lamb and mutton, regardless of breed
✔ Produced and slaughtered in the Karoo region
✔ *Feeds freely* on *indigenous Karoo veldt*, in sizable camps with access to clean water
✔ Full ‘farm-to-fork’ traceability
✘ Sheep/lamb from feedlots or cultivated pastures do not qualify for certification
✘ Added hormones are prohibited
✘ No routine antibiotics are allowed and the withdrawal periods have to be adhered to
How does it work?

- **Who can apply for certification?**
  - Farmers
  - Abattoirs
  - Processors/packers
  - Butcheries/Retailers/Deli’s/Restaurants
- **SAMIC conducts audit to certify compliance with rules of use**
- **If pass the audit, certified, obtain right to use the mark**
- **Certification valid for one year**
- **Monitoring – announced and random audits**
Key attribute of certified Karoo supply chain: Traceability

http://www.karoomeatoforigin.com/
Four certification points: Farmer, abattoir, meat packer and retailer

- **Certified Karoo Sheep Farmers**
  - Information on farm size, location and carrying capacity. Sheep breed, lambing %, weaning % and average sheep marketed annually.

- **Certified Karoo Sheep Abattoirs**
  - Each carcass given a serial number (tracking number). Keeps record of who farmer is and the location of the farm.

- **Certified Karoo Sheep Meat Packer**
  - Tracking number of individual animal on the label. Farmer, abattoir and packer info is known. As well as info pertaining to the slaughtering process.

- **Certified Karoo Sheep Meat sold to retailers**
  - Tracking number of individual animal on the label. Farmer, abattoir, packer and retailer info is known.

Certification scheme and committee auditing farms, abattoirs, processing and packaging plants and wholesalers and retailers.
The Karoo family members

- 209 certified Karoo farmers
- 417 Karoo farms – 2 million ha
- 5 abattoirs
- 4 processors/packers
- 18 butcheries
- 1 retail group

- 2015/2016 – 13 813 carcasses
- Jan-April 2017: 3545 carcasses

http://www.karoomeatoforigin.com/
Values of “Certified Karoo”?

- A guarantee that the product originates from Karoo veldt produced in a sustainable manner
- **Free Range**, no added hormones or antibiotics
- **Integrity** of all role players
- Built on **food safety principles**
- Compliance with legal requirements and full traceability system back to the farm of origin
- **No exclusivity** since the identity belongs to the region
- As long as you comply with protocol and the rules you can use the mark
Future vision

- Process likely to change the face of meat marketing in the Karoo
- Butchers and retailers will ‘legally’ sell ‘real’ Karoo Lamb
- Karoo meat will sell at price above sheep meat from other regions and feed lots
- Karoo Lamb one of three South African GIs (Rooibos and HoneyBush) recognised and protected by the EU as part of new free trade agreement between EU and SA.
  - now the challenge is to export. EU apply very strict animal health regulations