

NOTICE 1074 OF 2013

MERCHANDISE MARKS ACT, 1941 (ACT 17 OF 1941)

PROPOSED PROHIBITION ON THE USE OF CERTAIN WORDS

ANNEXURE

THE RULES OF USE OF KAROO LAMB

1. Description of goods

The name KAROO LAMB will only be used in connection with lamb, produced and slaughtered in the Karoo region as defined herein. Only lamb originating from (that is, born in) the Karoo, or, alternatively, that is born outside the Karoo but remained in the Karoo (on natural veldt) for a continuous period of at least 6 months immediately before slaughter, and which are free of scheduled diseases, will qualify. The name KAROO LAMB denotes the origin of lamb products and can be associated to carcasses, freshly packed meat or derivative products complying with these Rules.

2. Specified standards

More specifically, the name KAROO LAMB will only be used in conjunction with lamb products that meet the following specifications:

a. Livestock

Only lambs weaned from any breed of sheep (*Ovis Aries*) that is produced according to the production practices listed below qualify.

b. Origin

The Karoo region is defined with reference to municipal districts listed in **Schedule A** (below) and the lamb producers farming within these municipal boundaries qualify for use of the term KAROO LAMB, provided compliance with the Rules can be shown as set out in clause 3. Schedule A comprises of municipal districts in which it was found that the following typical Karoo bushes occur naturally, constituting the predominant indigenous vegetation, namely, *Plinthus karrooicus* ("Silverkaroo"), *Penzia spinescens* ("Skaapbossie"), *Eriocephalus ericoides* ("Kapokbossie"), *Salsola glabrescens* ("Rivierganna"), *Pentzia incana* ("Ankerkaroo") and *Pieronia glauca* / *rosenia humilis* ("Perdebos"). It has scientifically been shown that the reputation or distinctive character of KAROO LAMB mainly derives from indigenous veldt vegetation consisting of the said species.

In addition municipal districts listed in **Schedule B** (below) can also qualify as forming part of the Karoo region, but a prospective producer or farm is required to first be inspected by an independent certification body in order to verify that at least two of the identified Karoo bushes [*Plinthus karrooicus* ("Silverkaroo"), *Penzia spinescens* ("Skaapbossie"), *Erioccephalus ericoides* ("Kapokbossie"), *Salsola glabrescens* ("Rivierganna"), *Pentzia incana* ("Ankerkaro") and *Pieronia glauca / rosenia humilis* ("Perdebos")] are significantly present in more than 60% of the area of specified grazing camps on the specific farm.

Schedule A:

Municipality	TYPE ¹	PROVINCE	DISTRICT ²	Area (km ²)
Camdeboo	B	Eastern Cape	DC10	7230
Inxuba Yethemba	B	Eastern Cape	DC13	11592
ECDMA10	DMA	Eastern Cape	DC10	13280
Karoo Hoogland	B	Northern Cape	DC6	29397
Ubuntu	B	Northern Cape	DC7	20389
Umsobomvu	B	Northern Cape	DC7	6819
Emthanjeni	B	Northern Cape	DC7	11390
Kareeberg	B	Northern Cape	DC7	17702
Beaufort West	B	Western Cape	DC5	16330
WCDMA05	DMA	Western Cape	DC5	5587

Schedule B:

Municipality	TYPE	PROVINCE	DISTRICT	Area (km ²)
Letsemeng	B	Free State	DC16	10225
Kopanong	B	Free State	DC16	15248
Mohokare	B	Free State	DC16	8776
Tokoloko	B	Free State	DC18	9326
NCDMA06	DMA	Northern Cape	DC6	24764
NCDMA08	DMA	Northern Cape	DC8	65103
Hantam	B	Northern Cape	DC6	27968
Kai !Garib	B	Northern Cape	DC8	7446
//Khara Hais	B	Northern Cape	DC8	3444
!Kheis	B	Northern Cape	DC8	6436
KhΓi-Ma	B	Northern Cape	DC6	8332
Nama Khoi	B	Northern Cape	DC6	15025
Kamiesberg	B	Northern Cape	DC6	11742
Siyathemba	B	Northern Cape	DC7	8209
Siyancuma	B	Northern Cape	DC7	10024
Renosterberg	B	Northern Cape	DC7	5527
Thembelihle	B	Northern Cape	DC7	6980
Sol Plaatjie	B	Northern Cape	DC9	1877
NCDMA07	DMA	Northern Cape	DC7	15687
Laingsburg	B	Western Cape	DC5	8784
Prince Albert	B	Western Cape	DC5	8153
Blue Crane	B	Eastern Cape	DC10	9836
Ikwezi	B	Eastern Cape	DC10	4453
Baviaans	B	Eastern Cape	DC10	7727

Tsolwana	B	Eastern Cape	DC13	6025
Inkwanca	B	Eastern Cape	DC13	3584
ECDMA13	DMA	Eastern Cape	DC13	133
Maletswai	B	Eastern Cape	DC14	4358
Gariep	B	Eastern Cape	DC14	8911

Notes: 1 – See the Local Government: Municipal Structures Act (Act 117 of 1998)

2 – As determined by the Municipal Demarcation Board

c. Production practices (including grazing and water)

The reputation or distinctive character of the meat of KAROO LAMB derives from free range grazing or production on indigenous veldt vegetation (comprising the identified Karoo plants in paragraph 2b above). Hence only sheep that feeds freely from indigenous veldt, in sizable camps representative of the identified typical Karoo vegetation, and that has access to clean water, qualifies for use of the name KAROO LAMB.

The occasional use of additional feeding supplements that may contain cereals, silage or any other natural plant matter, provided as supplementary feeding ("*byvoeding*"), for example, to assist during dry spells and to improve the condition of animals during the reproductive cycle, may be allowed to a maximum of 30% of the total intake/ daily requirements. **The supplementary feeding must be given while the animal is still grazing on the Karoo veldt and roaming freely.** Only registered brand names may be fed of which the composition is known to the farmer. It can consist of added minerals, urea, good quality hay and/or any other acceptable forms of supplementation. Feed not to contain any feedstuff known for excess heavy metal and pesticide disposition. Added **antibiotics** and other chemical additives (e.g. ionophores, etc.) are not allowed in the feed of any animal. During supplementary feeding, feed bins/troughs must be cleaned regularly, ensuring that old and damp feed is removed to prevent souring. Keep accurate written records of all supplementary feed, fed to animals on the farm.

Lamb originating from feed lots (as opposed to free grazing) does not qualify for use of the name KAROO LAMB; free range grazing or production is a specific requirement as it is acknowledged as a contributing factor to the taste or sensory attributes of KAROO LAMB.

Likewise, lamb mainly reared on cultivated or planted pastures, does not qualify to be described as KAROO LAMB. In addition the following general production practices should be adhered to:

Animals must be handled in such a way that does not compromise their welfare. Animals may be brought off the veld and kept in pens only for the following:

- Medical treatment, processing or any other form of examination.
- Adverse weather conditions.
- Marking/tagging of animals.
- Shearing activities.
- Awaiting loading for transportation.

After completion of the first four processes, the animals must be returned to veld immediately.

Farms must have well maintained handling facilities. The facilities must be well designed to ensure the easy flow of sheep through the facility. It must be free from sharp edges, corners and broken rails that may cause the sheep to injure them.

Owners and managers should ensure that the sheep are monitored on a routine basis to assess the overall health of the flock. An animal health program must be in place and reviewed at least annually. Growth stimulants: All growth stimulants, either hormonal or anti-microbial and administered in whatever way to the animal, are prohibited. Anti-microbial drugs: The prophylactic (preventative) treatment with any anti-microbial drug is not allowed in this program.

Camp stocking rates should be such as to ensure that the natural environment and general plant condition and density are not adversely affected (preventing over-grazing). Indigenous veldt must be rested (not be exposed to over-grazing) from time to time to ensure optimum growth and production (a planned and scientific veldt rotational system should be used). High pressure points (water troughs, lick bins, etc.) must be managed to minimize damage caused by trampling.

Water sources must be capable of supplying sufficient amounts of cold, fresh and clean water to meet the requirements of healthy, grazing sheep. Water points should be clean and free of excessive mud in and around water troughs. Drinking troughs must be cleaned on a regular basis to eliminate the growth of algae and the deposit of waste feed and other contaminants.

d. Carcass classification

Only carcasses falling in the following categories of the South African meat classification system (as specified in *Meat Classification Regulations No R863* published in the RSA Government Gazette of 1 September 2006) qualify for use of the name KAROO LAMB:

Breed		Preferably meat breed types with good bone: muscle ratio with an even fat distribution.
Carcass mass	A-grades	>14 but < 25kg
Classification	Age classes	A
	Fat classes	1 to 6
	Conformation	3, 4 and 5
Damage		Only F1 damage allowed

In particular, all other age classes (AB, B and C) are not classified as "lamb" and therefore do not qualify to be called KAROO LAMB.

e. *Slaughtering and packaging facilities*

KAROO LAMB slaughtered must also comply with all the requirements for food safety and traceability. It is therefore expected that sheep will be slaughtered at **abattoirs** registered with the Red Meat Abattoir Association of South Africa and will have a HASS rating of at least 75%. Abattoirs also need to comply with food safety regulations applicable to the meat industry as well as The Meat Safety Act. In addition these role players must have an operational traceability system in place that has been approved by SAMIC, which competently verify the origin of carcasses and meat products in terms of these Rules. Added to this the abattoir needs to use the prescribed roller mark as more fully described in **clause 3**

Enterprises that do the **cutting, processing and packaging** of meat must also comply with the food safety regulations applicable to the meat industry, the Meat Safety Act and an acceptable standard on traceability procedures. Such parties would also be required to show that they are able to identify carcasses and meat products originating from the Karoo region (in terms of these Rules) and that a verifiable traceability system – back to the producer and the specific farm – is in place, adhered to, and on demand available for inspection.

3. Suggested mechanism for complying with rules

Compliance with the rules set out above can be achieved through certification under the KAROO MEAT OF ORIGIN certification scheme, and the use of the certification mark, “Certified Karoo Meat of Origin”. The presence of the certification mark will signal the authenticity of the product as KAROO LAMB. Lambs correctly classified at registered abattoirs in the Karoo and originating from “certified” farms in the Karoo who have adhered to the rules contained herein will be marked with the roller mark CERT KMOO issued by the SA Meat Industry Company (SAMIC) and DAFF. These carcasses then automatically qualify to be named KAROO LAMB.

Restaurateurs will only be allowed to use the name KAROO LAMB on their menus or in advertisements if they can demonstrate that they have acquired the lamb from approved and compliant producers, wholesalers, retailers or distributors.