

BUCHU ASSOCIATION ETHICAL CODE

THE BUCHU ASSOCIATION

The Buchu Association (BA) is a collective working to promote, protect and support the growth of a sustainable Buchu Industry, inclusive of all its stakeholders.

The BA has as its vision the creation of a resilient and vibrant Buchu Industry able to take advantage of global market opportunities and create value for all involved through the implementation of the following objectives:

- To support and protect the members of the Buchu Association to enable them to give optimal effect to the envisioned actions and activities of the Association
- To represent the Buchu Industry on regulatory level in a strategic manner and to engage proactively with relevant parties on national and international level to protect and promote the interest of the Industry
- To support and strive for the creation of a stable and sustainable environment where the Buchu Industry can thrive and grow
- To develop and implement strategies to protect and enhance the natural environment and biodiversity crucial for the continued success of the industry and the protection of the Buchu plant as part of the indigenous resources of South Africa

Underpinning the mission, vision and objectives of the BA is a deep commitment to ethical behaviour in all areas where the BA may be involved.

BUILDING A FAIR AND ETHICAL INDUSTRY

The promotion and protection of the industry is at the core of the mission and vision of the BA and a key element of this is to ensure that the industry and its members conducts itself in an ethical manner in its engagement with all industry role players. The BA is committed to the continuous creation and support of a socially fair and sustainable environment.

The BA realises that at the core of any industry is its workers and in line with sustainable development principles, the BA is committed to the creation of fair working environments in the industry where:

- worker rights are respected
- environments of work are safe and healthy
- legal wages are paid to support a decent standard of living

The BA does not only focus on workers involved in the industry, but also on their families and the wider community and supports the right to dignity, security, education and access to basic services in the communities where workers come from.

COLLABORATION

The BA believes that strong networks will create a supportive environment conducive to the growth and development of the sector. For this reason, the BA is committed to being a unified voice to engage with both the national and international regulatory environments in the interest of the industry.

In this, the BA is dedicated to build and expand its networks and work with government and support and development organizations to find solutions to core issues identified within the industry and proactively resolved these issues in order to move the industry forward.

The BA believes that collective communication based on a shared mandate is more effective and has the potential to have a greater positive impact on the industry as a whole. The BA is invested in the continuous identification of opportunities for growth and development and engaging these opportunities from a strong and unified position for the benefit of the industry.

ETHICAL BUSINESS PRACTISE

One of the challenges faced by industry organizations is to find the balance between maintaining healthy levels of competition while at the same time being transparent and collaborative on those issues of mutual importance to industry members.

The members of the BA undertake to not enter into any discussion, activity or conduct that may infringe any applicable competition law. They will take the highest care to always act in the interest of the whole industry as is part of their mission and vision.

From a business perspective the BA members is committed to network with other like-minded stakeholders in the industry and to collectively discuss and develop implementable and innovative strategies for the growth of the industry. The involvement of members in such initiatives and platforms will increase the visibility of the industry and benefit the industry as a whole while at the same time creating an environment where individual industry members can thrive.

CARE FOR THE ENVIRONMENT

The BA has a deep understanding and respect for the relationship between the Buchu plant and its environment. Buchu producers and processors alike, realise the importance of holistically looking at the interaction between the environment, communities and business sustainability within the industry.

The BA believes that environmental stewardship is a combination of knowledge of how dependent we are on the environment for production of Buchu. The BA advocates for the adoption of holistic practices inclusive of cover ecosystem conservation, wildlife protection, water and soil conservation and agrochemical reduction to ensure that the environment is taken care of.

The members of the BA undertake to collaborate both with one another and external parties to ensure that the environment where Buchu naturally grows and is cultivated is protected. If risks to the industry is identified, the BA will develop and implement strategies to ensure that these risks are addressed and the possible negative impact on the industry as a whole mitigated.