

ROOIBOS BIODIVERSITY INITIATIVE

Why biodiversity matters to you
With so many other things to keep you busy, why should you care about something like biodiversity? And what is biodiversity, anyway?

The answer to the first question – why you should care – is that the better the Rooibos industry looks after the environment, the better for all of us, and especially for you as a Rooibos farmer.

If you manage your land responsibly, you could:

- Get rates rebates from the government
- Earn more money for the Rooibos you sell
- Increase the value of your property
- Help prevent harmful environmental changes that could damage the Rooibos industry

If you don't, you could:

- Be fined for breaking the law.
- Become part of an industry blamed by government, retailers, consumers and the media for damaging one of the most beautiful natural areas of South Africa.

The aim of this brochure is to explain what the Rooibos industry is doing to protect the environment so that we can:

- Safeguard our industry's future
- Create more jobs
- Make Rooibos the long-term success it should be

This is why the South African Rooibos Council and the Project Management Unit of the Greater Cederberg Biodiversity Corridor (GCBC) are working together to develop a biodiversity strategy for our Rooibos industry.

The South African Rooibos Council (SARC)

The Council was formed in April 2005 as a non-profit company to help create an internationally competitive Rooibos industry that will ensure future sustainability to the benefit of all our stakeholders. Under its Natural Resource Management portfolio, the Council supports the sustainable production of Rooibos tea and promotes the enactment of laws designed to protect the environment.

Greater Cederberg Biodiversity Corridor (GCBC)

The GCBC is the area in which most of our Rooibos is produced. It is also home to some of our most valuable and threatened natural plant life. To protect these natural resources and at the same time allow Rooibos to flourish, the area has been chosen as the pilot site for our industry's biodiversity strategy.

Allow Rooibos to flourish

The GCBC is implemented by CapeNature under the auspices of C.A.P.E. (Cape Action for People and the Environment). The Project Management Unit of GCBC strives to introduce people to sustainable ways of using their land and the natural resources of this unique region. Partnerships with industries, landowners, community leaders, government and NGOs (Non-government organizations) are the foundation of the GCBC's biodiversity conservation programme, overseen by a steering committee representative of all these stakeholders.

What is biodiversity?

Biodiversity is the variety, or diversity, of plants, animals and other living things in a particular area or region. It includes habitat

diversity, species diversity and genetic diversity. Every plant, insect, bird and animal is part of the natural cycle of life. If one part is damaged, the others will be too.

Here in the Western Cape, we have the smallest but richest plant kingdom on earth. This is the only place in the world where fynbos and succulent Karoo plants grow naturally.

But there are two problems:

- Because of agriculture, urban development and alien species, our fynbos is disappearing fast.
- The Rooibos industry is part of the problem. The bigger and more successful the industry becomes, the more natural land is cleared for farming. What damage is Rooibos doing?

In the Northern Sandveld, an average of 2.7 hectares of virgin land has been cleared for farming every day in the past 15 years.

Not all of this land is used for Rooibos but a lot of it is. And in some cases, land has been cleared without permission from the national Department of Agriculture.

fault of Rooibos

This is not necessarily the fault of Rooibos farmers. In fact, some farmers have asked for permission but this has taken so long – or never happened at all – that they went ahead and cleared the land anyway. But the issue of biodiversity is not about pointing fingers and laying blame. It is about obeying the law, protecting the environment and doing what is best for the Rooibos industry and the rest of South Africa.

WHY BIODIVERSITY MATTERS TO YOU?

WHAT IS BIODIVERSITY?

ROOIBOS BIODIVERSITEIT INISIATIEF

Waarom biodiversiteit saak maak
Daar is soveel ander dinge wat 'n mens besig hou, hoekom dan nog omgee oor iets soos biodiversiteit? En wat is biodiversiteit in elk geval?

Die antwoord op vraag een – hoekom omgee – is hoe beter die Rooibosbedryf na die omgewing omsien, des te beter vir almal en veral vir u as Rooibosboer.

Indien u die grond verantwoordelik bestuur kan u:

- Beter belastingkorting van die regering ontvang
- Meer geld verdien uit die Rooibos wat u verkoop
- Die waarde van u eiendom verhoog
- Help om skadelike omgewingsveranderinge wat die Rooibosbedryf kan beskadig te voorkom

Indien u dit nie doen nie, kan u:

- Beboet word omdat u die wet oortree
- Deel word van 'n bedryf wat verwyrt word deur die regering, kleinhandelaars, verbruikers en die media dat u een van die mooiste natuurlike gebiede van Suid-Afrika beskadig.

Die doel van hierdie brosjure is om te verduidelik wat die Rooibosbedryf doen om die omgewing te beskerm sodat ons:

- Ons bedryf se toekoms kan beveilig
- Meer werk kan skep
- Van Rooibos die langtermyn sukses kan maak wat dit behoort te wees

Meer werk kan skep

Dit is waarom die Suid-Afrikaanse Rooibos Council en die Projekbestuurseenheid van die Groter Sederberg Biodiversiteit Korridor (GSBK) saamwerk om 'n biodiversiteitstrategie vir ons Rooibosbedryf te ontwikkel.

Die Suid-Afrikaanse Rooibos Council (SARC)

SARC is in April 2005 as nie-winsgewende maatskappy gestig om 'n internasionaal mededingende Rooibosbedryf te help skep om toekomstige volhoubaarheid tot voordeel van alle belangegroep te verseker.

Onder die Bestuursportefeuje: Natuurlike Hulpbron Bestuur ondersteun SARC die volhoubare produksie van Rooibostee en bevorder die verordening van wette wat opgestel is om die omgewing te beskerm.

Groter Sederberg Biodiversiteit Korridor (GSBK)

Die GSBK is die gebied waar die meeste van ons Rooibos produseer word. Dit is ook die tuiste van sommige van ons waardevolste en mees bedreigde natuurlike plantlewe. Om hierdie natuurlike hulpbronne te beskerm en terselfdertyd toe te laat dat Rooibos floreer, is die gebied gekies as loodsterrein vir ons bedryf se



biodiversiteitstrategie.

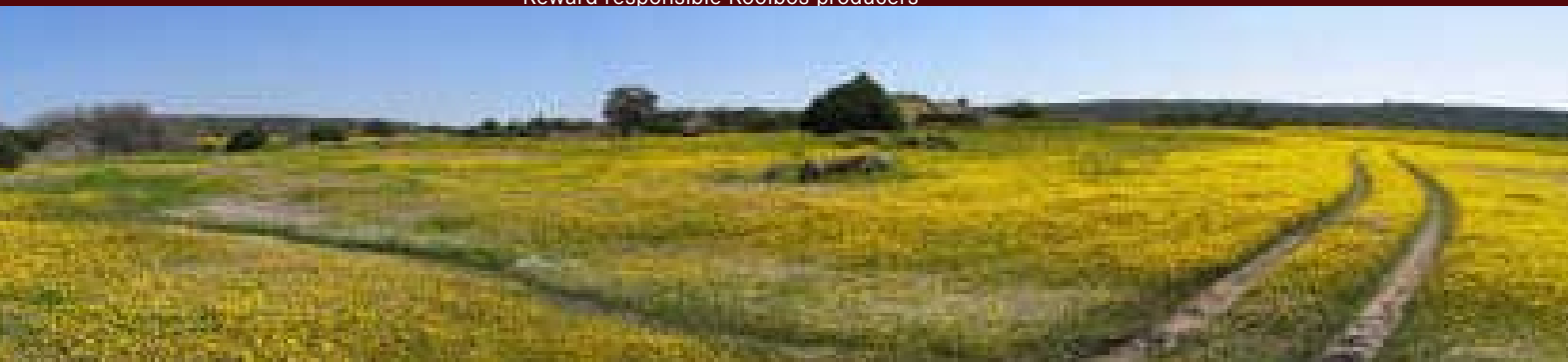
Die GSBK is deur CapeNature in werking gestel onder die beskerming van C.A.P.E. (Cape Action for People and the Environment). Die Projekbestuurseenheid van GSBK strewende daarna om mense bekend te stel aan volhoubare maniere van grondgebruik asook die natuurlike hulpbronne van hierdie unieke streek. Vennootskappe met nywerhede, landbousektore, grondeienaars,

natuurlike hulpbronne

gemeenskapsleiers, die regering en NROs (Nie-regeringsorgansasies) is die grondslag van die GSBK se biodiversiteit bewaringsprogram onder toesig van 'n dagbestuur wat saamgestel is uit verteenwoordigers van al hierdie belangegroep.

Wat is biodiversiteit?

Biodiversiteit is die verskeidenheid, of



The more closely we in the industry work together, the better our chances of tackling the problem properly and finding solutions that work.

The SA Rooibos Council and the Greater Cederberg Biodiversity Corridor hope that you and all other role players will partner with us in developing a biodiversity strategy for the Rooibos industry.

The Rooibos biodiversity strategy

In a nutshell, this strategy will protect the interests of Rooibos producers AND the environment by developing biodiversity best practice guidelines to:

- Protect natural areas near Rooibos farms and processing plants
- Promote good production practices and discourage bad ones
- Monitor the impact of the Rooibos industry on the environment
- Reward responsible Rooibos producers

Where do we start?

At first, the focus will be on the Greater Cederberg Biodiversity Corridor (GCBC), because this is where most of our Rooibos is produced.

If the pilot in the GCBC goes well, it will be used as a model for the rest of the production areas in the Western Cape.

This will be good for everyone in the Rooibos industry. By acting first, before government forces us to act, we will be protecting our industry and showing that we are serious about biodiversity.

What's been done so far?

As a starting point, the SA Rooibos Council and the Greater Cederberg Biodiversity Corridor have finalised a biodiversity best practice strategy. This is called the Rooibos Biodiversity Initiative.

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2.7 hektaar onbewerkte grond vir boerderydoeleindes daagliks gedurende die afgelope 15 jaar ontruim.

15 jaar ontruin

Nie al hierdie grond word vir Rooibos gebruik nie, maar wel heelwat. In sommige gevalle is grond sonder toestemming van die nasionale Landbou Departement skoongemaak.

Dis nie noodwendig die fout van Rooibosboere nie. Sommige boere het inderdaad om toestemming gevra maar dit het so lank geneem – of nooit plaasgevind nie – dat hulle voortgegaan het met die skoonmaak van die grond.

Die kwessie van biodiversiteit is egter nie om vingers te wys of skuld te gee nie. Dit gaan oor wetsgehoorsaamheid, beskerming van die omgewing en om te doen wat beste is vir die Rooibosbedryf en die res van Suid-

Afrika.

Hoe beter ons in die bedryf saamwerk, des te beter is ons kans om die probleem behoorlik aan te pak en werkbare oplossings te vind. Die SA Rooibos Council en die Groter Sederberg Biodiversiteit Korridor hoop dat u en alle ander rolspelers met ons sal saamwerk om 'n biodiversiteitstrategie vir die Rooibosbedryf te ontwikkel.

Die Rooibos Biodiversiteitstrategie

Kortliks gestel sal hierdie strategie die belange van Rooibosprodusente EN die omgewing beskerm deur die beste riglyne vir biodiversiteitspraktyke te ontwikkel om:

- Natuurlike gebiede naby Rooibosplase en –prosesseringsaanlegte te beskerm
- Goeie produksiepraktyke aan te moedig en slegtes te ontmoedig
- Die impak van die Rooibosbedryf op die omgewing te monitor
- Verantwoordelike Rooibosprodusente te beloon

Waar begin ons?

Die fokus is ten eerste op die Groter Sederberg Biodiversiteit Korridor (GSBK), want dit is waar die meeste van ons Rooibos produseer word.

Indien die loodsprojek van die GSBK goed afloop sal dit as model gebruik word vir die res van die produksiegebiede in die Wes-Kaap.

Dit sal goed wees vir almal in die Rooibosbedryf. Deur op te tree voordat die regering ons dwing om op te tree, sal ons ons bedryf beskerm en wys dat ons erns het met biodiversiteit.

Wat is tot dusver gedoen?

As beginpunt het die SA Rooibos Council en die Groter Sederberg Biodiversiteit Korridor 'n biodiversiteitstrategie oor beste praktyke opgestel. Dit word die Rooibos Biodiversiteit Inisiatief (RBI) genoem.

What can you do?

Your support and involvement is vital to the success of the Rooibos Biodiversity Initiative. Please help by:

- Abiding by South Africa's environmental SA laws.
- Getting involved – your input will ensure that we develop practical, realistic and achievable biodiversity guidelines, so please respond to our invitations and attend our meetings.
- Volunteering as a biodiversity champion and encouraging other farmers and processors to support the biodiversity strategy.
- Contact us if you have any questions about biodiversity or would like to offer your help in support of biodiversity.

Wat kan u doen?

U ondersteuning en betrokkenheid is deurslaggewend vir die sukses van die Rooibos Biodiversiteit Inisiatief.

Help asseblief deur die volgende te doen:

- Gehoorsaam Suid-Afrika se natuurbewaringswette.
- Raak betrokke – u insette sal verseker dat ons praktiese, realistiese en uitvoerbare biodiversiteits riglyne ontwikkel, dus reageer asseblief op ons uitnodigings en woon ons vergaderings by.
- Bied u samewerking aan om biodiversiteit te bevorder en moedig ander boere en verwerkers aan om die biodiversiteitstrategie te ondersteun.
- Kontak ons indien u enige vrae oor biodiversiteit het of wanneer u hulp wil aanbied om biodiversiteit te ondersteun.



Who to talk to:

CapeNature's Greater Cederberg Biodiversity Corridor

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Email: info@gcbc.co.za

Website: www.cederbergcorridor.org.za

South African Rooibos Council

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We're all in this together.

Please support the SA Rooibos Council and the GCBC Project Management Unit

to protect the image of Rooibos

as a responsible industry that cares.

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South African Rooibos Council

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Email: info@sarooiboscouncil.org.za

Website: www.sarooiboscouncil.org.za

Ons is almal saam hierin.

Ondersteun asseblief die SA Rooibos Council en die Groter Sederberg Biodiversiteit

Korridor se Projekbestuurseenheid om die beeld van Rooibos as verantwoordelike

bedryf wat omgee, te beskerm.

