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YUNIVESITHI YA FREISTATA



CENTRE FOR DEVELOPMENT SUPPORT

**THE ARID AREAS PROGRAMME
PROCEEDINGS: KAROO DEVELOPMENT WORKSHOP
HANOVER
Tuesday 18 March 2008**



Project funded by the Department of Environment, Forestry and Rural Agriculture DEFRA
project D507-06

Workshop Proceedings Compiled by:
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KAROO DEVELOPMENT WORKSHOP

HANOVER, Northern Cape Province

Tuesday 18 March 2008

8.00 am – 1.00 pm

1. Background to the workshop

Southern Africa's arid areas include a vast slice of South Africa's five south-western provinces, as well as southern Namibia and southern Botswana. These semi-desert areas are generally regarded as economic backwaters. However, recent research conducted by the Centre for Development Support (CDS) has shown that there are many new niche desert products and markets, particularly related to tourism and agriculture.

Funding for a project aimed at stimulating development in the Greater Karoo was applied for through DEFRA (UK Department of Environment, Forestry and Rural Agriculture) and granted in February 2008. This is the first phase of a bigger project aimed at promoting economic development in the arid areas of Southern Africa, including the Karoo, Kalahari, Namaqualand and Namibia¹, and includes the possibility of a second phase which will look at implementation of development projects and/or research.

The five main goals of the project are:

1. Promoting dialogue between public (national, provincial, district and local level) and private sector agencies about sustainable economic development
2. Bringing new black entrepreneurs in the arid areas into the mainstream economy, and thereby address poverty
3. Promoting desert-oriented agricultural and tourism development in arid areas, in a context of climate change and increasing aridity.
4. Promote co-operation across municipal, provincial and national boundaries (South Africa, Namibia and Botswana)
5. Promote economic development in small towns and their hinterlands.

The funding obtained from DEFRA was for a **feasibility study** to test the suitability of a larger project. In terms of the DEFRA project D507-06 award, funding was available for arrangements for the workshop, travel for delegates, and accommodation in Hanover. Two research papers were commissioned.

1

Promoting development in the Arid Areas of Southern Africa: Political consultative Process and Feasibility Study. Prof D Atkinson, University of Free State Centre for Development Support and Karoo Research Institute. DEFRA Project D507-06 February 2008

This work builds on the previous work done by the Centre for Development Support, University of Free State during 2007, including:

1. A socio-economic overview of the Arid Areas
2. An assessment of the economic development strategies of four South African provinces (Western Cape, Eastern Cape, Northern Cape and Free State)
3. A preliminary assessment of desert products and markets in the arid areas.

The arid areas in Southern Africa are sparsely populated and politically marginalised, and the small towns have fragile economies. Poverty levels are high due to increasing agricultural unemployment, and there is a heavy dependence on social grants. Increasing aridity, due to climate change, may lead to rising unemployment, declining underground water levels, and greater difficulties for emergent and commercial farmers.

Nevertheless, the arid areas have important economic and social assets. Infrastructure in the towns is generally good; the game industry is becoming an important foreign exchange earner in the area; commercial agricultural expertise is high; and some of the towns and farms have some tourism potential, with major significance for local employment. Black and coloured commonage farmers represent a nucleus of new commercial farmers in the future. This project is aimed at strengthening these assets and trends.

2. Main activities of this project

1. A Consultative Workshop for nine District Municipalities to debate and plan the proposed Arid Areas Business Conference and Expo. The workshop was attended by Local Economic Development officers of District Municipalities, as well as relevant provincial and national officials, and other stakeholders. The workshop was held in the town of Hanover in the Karoo, and included representatives of the Karoo and Kalahari regions. It was expected that about 20 people would attend the workshop, but the actual number of participants was 32.
2. A background paper on three desert niche crops and products was prepared by Dr Sue Taylor, for presentation at the workshop. (Title: "*Making the most of what we've got: Niche agricultural products in the arid areas*"). This paper included a study of *Hoodia*, Rooibos and Marula. New economic opportunities were analysed. The paper was included in the participants' conference packs.
3. A background paper on 51 arid areas products by Mark Ingle was included in the participants' conference packs. Title: "*Economic potential in South Africa's Arid Areas: A Selection of Niche Products and Services*".

3. Outputs of the project included:

1. Two background papers on sustainable arid products and services, compiled for delegates to the workshop

2. A planning workshop for the proposed Arid Areas Business Conference and Expo proposed for 2009
3. Agreement amongst stakeholders about the nature and content of the proposed Conference and Expo.

4. Expected impacts are envisaged to be:

1. Public-private collaboration on the nature and content of the proposed Business Conference and Expo
2. Laying the groundwork for sustainable economic and environmental development in arid areas towns and their agricultural hinterlands
3. Increased investment in small towns and rural areas in the arid areas
4. Support for emergent enterprises and new niche industries and services
5. Access to new markets for producers in the arid areas.
6. Promoting employment in the arid areas.

Hosting the workshop at Hanover was also an opportunity to showcase one of the arid areas small towns, which is very conveniently located on the N1, half way between Johannesburg and Cape Town.

HANOVER WORKSHOP PROCEEDINGS

The Arid Areas Planning Workshop got underway on the morning of the 18th of March at Hanover, at Hanover Lodge, in the Pixley ka Seme District of the Northern Cape.

Agenda – see Appendix I

Attendance List – See Appendix II

WELCOME: Prof Lucius Botes, Centre for Development Support

Prof Lucius Botes began his opening address by welcoming everyone, and acknowledging with appreciation that people had traveled great distances to be at the Hanover Workshop. It was good to note that the four arid provinces (Eastern Cape, Northern Cape, Western Cape and Free State) were well represented at this workshop, as were entrepreneurs and researchers, indicating that there is wide interest in the economic development of the Karoo.

The Hanover Workshop was acknowledged to be the start of a process of collaboration, research and economic partnerships which will promote the economic development of the arid areas of South Africa and promote the concept of the Greater Karoo. The workshop in Hanover brought enthusiastic people together and this is essential as we look for partnerships. We need to get to know each other, and develop the mutual trust that is needed. We need to clarify our roles and responsibilities to ensure healthy partnerships as we work towards greater development for the region. We need to do this in the spirit of catering for each others needs and taking individual and provincial expectations into account.

As part of our common ground, we need to have hope for the future of the Karoo. Although we all have different interests and mandates, we are united in our knowledge and interest in these arid areas. Elements of a good partnership include a “meeting of the minds” where we have a common interest which binds us together. This common interest is our interest in the socio-economic development of the arid areas of southern Africa. For development of the arid areas to succeed, we need to open up opportunities to release the indigenous knowledge of the area. We all have important knowledge and we need to put this to use to create opportunities for the arid region.

It is hoped that this development initiative in Hanover, drawn together by the Centre for Development Support, will link people and institutions, and create benefits for all. Hopefully seeds will be planted within organisations and local people, which will grow into something bigger for the development of the Karoo.

FORMAL OPENING: C/r Siphon Tsonga

Mr Siphon Tsonga represented the Hon Mayor of Emthanjeni Municipality Mr Kenneth Markham.

Mr Sipho Tsonga is the Ward Councillor of Ward 6 of Emthanjeni, and was of the opinion that Hanover was a good choice for a Karoo development workshop with Hanover being central to the Karoo. This is where one can experience what the Karoo is all about, even though the town is small. The hospitality is great, and is typical of what one will experience in the Karoo.

The Emthanjeni Local Municipality includes Hanover, De Aar and Britstown. The town of De Aar is the headquarters of Emthanjeni. Within the municipality, towns are 60 km apart. Hanover is centrally situated, being 700 km from Cape Town and 709 km from Johannesburg on the N1. So the local municipality is central between the two very well developed regions.

But the Emthanjeni District Municipality, with its population of 35 000 people, is very underdeveloped. Much needs to be done to stimulate this area. The municipality is a “developing municipality” with many challenges. The level of literacy is low, and poverty is very high. Any opportunities for development in the municipality will mean that people in the area will be keen to be involved. So Hanover, as part of Emthanjeni is a good choice to start an arid areas development initiative.

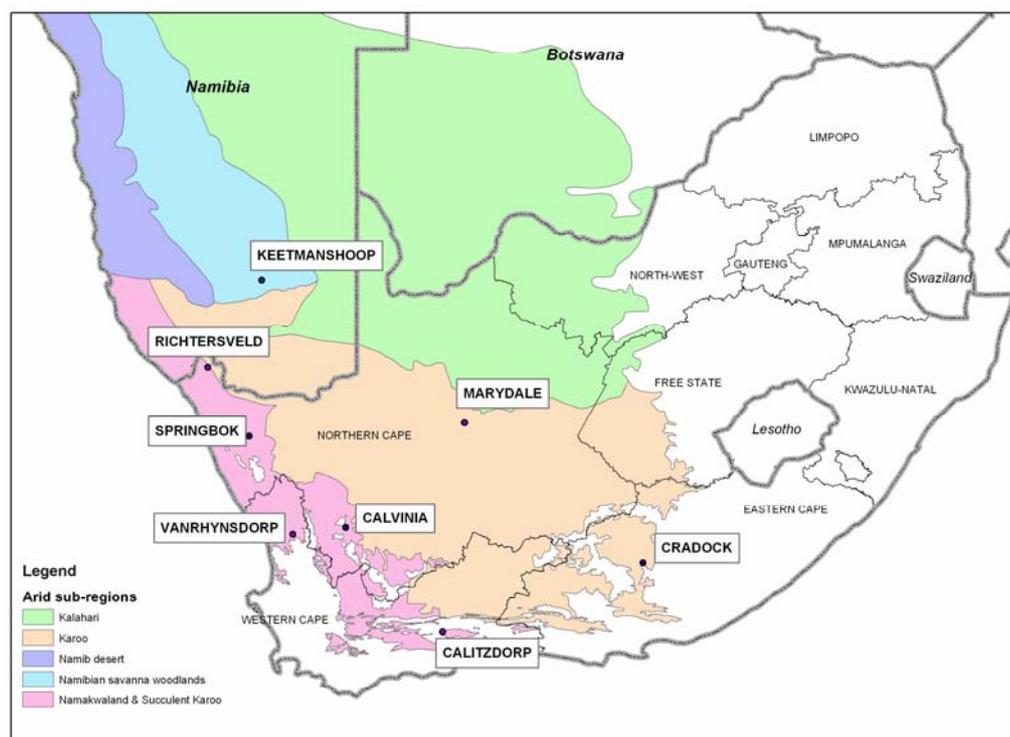
The municipality requires that local people must be involved in new development projects, and must be taken along in all kinds of development opportunities. Local businesses, local government, local entrepreneurs, all must get an opportunity with any local development venture.

All participants that are here have shown considerable commitment to come all this way to Hanover.

The deliberations today must produce outputs that we are proud of, and that will be of benefit to both participants and to communities in the region. Welcome to all.

Presentation by Prof Doreen Atkinson (CDS): The Arid Areas Programme and prospects for inter-provincial co-operation in the arid areas

The map below is a map of the arid areas of South Africa and southern Africa, as a reference for further discussions on the economic development of the region.



Prof Atkinson has visited Desert Knowledge Australia, a development agency based in Alice Springs. She was very impressed by the way they promote their arid areas as both tourism and business destinations. This Australian institute is an inspiration to all who live in the arid areas of the world.

Similarly, the term “Outback” is used in Australia in a positive way to describe their huge arid regions and to successfully market them. Prof Atkinson is concerned that we in South Africa lack a single term like this that conjures up images of vibrant area to visit and undertake specialized commercial activities, rather than drab, lifeless landscapes. We need a term like “Outback” that encompasses all the arid areas of southern Africa. We have words like Karoo, Kalahari and Namib, but this promotes the thinking that the area is fragmented, rather than one big consolidated arid area. The key idea would be to come up with a branding concept, like calling the area formally The Greater Karoo, and then look at the arid areas as a collective, possibly incorporating the Kalahari and Namib Desert too.

Also, the Australian Desert Knowledge organisation hosts a business expo every two years, to give farmers, entrepreneurs, government, development agencies and researchers a chance to showcase some of the many interesting and successful initiatives underway in this region. This Expo is the model that Prof Atkinson would like to see implemented in South Africa’s arid areas, to showcase the opportunities and assets in this region, and hopes that government will partner the Centre for Development Support in establishing this Expo.

1. *The CDS Research Programme*

The research programme to investigate the potential and development challenges of the arid areas of South Africa was funded by the National Research Foundation. It was a collaborative project between the Arid Areas Programme of Free State University, and Rhodes University,

With funding by the Open Society Foundation, a four-province study was concluded in November 2007, covering Western Cape, Eastern Cape, Northern Cape, and southern Free State. This study included the following:

- Visits to Cape Town (x3), Bisho, Port Elizabeth (x2), Kimberley, and Bloemfontein
- Interviews with government officials: Environmental Affairs, Economic Affairs, Land affairs, Transport, Arts and Culture, Water Affairs, Agriculture, Tourism
- Interviews with non-state agencies including research organizations and development organisations.
- Six research reports available on the website: www.aridareas.co.za

The main thrust of much of this work was to show how different provinces understand the arid areas in very different ways. “The Karoo is in the eye of the beholder” – each province sees different things! There are different discourses going on in each of the four arid provinces, but there is no overarching discourse that links all elements of the arid areas, a situation created possibly because of rigid provincial boundaries. This fragmentation filters down to district and local level.

Also, covered in the studies was a comparison of different sectors which have differing relationships with arid areas eg. Tourism and agriculture.

2. *Establishment of the Arid Areas Programme.*

The Arid Areas Programme was established at the University of Free State’s Centre for Development Support in 2008: Postgraduate research got underway with National Research Foundation (NRF) funding, for the following post graduate studies.

1. Sport and recreation for the youth in Philippolis
2. Apollo Theatre in Victoria West
3. Tourism in Beaufort West
4. Future of Oranjemund
5. Commonage management – Cradock, Grahamstown, Port Alfred
6. Impact of housing subsidies in Philippolis
7. Water and sanitation in arid areas – Kimberley, Namibia
8. Economic impact of community-based conservancies in Namibia
9. Quality of life in small Karoo towns
10. Uranium mining in Beaufort West
11. New forms of social capital in the arid regions
12. Training of emerging goat farmers in the Karoo
13. Housing in Kathu, De Aar and Kimberley
14. Economic impact of Koffiefontein mine.

3. *Current LED Strategies in the Arid Areas*

The Local Economic Development (LED) Strategies are not currently cross boundary, and this is of concern as it prevents the management of the arid regions in a coherent way. For example, Western Cape focuses on Cape Town, and their planning largely excludes the arid hinterland. Similarly, the Eastern Cape Province is primarily oriented towards the non-arid eastern part of the province. In the Free State, the main focus is on the north, central and eastern parts of the province. Northern Cape is the only province which is entirely arid, so the province looks for assets here by necessity, rather than seeing the arid areas as “backwater”.

Consequently, there are different perspectives on the Karoo:

- Western Cape: Karoo is seen as an undeveloped hinterland (Beaufort West is identified as a poverty node)
- Eastern Cape: Focus Karoo is seen as a relatively privileged area
- Free State: Southern Free State is seen as undeveloped backwater
- Northern Cape: Focus on arid areas as areas with potential: Tourism, agriculture, agro-processing, mining.

And so, provincial fragmentation in the management of the arid landscape, and different levels of development, infrastructure and resources all impact on the way the provincial planners view the arid areas. It is a pity that the provinces only plan within their boundaries. There is no cross-border collaboration.

The Western Cape province is very well resourced, but other provinces not so well resourced. The Northern Cape is least resourced, while the Eastern Cape also has huge development demands. In terms of provincial fragmentation:-

- There are different strategic emphasis in terms of infrastructure, community-level, differences of scale
- Different levels of provincial resources - financial and institutional
- There is a lack of a coherent focus on “arid areas” as a whole – very fragmented approach
- There is no recognition of the term “desert” or “desert as an asset”
- There is little recognition of local branding – “products of origin”
- There is no coherent transport strategy – road, rail, air, telecommunications – either capital investment or maintenance.

The arid areas could be an asset that aids economic development, if viewed in a positive way. Yet in South African regional planning there is no recognition of a term like “desert” – yet much of the area is technically a desert (Karoo, Kalahari, Namib, Namaqualand). And the desert can be an asset, and other countries around the world, and even Namibia, use their deserts as assets. In South Africa there is also little provincial recognition of the branding of names like Karoo.

Another aspect that is significant is that there is no coherent transport strategy that links small towns in the arid areas with bigger regional centres, and rail and air would play a large role here to open up the region to economic development.

So we are all players in a bigger game which is largely based on the National Spatial Development Strategy (NSDP), which focuses public investment on areas of economic potential. Although this is essentially a wise approach, it means that if regions do not speak up for themselves and demand that national government recognises their potential, they are ignored. It seems that national government doesn't really consider what happens to the areas not defined as having economic potential. Tragically, the Karoo is not featured as an investment destination.

But there are still opportunities for local people in the arid regions to approach central government to state that there is economic potential in the region. Again, the key capital investment that is needed is transport infrastructure as distances are great.

4. *Interesting regional undertakings*

The following are some of the exciting initiatives taking place in the Karoo:

- **Western Cape** – Red Door, CASIDRA, Library Corners, hydroponics in Beaufort West, rooibos brand
- **Eastern Cape** – Railway tourism, Thina Sinako (European Union-funded SMME support), ECSECC, tourism routes, www.karooheartland.co.za, district agricultural plans
- **Northern Cape** – Infrastructure hub at De Aar, Karoo telescopes, Upington cargo hub, two transfrontier parks, MacGregor museum outreach, emergent farmers (goats)
- **Free State** – land reform in Koffiefontein, Lake !Xhariep, Horizons Route

But there is no collaboration amongst them.

5. *Attempts at provincial cooperation.*

But there are some attempts to bring the Karoo provinces together:

- Agriculture: Provincial Trade and Economic Access (PROTEA) – all 9 provinces, focusing mainly on the technical aspects of agriculture support
- Western Cape, Eastern Cape, Northern Cape : Interprovincial MOU on migration and housing – policy-level collaboration, research
- Northern Cape, Eastern Cape and Free State: Lake !Xhariep, based on the Gariiep Dam, primarily for tourism.

The Centre of Development Support (CDS) will focus on what they do best – research at post graduate levels, with an arid areas focus, including aspects like arid areas niche products.

6. *The way forward*

.CDS has many post graduate projects already underway. These projects will help us build the intellectual capacity to undertake development projects.

Every year, the arid areas ecologists meet at the Arid Zone Ecological Forum (AZEF). The social and development sciences need something similar. To this end, the CDS is working on:-

1. Post-graduate social and economic research
2. Research on arid areas niche products
3. International networking, mainly with Australia and India
4. Possible Greater Karoo Development Conference and Business Expo (March 2009?)
5. Possible institutional vehicle for Greater Karoo
6. Joint (inter-provincial, inter-district) development initiatives – government or private sector?
7. Planning for 2010.

We have some funding (from UK DEFRA and the Open Society) to look in more depth at niche products and crop products as a big focus. We need to know what existing and potential products are, and what are the markets and production issues.

7. *CDS funding and research.*

1. Funding by UK (Department of Environment, Food and Rural Affairs)
 - This workshop (Hanover)
 - Arid Areas Niche Products paper (Mark Ingle)
 - Commercialisation of indigenous biodiversity paper (Sue Taylor)
2. Funding by the Open Society Foundation: For this funding, research work is being planned to undertake research on additional niche products (possibly olives, steam railway tourism, *Aloe ferox*, agave).

8. *International perspectives*

International think tanks on the arid areas exist, and there is a huge range of institutes doing research in arid areas of USA, India, Middle East. Topics include solar energy, desert crops, and infrastructure. We have a lot to learn about these areas.

Professor Lochner Marais and Professor Doreen Atkinson of CDS visited the Desert Knowledge conference in Alice Springs, Australia in 2006 and found this very useful. To stimulate interest in something similar in the arid areas of SA, the CDS plans to send a SA delegation to this conference, to build local capacity on what is possible in South Africa's arid areas. Some of the Australian themes are "Living well in the Desert" and "Living solutions for the Desert areas". We need similar branding slogans.

ECSECC (Eastern Cape Socio-Economic Consultative Council) commissioned a paper done by Doreen Atkinson, on international think tanks. The study found the following important arid areas institutes:

- **Australia:** The Desert Knowledge Co-operative Research Centre and Centre for Arid Zone Research (CAZR)
- **Africa:** The Arid Lands Information Network (East Africa); Namibia Desert Research Foundation
- **The United States:** Office of Arid Lands Studies (University of Arizona); Arizona Rural Policy Institute; International Sonoran Desert Alliance (ISDA’); International Center for Arid and Semi-arid Land Studies (ICASALS); and ARIDNet.
- **India:** Central Arid Zone Research Institute (Jodhpur, India), and Institute for Development Studies, Jaipur (IDSJ).
- **Middle East:** Center for Jewish-Arab Economic Development; Centre for Desert Architecture and Planning (CDAUP), Ben Gurion University; Social Studies Unit, Ben Gurion University; Israel Hi-Tech.

9. *A possible Greater Karoo Development Conference and Business Expo*

May and Stanley Smith Fund has awarded an amount of R100 000 to the Arid Areas Programme. The vision for this funding award is to set up a academic conference, with papers being presented on niche products to showcase opportunities and stimulate interest, and simultaneously host a business expo to showcase private sector groups (eg. Hunting associations), business, government departments, municipalities, and NGO’s. The event should last for 3 – 4 days, to allow people to network. There will be a need to rotate this every two years or so within the Great Karoo, to give different regions an opportunity to showcase their activities, depending on the interest.

10. *Institutional arrangements to promote the Karoo*

We need an institutional vehicle for the greater Karoo, to bring these interests together, some kind of a Karoo Trust, to protect the Karoo brand name, through a Section 21 Company. The Trust would need to find suitable trustees that represent and/or understand the arid areas and issues, and develop the institution.

Negotiations between CDS and an existing interest group are already underway to create a Karoo Trust. This trust would focus on Karoo brand-names (e.g. “Karoo lamb”), promoting these as well as broader development issues. It is envisaged as a Section 21 company (representing civil society, and a-political).

Next steps are:

- Creating a suitable structure for a Trust
- Identify suitable trustees
- Drafting a suitable trust deed, including functions and get stakeholder review
- Website

11. *Planning for the 2010 World Cup: Thinking about cross-border Desert Tourism*

Doreen Atkinson has done some research on what the Karoo could mean if marketed as a single tourism destination zone (which could include Namib, Karoo, Namaqualand destinations etc) – we need to put this region on the tourism radar screen in a holistic way, rather than each little town marketing themselves.

We need to market an arid areas as a bigger “tourism destination zone” – and include Namib desert, Karoo, Klein-Karoo, Kalahari and Namaqualand. The following options could be explored:

- Foreign tourists enter either via Cape Town or Walvis Bay
- Tourism routes (e.g. CDS research planned for Open Africa Foundation research funding)
- Trans-frontier parks, heritage tourism, eco-tourism
- Need to link all the big areas including Upington, Springbok, Calvinia, Victoria West, Beaufort West, Graaff-Reinet, Sutherland etc.
- Mechanisms: Regional branding, business networks, planning infrastructure, joint events
- Look at the example of European Union’s LEADER programme which looks to fund development in underdeveloped areas.
- Marketing the Greater Karoo as a single entity – brochures, maps, website
- Through travel along the main routes: N1 and N9 - Graaff-Reinet, Matjiesfontein, Beaufort West, Victoria West, Britstown, Hopetown, Colesberg
- R63: Oudtshoorn and Little Karoo
- Stop-overs – visitors to be encouraged to spend a few days
- Satellite towns (accommodation for games) – matches and Fan Parks
- Need a collective approach!
- Need mechanisms, regional branding, business networks, hosting joint events.

12. *The purpose of the workshop in Hanover, 18th March 2008*

- Facilitate networking and cross sectoral collaboration amongst provinces and districts – all to get to know each other and find common ground
- Discuss the possibility of the Greater Karoo Conference and Business Expo – who would be on the select advisory committee? What additional funding sources exist?
- Cross-sectoral collaboration (e.g. agri-tourism) eg. promote agri-tourism and stimulate this in the arid regions.
- Explore arid areas niche products, markets
- Discuss the possibility of a Greater Karoo Development Foundation
- Discuss the possibility of a SA delegation to Alice Springs.

Questions and comments from the floor

1. Q: Would this be the first desert expo in South Africa?

Doreen: Yes, this would be first, unique.

2. Q: National government involvement in an Arid Area Expo eg. DWAF, Dept of Agriculture. Would they have influence, and would their inputs would be very important?

Doreen: At provincial level, we speak to the provincial branches of national government offices. But at some stage, one does have to go to Pretoria. But we feel that we are not there yet, to knock on these doors. At AZEF in Sutherland, our guest of honour was Sue van der Merwe, from the National Dept of Foreign Affairs, and she champions the CDS work, and could discuss the expo idea to provincial premiers to seek their involvement. But ultimately, this concept has to go to the Presidency and to Dept of Planning and Local Government (DPLG), especially as there are spatial issues, but also we need to get our political homework done, before approach national government

3. Q: It is impressive that this work covers Namibia etc. Northern Cape is very interested in this approach. Northern Cape has an agreement with Namibia.

Doreen: There is an N7 tourism route from Cape Town to Namibia. Just as agricultural production doesn't have borders, the tourism routes also don't have borders. We don't yet fully know all the initiatives that people are doing. We might need subsidiary studies to see what is in place, and what works. And then we should publicise these widely, so that small activities get exposure and are included in bigger regional planning.

4.Q: A comment: Doreen's work was included in integrated planning documents for Western Cape including how to market tourism in the Karoo

Doreen: It is interesting that the work has real relevance in development planning.

5.Q: – Most of the development resources seem to go to the Western Cape.

Doreen: There are other provincial initiatives underway, for example the Department of Arts and Culture in Bisho recognised the importance of heritage tourism, Khoisan paintings in the Eastern Cape, especially in the northern parts of this region. One could have inter-provincial tourism trails with fossils and bushman paintings. The developmental future could depend on these activities in the Eastern Cape linking with bigger arid areas initiatives where they have a better fit. Some of these activities do not link well with activities underway in the wetter areas of the province. Lake !Xhariep is a nice concept, including the dam plus game reserve, to provide local benefits, rather than just supply water to distant towns and cities.

Lochner Marais commented: At the University of the Free State we have the "New frontiers in poverty reduction and development" initiative, which is a cluster of research projects at the university and at CDS which we plan to use to fund research into the above types of activities, to aid the socio-economic development in the arid areas.

Presentation by Mark Ingle (CDS): “An overview of arid areas niche products and entrepreneurs”

Karoo is often seen as a place where “nothing happens” - yet this “nothingness” is highly marketable in today’s busy world. Once the Karoo and similar areas were seen as bleak and uninteresting, but now, perceptions have changed and people are seeing the value of these remote arid areas. There are many new “intrekkers” to these areas, seeking peace and renewal.

It is interesting to find that there are very few wellness retreats in the Karoo, unlike those clustered around the big commercial centres. The Karoo itself is a wellness centre for the soul, and the “well of psychic wellness” is a big asset of the Karoo. Silence, solitude and space is the big asset of this region. The nothingness is the Karoo’s most valuable commodity.

Yet there are scientific assets, especially the Square Kilometre Array (SKA) northwest of Carnavon – this is a big new international scientific venture, and the arid regions need to market this. The key marketing angle here would be “Listening to space and the echoes of the big bang”. There are some awesome science statistics that we need to make more of , including the aspects of “the atmosphere scratching against the planet.” The nothingness of the area is the big asset for this scientific installation.

Dinosaur theme parks - In the Karoo, where are the dinosaur theme parks? The Karoo was part of an ancient dinosaur landscape, with many fossils discovered or waiting to be discovered. The USA would have picked up on this long ago.

The Karoo brand - In terms of marketing the brand name “Karoo” this is already stolen from us. For example, the case of a Mr Mark Eisen, an ex-South African living in the USA who has started up the Karoo Mark Eisen range of fashion design, using the Karoo name, but none of the products have any connection to the Karoo. He is apparently an ex South African who is marketing the “Karoo” for his own business purposes. It shows what can be done with the Karoo “brand”.

There are many other sites using the word *Karoo* with nothing to do with the Karoo:

- Karroo foot powder – small print says that it comes from Mt Edgecombe in South Africa.
- Karoo Spring Water Pty Ltd – water comes from the Karoo highlands. But their offices are located in Cape Town. Interestingly, they are marketing the water as some kind of “wine” from the Cape. They state that they are a “Boutique, gourmet water company, although water been enjoyed for countless centuries.”

A quick search of the internet reveals that there are many examples of cyber squatters using the *karoo* name, yet it is difficult to find who they are, and whether they are based in the Karoo, or even in South Africa. Brand pirates are making use of our Karoo names, brands and products. We have something which is being stolen, and used innovatively by others, yet Karoo people should be making use of these opportunities.

Local craft talents - Windmills sold at the side of the roads, ships, very nice product. But what the people need support, distribution channels, marketing channels. They cannot do this themselves, and need help.

Music – for example, David Kramer found the best players (music) in the most out of the way places, yet David Kramer's name is the one people remember, and not the other local musicians.

Traditional food and fibre, and pharmaceutical products - There are also the traditional Karoo Products – biltong, mutton, wool, but there are also new generation products – like Agave and local tequila, Hoodia and essential oils

Tourism – small towns in the Karoo are getting more developed, and have more B&B's than ever before. There are good conference facilities now, making them good destinations for tourists and the conference circuit.

Crafts from the Karoo include:

- Owls from The Owl House, decoupage eggs (Aberdeen), tobacco pipes etc etc.
- Ebenhart's pipes (Calitzdorp) are made from interesting local woods. There is lots of individual research effort to identify suitable local wood for these pipes.
- Flash sticks are made from Working for Water waste wood. Flash sticks are marketed with a small biography of the individual who made the sticks. Many orders are being received. There is a need to ensure quality control, to make sure that order forms and the biographies are actually on the sticks. One could also load poetry, articles of the regions

Nothingness as an asset – tourists really do want to get lost, want to really get away from other people. So we in the Karoo can help with this. And places like De Aar are really right in the middle of nowhere, but do have transport infrastructure. More could be made of this town.

Questions and comments from the floor

1. **Q:** You stated the importance of the Karoo brand, so much that could be done with this, if branded and marketed in the a clever way. Perhaps we need a Karoo song, etc. Putting this brand on the map and making the most of it, needs a lot of creative thinking to position this. The brand is a valuable commodity, and we don't want to see it pirated.

Mark: There is lots of thinking going on about this branding, the potential is limitless.

Doreen : Yet the Karoo is limitless and uncommercial – so how do we capture this, without ruining it through overuse.

Mark: This is the challenge. The worst thing one can do for a place is declare an area a World Heritage Site, because the sheer popularity of the site kills it off.

2. **Q:** We need to make sure the real people get the credit, e.g. musicians, and towns, or do slick marketing companies get the credit?

Mark: In the case of David Kramer and entrepreneurs like him – we admire them, as they take a risk. These ventures need to add value to local efforts, rather than steal from local people.

Presentation by Dr Sue Taylor (CDS): “Making the most of what we’ve got: The commercial beneficiation of indigenous plant species in arid areas

According to national strategies, we as a country need to derive greater commercial benefit from our biodiversity, with a full value chain benefiting farmers. In terms of climate change, we need to diversify rural livelihoods and also seek new cultivars and crops. There are many “lost crops” of Africa, which are indigenous fruit, vegetable and grain species which are used by local people, but which have not received much research support, yet could help provide better, more reliable nutrition to the people of Africa.

In South Africa, three indigenous plants have been extensively researched for their commercial potential, with varying effects. These plants, *Hoodia gordonii*, Marula (*Sclerocarya birrea*) and rooibos tea (*Aspalanthus linearis*) have been commercialized in different ways. *Hoodia gordonia*, despite a patent on its appetite suppressing substance P57, has been “stolen” from South Africa and grown all around the world in arid areas. There are many fake and genuine Hoodia products available, extensively marketed and distributed through the Internet. There has been almost uncontrollable poaching of the plant in the wild, such that SA, Botswana and Namibia have had to invoke CITES (Convention on the International Trade in Endangered Species) to try and control this exploitation.

Rooibos tea has been very carefully marketed, and developed for each food and health fashion. First it was responding to the market for a cheap local tea, and then it became marketed as a “caffeine-free” health food market. Now it is being marketed in the “anti-oxidant/anti-cancer/anti-ageing” markets, which are all huge. Rooibos tea also markets itself successfully to the organic, fair trade and wild-crafted markets, and there are now “estate” teas, branded by individual rooibos tea farms. The big thing about Rooibos tea is that it can’t be grown outside of its region of endemism in the Western Cape, so it has not been “stolen”. However, the name “rooibos” was stolen through a patent loophole, and the Rooibos industry in SA had to contest this, at huge cost.

The Marula tree grows widely through Africa, and there are many types of fruit which have commercial possibilities. However, there are no Plant Breeder’s Rights registered on any cultivar, putting this species at risk of being “stolen” from Africa by other countries who want to capture the opportunity that the Marula fruit represents. Apparently, the name “Marula” conjures up images of Africa to international consumers, and this is highly desirable to market food, beverage and cosmetic products. Israel has already had trials of Botswana Marula seeds underway for about 20 years, showing that these trees can survive in the Negev Desert under saline drip irrigation.

The communal aspect of Marula production, including benefits to local grassroots economies, is very important, and there are fears that if these trees are grown on a big scale in commercial orchards, this will remove an opportunity for local people.

Issues of Access and Benefit Sharing are important to protect biodiversity and indigenous knowledge from theft, and to make sure that local people benefit from bio-prospecting for international and local commercial interests.

Questions and comments from the floor

Q: How does one prevent indigenous knowledge being stolen from local people, in terms of commercially interesting biodiversity? In some cases, biopirates come disguised as tourists who deliberately ask questions about what plants are used for, and take samples.

Sue Taylor: In terms of formal bioprospecting, invoking Access and Benefit sharing through National Government should ensure that prior informed consent (PIC) is obtained, but in terms of informal bioprospecting, people often don't realize that their knowledge or biodiversity is of value. Only by experts sharing knowledge about these issues, can local people be protected.

Comment: It was a South African woman who registered the "rooibos" name in the USA, and then sold the name to Burke International for \$10-00. Also, rooibos seeds are available on the internet at \$10-00 per seed! There are attempts to grow rooibos tea in Australia, so this is a threat.

Comment: The international pet trade (reptiles) is a threat to local fauna, and high levels of poverty tempts local kids to collect and sell reptiles to international traders for far less than they are worth. Also, the national departments like Department of Science and Technology, the Dept of Trade and Industry and conservation authorities are not on the same pages in terms of plants like *Hoodia*. We know there are many fake products, but how do we deal with these?

Presentation by Deidre van Rooyen: "The U-turn in Beaufort West: Implications of Uranium mining for the Karoo"

Over time, humans have discovered different types of energy, and also increased their energy use substantially.

Primary energy is coal, gas and wood.

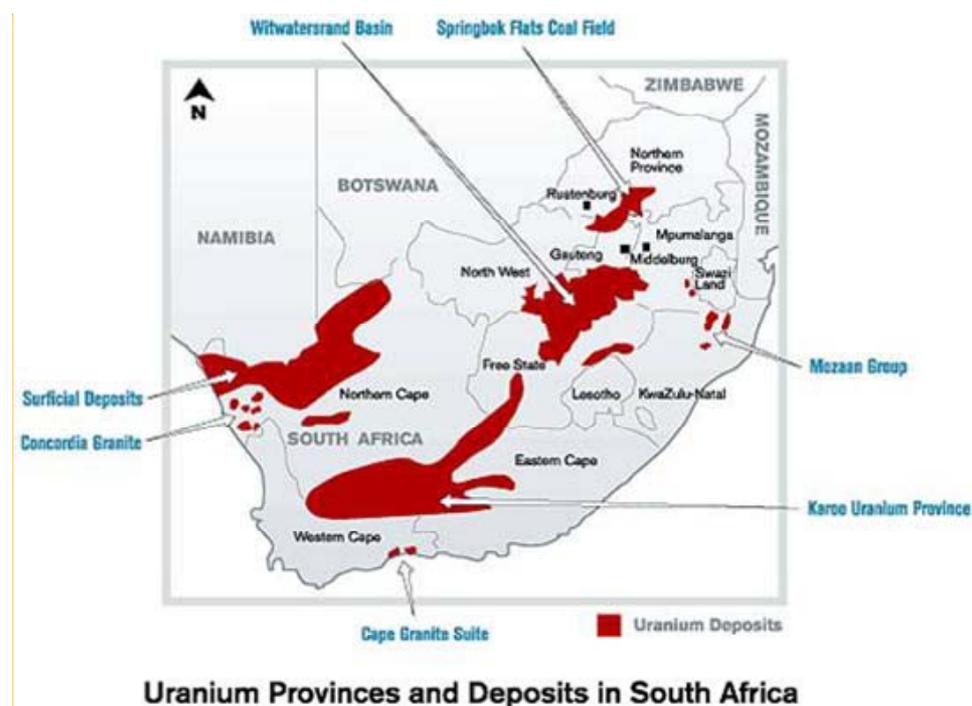
Secondary energy is energy made from primary energy (e.g. Electricity). This energy production can come from non-renewable resources like coal, gas and uranium, or from renewable resources like sun and hydro. With climate change, there is a greater move towards nuclear energy.

In terms of the world's demand for electricity:-

- Energy demand grew 54% from 1980 to 2004
- Electricity use projected to double 2004 to 2030 (2.6% per year)

- Industrial countries use 150 – 350 gigajoules (GWe) of electricity per person each year
- Developing countries – increasing standards of living striking demand.

In terms of uranium production and use, most of the uranium producing countries are in the Southern Hemisphere (Niger, Gabon, Namibia, South Africa and Australia in the south, but with USA and Canada in the north) while most of the nuclear reactors are in the Northern Hemisphere.



Global nuclear power generation capacity

- There are 439 nuclear reactors for electricity generation (30 countries)
- There are 34 new nuclear plants under construction
- 93 nuclear plants are on order / planned
- 222 nuclear plants are proposed
- The current requirement is 64,615 tonnes of uranium for these developments.

The history of Uranium mining in South Africa

- RA Cooper – discovered Uranite in South Africa in 1923
- Uranium is also a by-product of gold and copper
- 1951 – exploited gold mining slurries to extract uranium
- 1967 – Nufcor (Anglo Gold-Shanti)
- Uranium for 40 years in Karoo
- 1930s yellow, orange and green stains on rocks
- 1970s trial mining
- 1979 - drop in price
- 2003 – Ryst Kuil

- Uramin (12 out of 14 licenses)
- AREVA (a French mining company) is prospecting for uranium deposits in the Karoo, with Beaufort West being a focal point for new uranium mining

The proposed research study (PhD level) is aimed at investigating what the proposed uranium mining will do to the economy of Beaufort West.

*“Uranium is going to turn the economy of the town upside down”
Derick Welgemoed –Former Municipal Manager.*

Questions and comments from the floor

Q: Will South African electricity shortages influence the mining of uranium?

Deidre: Uranium is to be exported, so it is not for local use. It is not known whether the uranium concentrate (yellow cake) will be transported by road or rail. There are only two enrichment facilities in the world, one in France, and one in Canada. We will have to export for refinement, and import again what we need.

Q: To hear that uranium mining is expected to start in 2010 or 2011 is very alarming. Are any of the local authorities planning for this?

Q: Safety of the tailing and for people living in the area?

Deidre: There have only been two stakeholder meetings recently, despite this issue being around since 2003. Apparently this has all been kept quiet to prevent labor and speculators coming into Beaufort West in a big way. Already there are poverty problems. This uranium mining is both an opportunity and a threat.

STATEMENTS FROM THE KAROO DISTRICT MUNICIPALITIES

District Municipalities were asked to share information and see if there are synergies. The session was facilitated by Doreen Atkinson.

1. Central Karoo District: Mr Stefanus Jooste

The key towns include Beaufort West, Laingsburg and Prince Albert. Important economic opportunities for the District include:-

1. Sport and 2010 Soccer World Cup and upscaling soccer activities for the youth. They have their “upward” programme to do training and development with small kids (5 – 13 years).
2. Correctional Services Centre – big problems with the prison in Beaufort West, and it needs an urgent upgrade or a new facility.
3. Hydroponics hub for herbs – based at Beaufort West. Has experienced a downturn recently, but there are plans to get this back on its feet. The original project

created 80 jobs, but it could be upscaled to around 4000 jobs. The project needs to cater for the export market. The CSIR is looking into this project again, to find ways to take this project forward.

4. Agriculture and branding, like the branding of Karoo Lamb.
5. Airport (proposed) – the existing air strip was bought by people from Johannesburg. Will also have a training programme associated with the new airport. The new airport needs access from the N1.
6. Wind generated energy – but it needs a champion.
7. Water from Orange (Gariep) River (proposed). An original feasibility study was done by a private individual, but was lost by DWAF. A new study is needed.
8. Tourism, (Karoo National Park, fossils) and also Beaufort West as the “gateway” to the Cape. Need to have a physical gateway built over the N1, with two information centres (one based at Laingsburg and one at Beaufort West).
9. Upmarket retirement housing (already under construction) in Beaufort West, including two shopping malls.
10. Need to use palaeontology more, to create tourism opportunities.
11. The Karoo National Park is expanding and will include four of the big five.

Questions and comments from the floor

Q: Roberta Burgess: Is the soccer initiative just for boys? What about the girls?

Stefanus: The soccer development is for both boys and girls.

Q: As a poverty node, does Beaufort West get more funding now?

Stefanus: We got no more money.

Q: At what point will the Karoo get a big injection of funding? Do we need to try and attract capital investment?

Stefanus: We got help with infrastructure in the beginning, but economic and social development didn't get support from National level. The Central Karoo gets support from the province. Department of Trade and Industry is coming to the party now.

Q: Were the funding initiatives done in a central way, or was it by sector (eg. Water, agriculture)?

Stefanus: I thought that the IDP would be the vehicle to get this right, but it hasn't worked out like this. Some departments are doing well, like Agriculture, but the bigger partners like Department of Transport didn't come to the party, yet they are essential.

2. *Ukhahlamba District Municipality: Mr Mawethu Daniela*

This Eastern Cape District Municipality consists of four local Municipalities: Elundini, Senqu, Maletswai and Gariep, with a total population of 34 500 in an area of 26 000 km². The main economic drivers are agriculture, tourism and timber. A large percentage of the DM is under commercial agriculture.

For the Gariep Municipality, the four key Karoo towns are Burgersdorp, Venterstad, Steynsburg and Oviston.

1. For the Lake !Xhariep initiative, they have a tri-district alliance with sister DMs Pixley ka Seme (Northern Cape) and Xhariep (Free State).
2. Agriculture will be used to get agri-tourism going.
3. Business Plans/feasibility studies have been drafted for irrigation projects for small emerging commercial, communal and commonage farmers (utilising water from the Gariep Dam) and the small towns. A proposed Development Agency will investigate this. There is a need for local farmers to benefit.
4. There is a need to support commonage farmers around Burgersdorp and Venterstad, and also small emerging farmers.
5. DWAF has been approached for water rights.
6. Economic development must not be divorced from good environmental management.
7. Route tourism e.g. Gariep Route and the envisaged Madiba corridor route (a “political” tourism route).

Questions and comments from the floor

Q: The Ukhahlamba District municipality has both arid areas and wetter areas. Is there any specific focus on the arid areas?

Mawethu: The Municipality depends on grants. The eastern side has former Transkei area, and resources still tend to go there. Need to come up with an initiative that deals with the dryer areas.

Q: There is the National Department of Minerals and Energy and biofuels strategy. So , how involved are the DMs in the biofuels issue for the Eastern Cape.

Mawethu: This is probably for the wetter areas and near rivers.

Q: The involvement of the Development Agency - is that at the District Municipality level or the Local Municipality level?

Mawethu: At the District Municipality level, feeding down to the Local level.

Q: In terms of agri-tourism, what is the DM thinking of?

Mawethu: We want to combine tourism and the agricultural sector. The DM has a lot of potential to capture benefits from both sectors.

Doreen observed: We need to have a regional assessment of what is available in terms of agri-tourism in different parts of the arid areas.

3. *Chris Hani District: Mr Tukela Mashologu*

- The eastern area is the former Transkei.
- The National Development Agency (NDA) is funding the Thina Sinako development programme and assists them with projects.
- Also, the Agricultural Research Council, and the Dept of Housing is assisting them with projects.
- Agriculture – The main activity is small livestock farming.

- Upgrading of small farmers (as a natural progression from being commonage farmers, when successful, they need to be allocated proper farms).
- Focus on Nguni breed is introduced throughout the region. Many commercial farmers have this breed already, but there is a need to improve the stock.
- Fodder Production – there is a big facility near Middleburg to provide this.
- Manufacturing eg. Wool and Mohair projects, based at Middleburg – rugs, wool spinning. They are getting new technology from Germany to add greater value.
- Sugar beet farming for bioethanol (based in Craddock using irrigation from the Fish River). There is a new bioethanol plant proposed for Craddock, but the Craddock municipality hasn't received official news of this yet.
- Tourism – Every municipality in the DM has its own plans for tourism. There is a need to market the area more widely. There are sector plans focused on better marketing, and include a World Heritage Site tourism corridor along the R61 through Craddock, Graaff Reinet to Robben Island, encompassing “political” tourism with cross border links to neighbouring provinces. There are also national parks and game farms in the area too.
- Need more PPP's – private, public partnerships

Questions and comments from the floor

Q: What was the impact of the Growth and Development Summit in 2007?

Tukela: They got a lot of support and inputs in terms of what could be done. But support hasn't come in reality. All talk.

Comment: Development of Strategies with no implementation plan is usually bad, then nothing happens. No-one takes responsibility.

Q: Are the small farmers commonage farmers or land reform recipients?

Tukela: They commonage farmers are an up and coming class, and they want to have their own farms. Koffiefontein area does this well.

Q: The sugar beet and bioethanol issue, and Queenstown to Craddock route, and impact on roads. Trucks are taking sugar beet into Craddock. What does Tukela know about this?

Tukela: One needs a lot of fertile land and irrigation along the Fish River to grow sugar beet. Who will finance the transport of the sugar beet crop to a plant based at Craddock? Government plants cultivation on government land, but needs the sugar beet to grow on private land. But the crops are also not well tested in the area, so it may fail.

4. *Pixley ka Seme District: Mr Soyiso Mvandaba*

Pixley is one of the poorest districts, and the biggest in the Northern Cape. They are looking at finding ways to get more resources to this very poor area. Pixley has a number of national routes that go through the District Municipality, but no tollgates in the district. It has engaged with the SA Roads Agencies; and the national minister (for Transport) is being lobbied. It is also looking at having more toll gates/plazas to bring in money from motorists who do not stop at the towns. They also hope to capture revenue from speed cameras. Other initiatives are:

- Revitalise rail links in line with the National Transport Master Plan (De Aar is a key element in this plan). Private sector investors are interested in De Aar developments. Cars will be offloaded in Durban harbour and stored at De Aar, for “packaging” to customers and delivery.
- There is congestion on the De Aar rail routes, also Sishen Rail.
- Agriculture, water projects and irrigation are gaining momentum. Colesberg and the south is very short of water.
- Goat farming, Karoo Lamb, livestock (Nguni), ostrich farming all need assistance.
- Uranium mining – this is going to be big in Pixley ka Seme.
- Eco-tourism

Questions and comments from the floor

Comment: There are eco-tourism and golf-estate projects near Kimberley and Bloemfontein, which seem like good projects. There are also Tigers Eye deposits in Griquastad, and other semiprecious stones, could be linked to the Diamond Mining Route at Kimberly.

Q: Wool washing should be brought back again to the Karoo. Now it is only done in Port Elizabeth.

Q: The District Municipality needs to push the rail network much stronger. De Aar will recover economically because of the new rail hub initiative. But in terms of high petrol prices and global warming, the use of rail could be pushed as a solution.

Soyiso: The Presidency supports the de Aar rail hub, and so does Transnet. When this project is implemented, it will lead to the revitalization of De Aar.

Q: This initiative from Pixley is a good example of a Local Municipality pressuring the District Municipality to put pressure at national level, rather than “just waiting for instructions from national” to get things done.

5. *Blue Crane Route Local Municipality: Mr Andile Ntshudu*

The IDP plays a critical role in development.

- Develop a LED strategy that includes the other District municipalities. They have “development agents” located through the Eastern Cape, to guide development activities linked to the LEDs.
- Cross border planning e.g. with regard to growing sugar beet for biofuels.
- Airfield – considering a flying school, aircraft construction factory, economic infrastructure (roads and rail) needs to be improved. Need better infrastructure through the LM.
- In 2010, they hope to use this new airstrip to get visitors into the area. They plan to have a 2010 “Fan Park”
- Biltong is festival planned, and there is a need to give tourism a boost.

- Agriculture – focusing on goats and aloe
- There is a gap for solar energy and applications
- In terms of social issues, there is an influx of non-South Africans.

Questions and comments from the floor

Comment: This is the first time manufacturing has been mentioned!

Comments: We need to use solar power to dry products. People want sun dried products, and not things in tins.

Comment: The *Hoodia* plant is being processed in Cape Town, as there is no manufacturing capability in the small towns. We need hubs of related industries in the arid areas so people can share equipment.

6. *Cacadu District Municipality and Camdeboo Local Municipality: Ms Leonie Fouche*

- Cacadu is marketing itself as a fibre hub – wool and fibre plants. Graaff-Reinet had an agave and tequila distilling plant, but unfortunately this has gone into liquidation recently.
- Cacadu will support municipalities, will have branding and market the area and will support railway tourism and cultural heritage routes
- Cacadu is looking at Steam Tourism routes, as is the Northern Cape. When the railway services were taken away, it killed a lot of the small towns. Perhaps some of this could be restored.

Questions and comments from the floor

Comment: Graaff Reneit is growing very fast, with new factories and industrial areas.

Comment: Non-SA influx (Pakistanis etc) – this could be a positive factor. There could be shops to supply these people, eg herbs and spices, which also lend diversity and ethnic offerings to the local economic arena.

Presentation by Dr Dirk Troskie, Department of Agriculture, Western Cape: “Unraveling the worth of Karoo products”

There are lots of new innovations in the region, but we must make sure that local people benefit. If we don't hurry with securing our brand names we will lose out as people are already pirating the “Karoo” name. “Karoo Cuisine” in Midrand, Gauteng, is marketing their product (which is actually a prepared chicken dish) using the “Karoo” brand. There

is also “Karoo Water” which is also not a genuine product from the Karoo. There is a biltong product being marketed in Australia that uses many South African words and emblems (the SA flag) to promote itself, but is in fact made of Australian beef.

In terms of food quality, there are many elements to quality. Beyond things like storage and microbial quality, many of these elements relate to symbolic and cultural aspects of food, social aspects (e.g. regional products), reputation and the use of local knowledge. Other important quality elements relate to humanistic elements like environmental sustainability and other moral issues (Fair Trade and Organic branding being examples here). For the Karoo, these could all be applied in a much larger way to promote the region, and ensure a higher profile for genuine Karoo products.

In terms of Geographical Indicators (GIs), there are many products of origin, like Basmati Rice, and Darjeeling tea. India, for example, has set itself a target to register 200 GIs in the near future. We need to do the same to protect against theft and fraud, e.g. as happened with the “Rooibos tea” name.

Also, these GI’s are very useful in marketing specific niche products to the external world. In terms of a hierarchy of branding, individual trademarks promote ownership and exclusivity (by the owners) and ensure that developers of products continue to benefit from widespread knowledge of their trade name.

There are some problems with trade marking a geographical name that is already in wide use, and it is also expensive to police the trademark, although it is very important to do so.

Collective trademarks can be established. Also, there are external certification marks like the Fair Trade or Organic marks, which are conveyed from an external and independent authority. Finally, patents secure unique inventions, but they have a limited lifespan (16 years) and require policing.

In South Africa, wines are certified for their origin, and this has been in place since 1985. Wine makers pay a premium of 4c a bottle for certification, but the benefit is a 1382 % increase in the sales of certified wines. Consumers seem to like the “certified” products.

Dr Troski presented several case studies: karoo lamb, rooibos tea, honey bush and swakhara, and Kalahari melon seeds.

In terms of Karoo lamb, a consumer study with a tasting panel was conducted to determine whether there was a regional difference in meat taste, and interestingly, no differences were found between different sheep breeds, or between different Karoo localities. Southern Namibia and Karoo flavours were different, but between southern Free State and the Karoo, there were no flavour differences. However, other elements of the consumer study showed that consumers (in the consumption categories LSM 8 – 10, i.e. more wealthy categories) were willing to pay a premium for genuine Karoo lamb.

In terms of marketing the Karoo name, who owns the Karoo? We need stakeholder meetings, and should include local government and provinces, producer organizations and civil society.

Dr Troskie suggested the formation of a Karoo Heritage Trust/Foundation that would serve the interests of the Karoo region (see Figure 1).

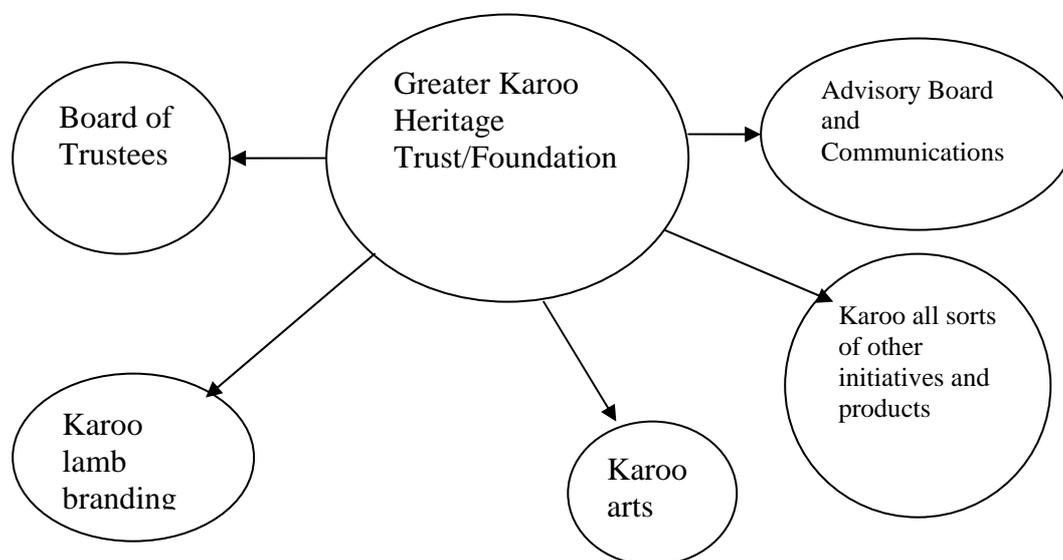


Figure 1. Possible structure and tasks of the proposed Greater Karoo Heritage Foundation

The way forward: An attorney, Mr Albertus Erasmus of the Karoo Heritage Trust, is drawing up a draft Trust document for review. The idea is that the Karoo Heritage Trust will become the Greater Karoo Heritage Trust (or Foundation).

Questions and comments from the floor.

Q: What is to stop other people registering “Karoo” trademarks tomorrow, in their countries (USA, Australia), and when we try to export there, we will come up against this?

Dirk: This is the example of rooibos tea, and the USA trademark issue cost them R6 million to overturn. We will have to fight these false trademarks when we came across them. Cyber squatters are a big problem.

Comment: We need to pitch this kind of presentation to the National Ministers so they understand these trade issues.

Comment: We need a Karoo abattoir – local leather, local biltong and local lamb.

Doreen Atkinson: Arid Areas Conference and Expo 2009

The discussion was facilitated by Prof Lochner Marais.

We as academics need to be able to take the Expo concept forward. Our key issues are:-

- Greater Karoo Development Conference and Expo (2009)
- Greater Karoo Development Trust
- Positioning the Greater Karoo for 2010.

The meeting unanimously accepted the 2009 Greater Karoo Conference and Expo concept.

It was suggested that the Karoo people must be involved. For example, farmers must play a key role. Genuine “micro-entrepreneurs” must be involved, like the Craddock windmill makers.

Other comments from the floor:

- We need political buy-in, this is essential.
- Who do we need to get involved, especially to get investment in holding the Expo?
- Premiers of the provinces need to come on board.
- There is a role for national government in participating in the Expo.
- Avoid talk shops – we need a plan of action for the Expo.
- We need provincial road shows to get the political buy-in and to advertise the concept. Provinces need to invite Doreen and her team to meet the higher up decision makers.
- 2009 is also an election year, so the question is, is 2009 a good year to have the Expo or not? After March 2009, we could see a change in leadership because of the elections.
- Provinces need to include the concept of the 2009 Expo in their LED road shows.
- Do we need a working group to take this forward?
- Doreen: We have some funding for the Expo, from DEFRA (UK Department of Environment, Forestry and Rural Agriculture) for some further work towards implementing the Expo.
- Doreen proposed Graaff Reinet as the first venue for the Expo (Old Swimming Pool venue), and rotate to new towns each two years. Hopefully this venture will be successful and people will want to run it each year.
- Doreen: We need one provincial representative and 1 District Municipality from each of the four provinces. Each province to nominate/volunteer representatives. There will be a call from Doreen for each province to submit additional comments to Doreen on the Expo idea.
- Statement: Micro entrepreneurs must be able to attend and showcase their wares.

Greater Karoo Development Foundation: Group discussion

Questions and comments from the floor:

- We need a registered structure.
- But in putting up the Karoo Foundation, we need to think about how to ensure that the people of the Karoo benefit, and that not just a few stakeholders benefit.

- We need to consider what is the Greater Karoo – branding, marketing and tourism.
- There needs to be a good mixture of private and public people, and some illustrious people, to lend credibility associated with this Trust.
- We would like to ensure CDS engagement. And yet we don't want to be limited by this Foundation having too small a scope. We would want the Foundation to take on greater roles e.g. Advocacy relating to the proposed uranium mines. This role would need to appear in the Trust documents.
- We acknowledge the important role that the CDS has played, and we need to keep this going to provide the Foundation with information to do its work.
- We need to consolidate the draft Trust document and circulate it.
- Any suggestions for who could be on the Board of the Greater Karoo Heritage Foundation? It must capture the ethos of the Karoo and its people. Or such people could even live outside the Karoo eg. Athol Fugard, Rupert Family, Minister of Department of Planning and Local Government, Alan Boesak.
- Doreen requested for any suggestions of suitable candidates to be sent to her.

2010 Soccer World Cup – Group Discussion

- Jaco Mostert, Department of Economic Affairs, Northern Cape: We need to coordinate our efforts. There are people talking “on behalf of provinces” who have no mandate. We need to see who are the provincial 2010 coordinators. Also, enough bed nights need to be available in the satellite towns to cope with visitors. The Karoo needs to be positioned in the 2010 national planning. The concept of the Karoo needs to be positioned for this event.
- Doreen – the key players are the provincial organizers. E.g. there are “host areas” and “non-host areas” – we need to get in here (the non-host areas) and market ourselves.
- The arts and crafts of the region needs showcasing e.g. the “windmills” sold outside Cradock.
- Lucius Botes: We need to consider what benefits can last beyond the 2010 event.

The way forward: Expos, Trusts and the 2010 World Cup

1. We need a broadly based Working Group to get the Expo up and running.
2. We need a plan of action that takes the 2009 elections into account.
3. We need additional funding and commitment.
4. We need the Expo idea to be factored into Provincial planning processes.
5. We need political buy in.
6. We need a provincial road show, and Prof Atkinson available to travel and market the concept to provincial decision makers.
7. We need to identify what we mean by the Greater Karoo – for branding, marketing and also for the Greater Karoo Heritage Trust.
8. We need to ensure that the Karoo benefits from the 2010 soccer world cup, through marketing the region to this event

Appendix I – Agenda Hanover Workshop

HANOVER
Tuesday 18 March 2008
8.00 am – 1.00 pm

AGENDA

FACILITATOR: Prof Lucius Botes

- 8.00 Welcome
- 8.10 Formal opening
- 8.15 The Arid Areas Programme and prospects for inter-provincial
co-operation in the arid areas. Prof Doreen Atkinson
Group discussion
- 8.45 An overview of arid areas niche products and entrepreneurs Mark Ingle
Group discussion
- 9.15 “Making the most of what we’ve got: Niche agricultural
products in the arid areas” Dr Sue Taylor
Group discussion
- 9.45 “The U-turn in Beaufort West: Implications of uranium mining
for the Karoo” Deidre van Rooyen
Group discussion
- 10.15 TEA
- 10.30 Current DM initiatives in the arid areas 5-minute inputs by DM Participants
Group discussion
- 11.30 Unravelling the worth of Karoo Products Dr Dirk Troskie
Group discussion
- 12.00 What would an Arid Areas Development Conference and
Business Expo look like? Prof Doreen Atkinson
- 12.30 Preparing for an Arid Areas Conference: Goals, tasks, funding
and the Desert Knowledge Conference (Alice Springs) Prof Lochner Marais
- 13.0 Closure, lunch and departure.

Appendix II – Participants

KAROO PLANNING WORKSHOP

HANOVER 18 March 2008

ATTENDANCE LIST

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Apologies:

- Chaiphus Chauke (FS Dept Economic Affairs)
- Sam Diokpala (Pixely ka Seme DM)
- Chris Wilken (Blue Crane Development Agency)
- Duma Magxwalisa (Cacadu DM).