



Website: <https://www.sahta.co.za>

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# Honeybush Industry Statistics 2022-2023

This factfile of industry statistics will be compiled every other year by SAHTA. This version represents the results of interviews with industry stakeholders (mostly processors) conducted in April 2023 with reference to 2022 and 2023 figures. Other figures come from the Perishable Products Export Control Board (PPECB) and from existing published information.

## Honeybush production

There are nine honeybush processors with an annual processed tea output ranging from 20 to 200 tons. Seven processors provided input to this survey. There are several small artisanal producers, (some of whom use traditional methods of processing) who produce less than one ton of processed tea per year whose figures are not included here.

The information presented here is based on averages. Price for wet material varies according to honeybush species and organic status. The highest price is paid for organic wild *C. intermedia* which has the lowest moisture loss in processing (45%). Lower prices are paid for cultivated honeybush species, which tend to have higher moisture loss (up to 65%) and may not be organically certified. The wild crop is made up of 85% *C. intermedia*, 10% *C. subternata* and 5% other wild harvested species. The cultivated crop is made up of 47% *C. subternata*, 43% *C. longifolia* and 10% *C. genistoides*.

## Source of wet plant material 2022/2023

	Wild	Cultivated
2021	70%	30%
2023	47%	53%

## Wages R/kg (wild harvested material)

2015	R1 – 2
2019	R3 – 5
2023	R3.50 – 5

## Processed 2022/2023 (Processors)

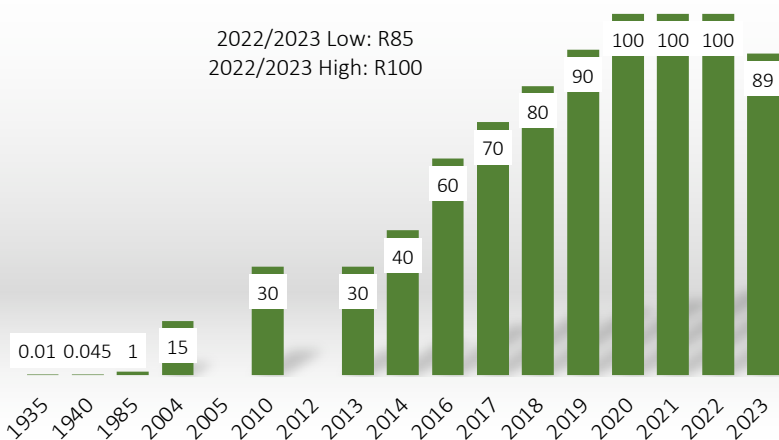
308 tons

## Exported 2022/2023 (PPECB)

213 tons

## Ave. bulk price processed tea (R/kg)

2022/2023 Low: R85  
2022/2023 High: R100



## Sales

	Export	Local
Previous (Joubert <i>et al</i> , 2011)	85%	15%
2022/2023	76%	24%

## Honeybush factfiles and stories

Facts, figures and stories about the honeybush industry.

Compiled by SAHTA and invited authors.

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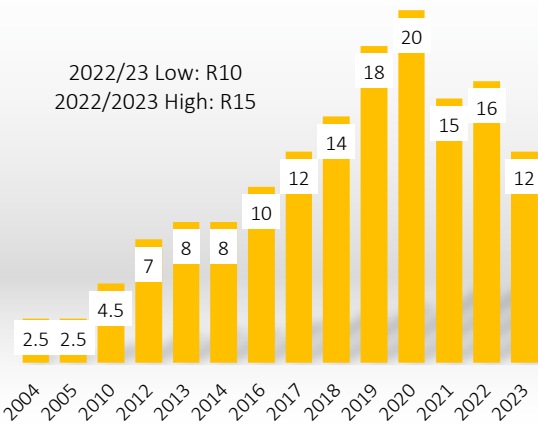
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Author: G. K. McGregor Date: June 2023

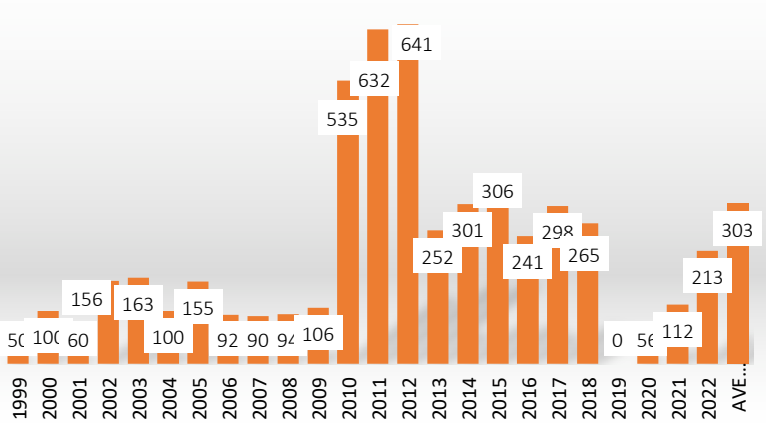


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### Ave. annual price wet plant material (R/kg)



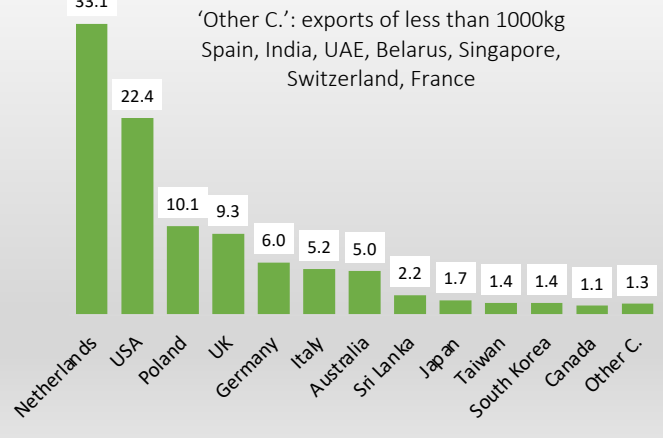
### Exported tons/year (PPECB)



### Challenges in the industry

- Compliance and certification requirements are onerous.
- Authorities lack the capacity to deal with compliance further adding to the burden
- Uncertainty around and slow progress with regard to Access and Benefit Sharing (ABS) negotiations hinder growth in the industry.
- The market demand is great but there is a need for a co-ordinated marketing drive.
- Chemical contamination standards are prohibitive and need to be adjusted to realistic standards for the industry.
- To stabilise quality and reliability of supply there is a need to develop the cultivated sector and reduce pressure on the wild resource.

### Export per country as a % of 2022/2023 total



### Employment in the industry

Employment figures per processor range from five to 20 full-time jobs across a range of roles from primary production (cultivation and harvesting) to processing and administrative roles making up a total of 55 full-time jobs. The breakdown per gender is 40% female and 60% male.

### Economic status

All the processing facilities are privately owned, micro-scale to small commercial scale enterprises. One processor only processes their own wild-harvested material. Three processors only process their own cultivated material. Most processors buy-in and process wild harvested and cultivated material, charging a processing toll to return the tea to the producer or selling the processed tea themselves. 50% of processors view the industry as 'growing,' while 50% see it as 'not currently growing.'

### Honeybush factfiles and stories

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