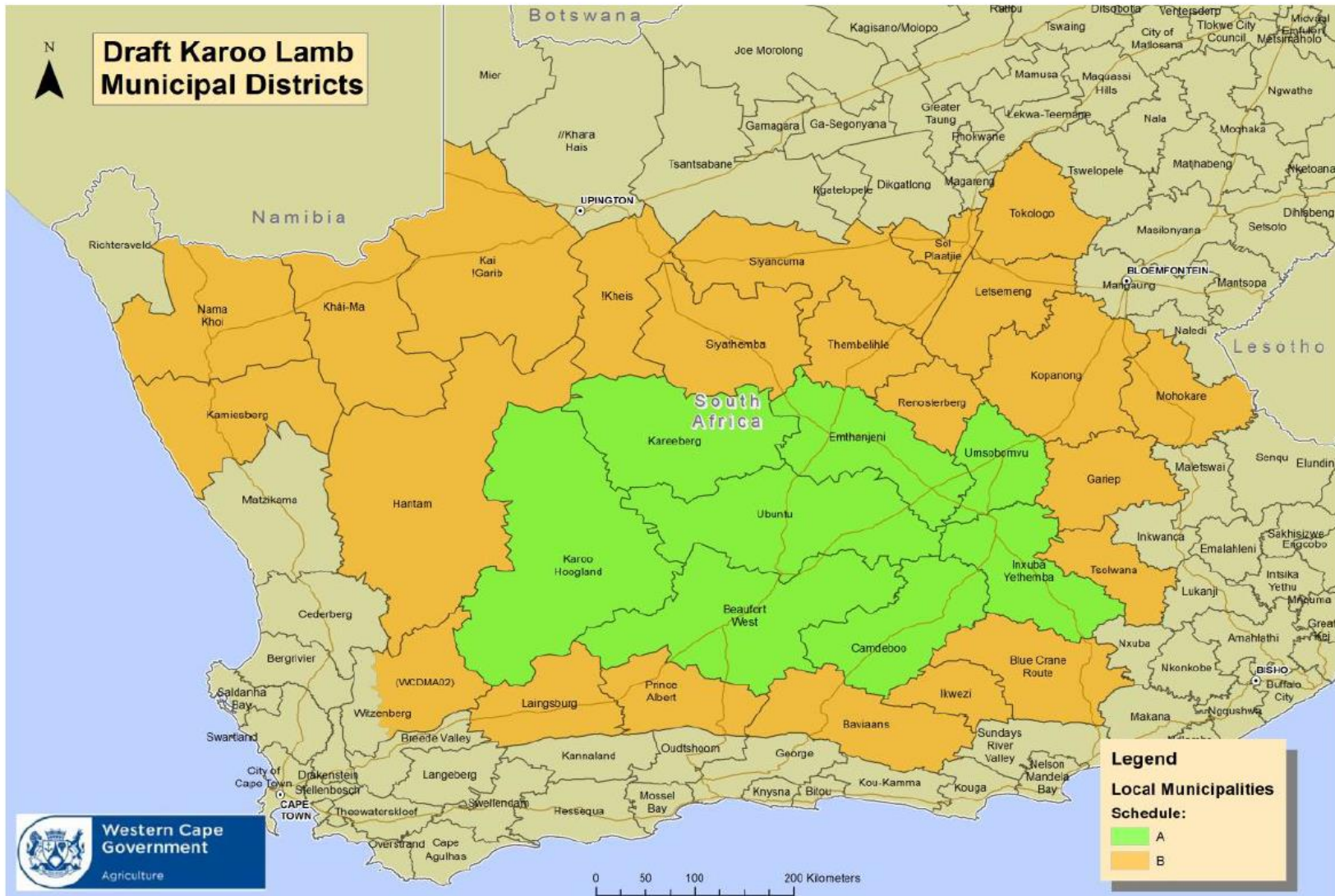


Introducing South Africa's iconic meat product: "Karoo Lamb"





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

Name of karoo bossie / grazing plant					
SILVER KAROO	SKAAP BOSSIE	KAPOKBOS	RIVIERGANNA	ANKERKAROO	PERDEBOS
Scientific name					
<i>Plinthus karrooicus</i>	<i>Penzia spinescens</i>	<i>Eriocephalus ericoides</i>	<i>Salsola glabrescens</i>	<i>Penzia incana</i>	<i>Pieronia glauca/ Rosenia humilis</i>
Attributes identified in the grazing plants					
Dusty Woody Damp Camomile	Eucalyptus Bitter	Woody Bitter Eucalyptus Lavender Minty	Dusty Sandy Soapy Woody Damp/Musty	Sage-like Eucalyptus Lavender Bitter	Sage Lavender Camomile
					

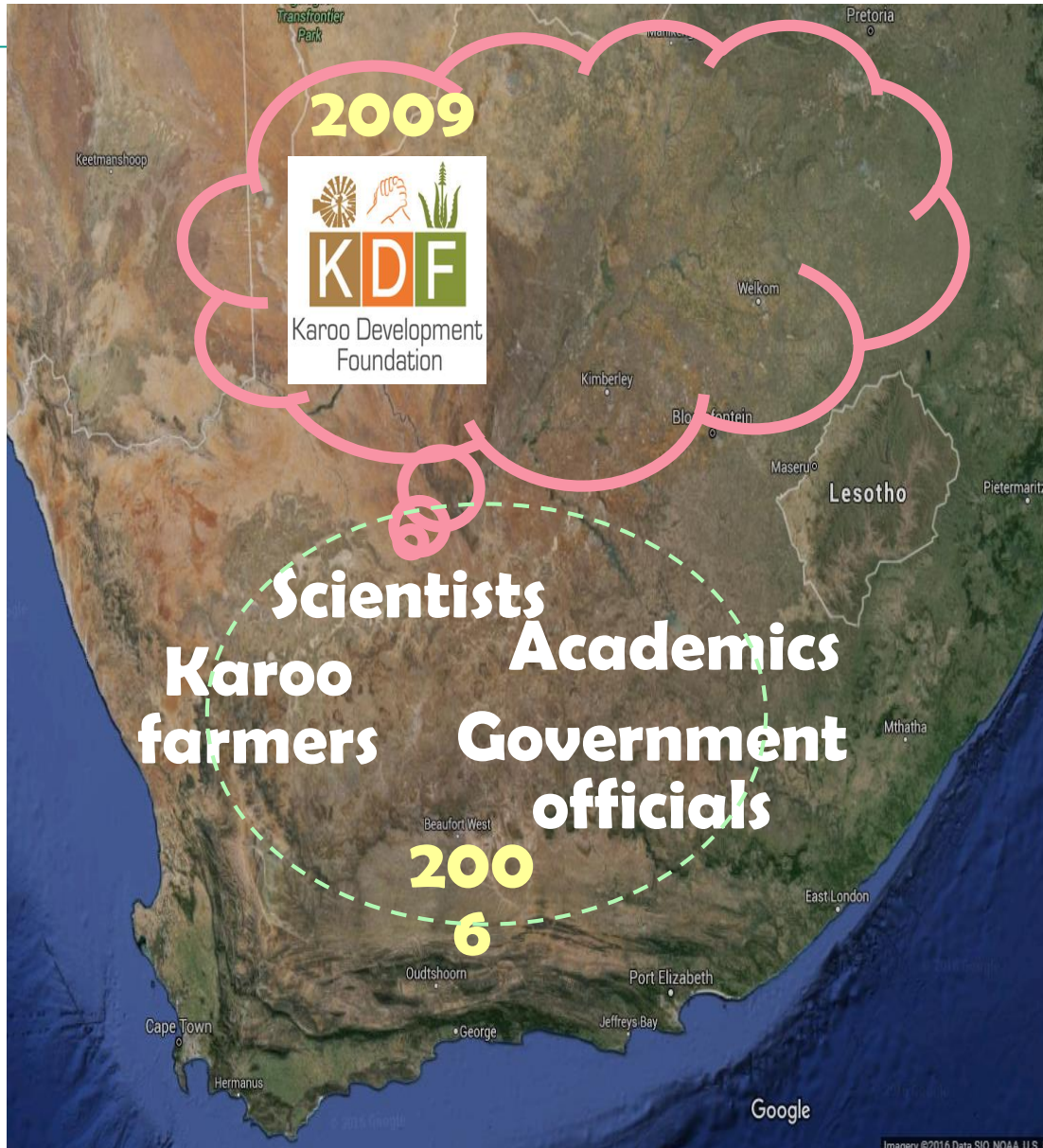
Unique “Karoo” taste

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



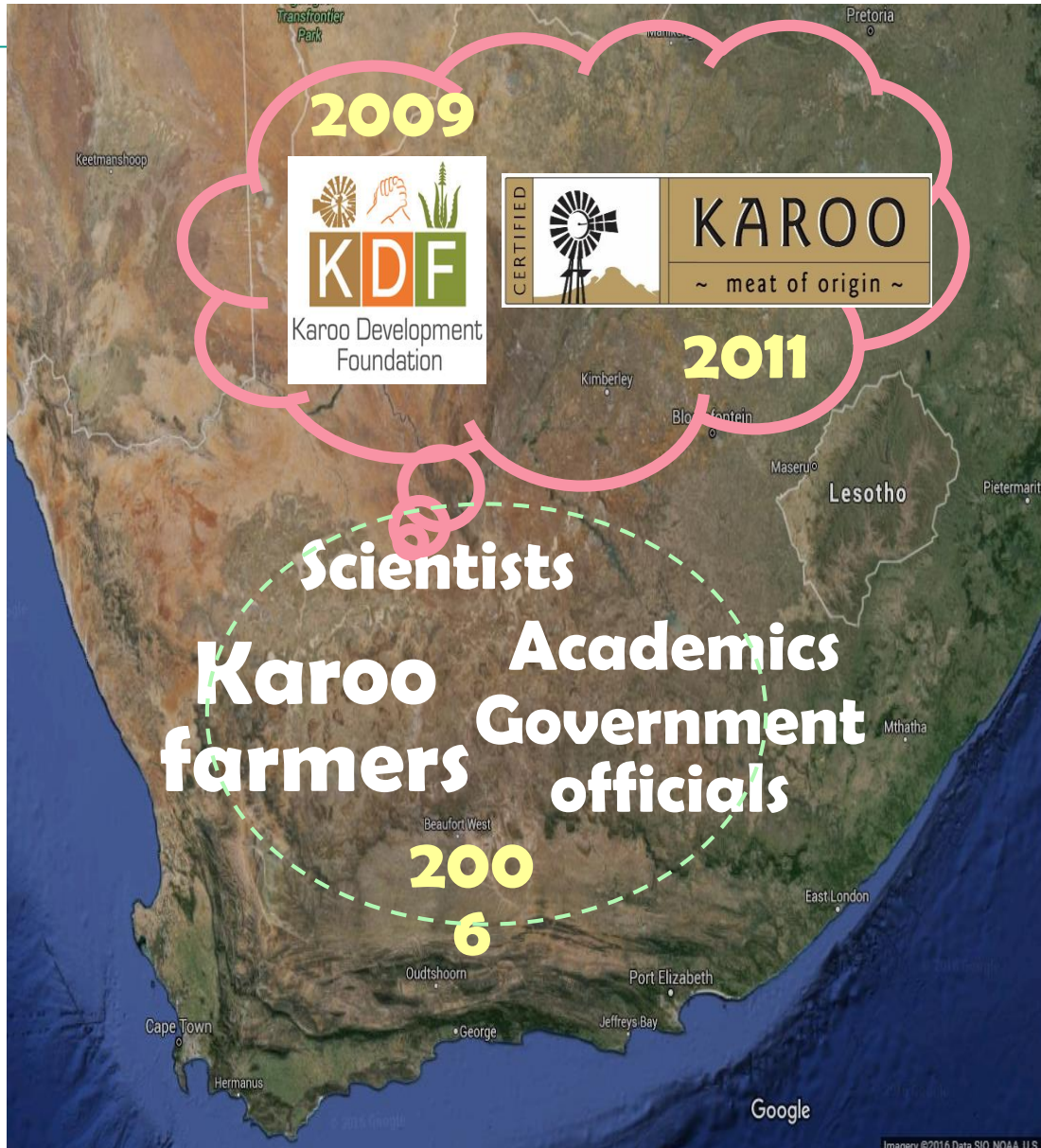
*SPICED ON THE
HOOF*

'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



CERT KMOO

Different labels

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



Certification number 2011/100
Tracking number P023003000
LAMB RIB CHOPS
R/kg: 76.00/kg
Sell by: 04/02/2012
Best before: 12/02/2012
Mass: 6.17 kg
Price: R 468.92

KEEP REFRIGERATED
Visit www.karoo.meatoforigin.com
Enter above tracking no. for more info on origin of Farm. Enter above certification no. for more info on Packer/Processor.



2 808364 000739

55x65mm



Certification number
Tracking number

Visit
www.karoo.meatoforigin.com
Enter above tracking no. for more info on origin of Farm.
Enter above certification no. for more info on Packer/ Processor.



15x40mm



Visit www.karoo.meatoforigin.com for more info

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

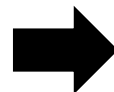


How does it work?

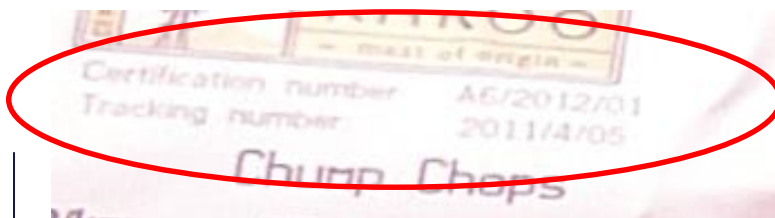
- Who can apply for certification?
 - Farmers
 - Abattoirs
 - Processors/packers
 - Butcheries/Retailers/Deli's/Restaurants
- SAMIC conducts audit to certify compliance with rules of use
- If pass the audit, certified, obtain right to use the mark
- Certification valid for one year
- Monitoring – announced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



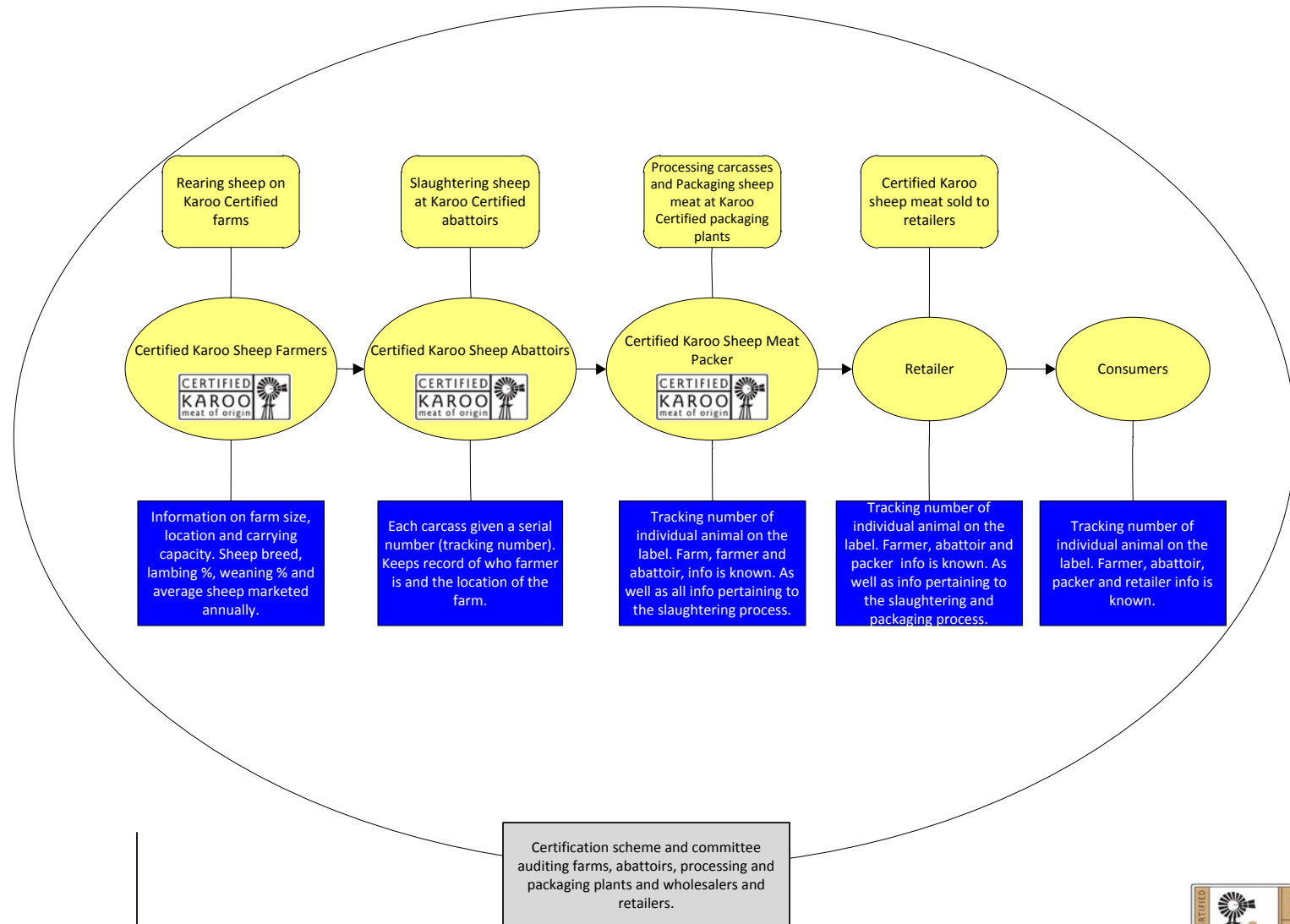
Key attribute of certified Karoo supply chain: Traceability



<http://www.karoomeatoforigin.com/>

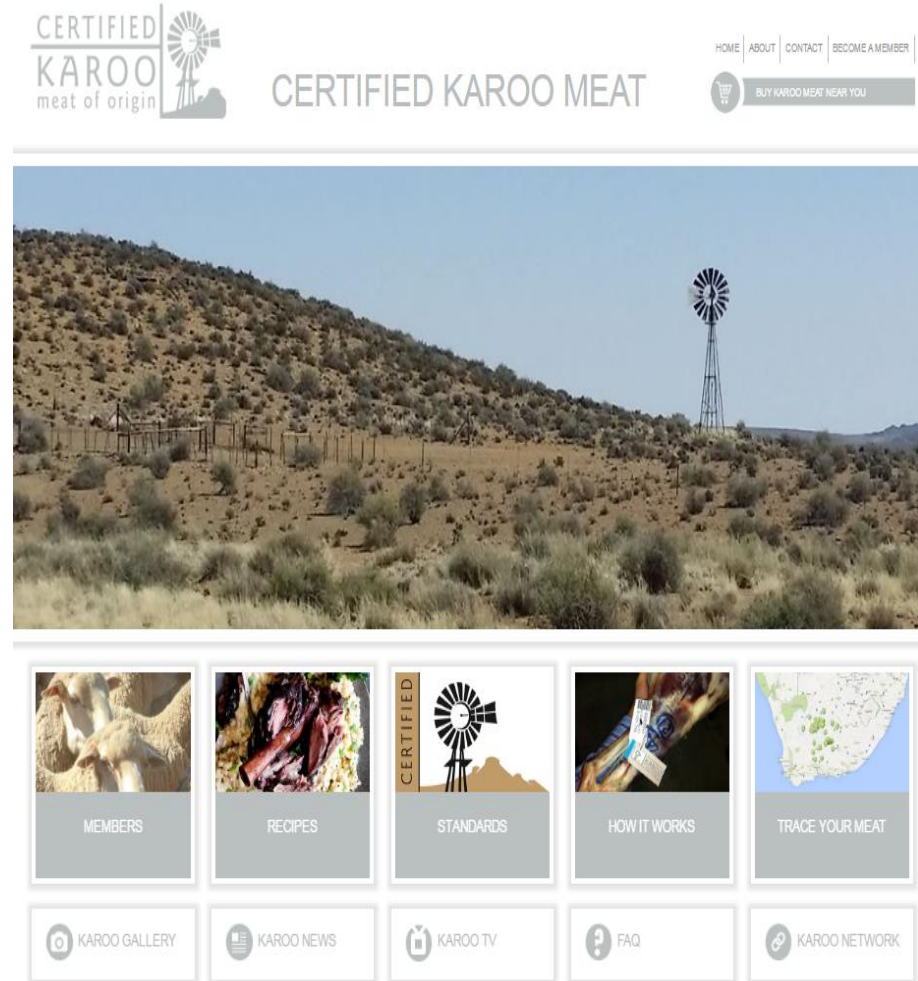


Four certification points: Farmer, abattoir, meat packer and retailer



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