



About SAHTA

You are here: [Home](#) / [About SAHTA](#)

About SAHTA

The **South African Honeybush** Tea Association (SAHTA) is the representative body formed in 1999 to coordinate activities in the industry (it was originally known as the South African Honeybush Producers Association). SAHTA became an Article 21 Company on 27 May 2009. Its directors are elected from the various activities in the Honeybush Industry.

SAHTA aims to promote a competitive and profitable honeybush industry in South Africa, and also promotes equal entry and participation in the industry and the sustainable use of environmental resources. SAHTA assist with a wide variety of needs in the industry, including:

- Promote the cultivation of Honeybush Tea to ensure a sustainable source of raw material to processors in the future. Cultivation is the future of the Honeybush Tea industry.
- Help with guidance and rules to ensure the sustainable harvesting of Honeybush in the wild
- Promote biodiversity-friendly farming practices and nature conservation
- Gather and disseminate market information
- Promote and support product and production research

SAHTA identified the following requirements for growth of the industry:

- Reliable supply of raw and processed product
- Reliable standards and consistent product quality
- Consumer education in use of honeybush tea
- Marketing campaign for honeybush tea

Any South African citizen or company with a commercial interest in the South African Honeybush value chain is welcome to join SAHTA. ([Contact Us](#))

SAHTA Logo and Banner

The SAHTA Logo and Banner is available for use under the following conditions:

- The applicant to use the SAHTA Logo and Banner must be a member of SAHTA unless special permission was given by the Board of Directors
- The use of the SAHTA Logo and Banner must be according to SAHTA's rules and regulations and the image SAHTA wants to reflect
- To use the SAHTA Logo and Banner the applicant needs the permission of the SAHTA Board of Directors
- To apply for the use of the SAHTA Logo and Banner please apply and motivate via email: info@sahta.co.za

SAHTA Board of Directors

Eugene Smith (Chairperson)

Johan Kritzing

Quinton Nortje

Ken Dodds

Megan Bruintjies

Erelede/Honourable members

Dr Hannes de Lange

Prof Lizette Joubert

Dr Cecilia Bester