

TEA FILE

BULLETIN OF TEA BOARD OF INDIA

चाय पियो मस्त जियो !
Chai piyo mast jiyo !



JULY-OCT, 2016

Bulletin Board

India International Tea Convention, 22-24 September, 2016, Ooty

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Tea Statistics

India International Tea Convention, 22-24 September, 2016, Ooty

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Tea Board, India and UPASI jointly organized the India International Tea Convention, 2016 in association with Consultative Committee of Plantation Association, Federation of All India Tea Traders' Association, Indian Merchant Tea Exporters Forum. 500 international and national delegates were in attendance. The theme of the conference was Sustainability.

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Smt Rita Teotia, Commerce Secretary, Ministry of Commerce & Industry, lighting the inaugural lamp at India International Tea Convention, 20-24 September, 2016, Ooty



TEA RESEARCH

QUALITY CONTROL LABORATORY (QCL) OF TEA BOARD GETS NABL ACCREDITATION FOR TEA TESTING

Kolkata, 8 November: The Quality Control Laboratory (QCL) of Tea Board at Tea Park, Siliguri received the NABL (National Accreditation Board for Testing and Calibration Laboratories) accreditation for tea testing. The state-of-the-art laboratory was inaugurated January this year by Smt. Nirmala Sitharaman, Honb'le union Minister of State for Commerce and Industry.

The laboratory was set up under ASIDE scheme of Ministry of Commerce and Industry, Govt. of India keeping in mind the national and international regulatory requirements of the Tea industry in general and Darjeeling in particular.

The laboratory aims to provide services related to testing of quality related biochemical parameters of made tea as per FSSAI, Pesticide residue (MRLs), Metal contaminants, Bio-pesticides and bio-fertilizers, etc and development of superior tea cultivars to be used by the Darjeeling Tea industry.

The G+4 storied laboratory building of 6000 sq feet was constructed by Tea Board in at Tea Park, near NJP railway station. A Capacity centre for training of tea planters has also been established at Quality Control Laboratory to promote organic tea cultivation in Darjeeling and North Bengal.

The centre is equipped with state-of-the-art instruments like LC-MS/MS, GC-MS/MS, ICP-MS, HPLC etc. and trained manpower experienced in research areas of analytical biochemistry/pesticide residue, microbiology and biotechnology/molecular biology etc.

At present the NABL accreditation is given for testing bio- chemical parameters of tea along with some pesticides and detection of Iron Filings. The scope will be extended to include more parameters including more pesticides gradually. The Board intends to make the laboratory a Centre of Excellence.





TEA RESEARCH



A workshop on organic tea cultivation was organized by Tea Board at Kurseong for Darjeeling Planters on 25th July, 2016. The workshop aimed to impart various technical issues related to organic tea cultivation in Darjeeling. Scientists and experts from nationally reputed institutes participated in this programme and interacted with the Planters. Around 100 participants from various gardens of Darjeeling attended this workshop

Tea Board conducted an awareness programme on pesticide residues on 26th August 2016 at Quality Control laboratory, Tea Park Siliguri. The aim of the programme was to educate the stakeholders on various issues related to pesticide residue problems and focus on responsible pest management in line with the Plant Protection Code implemented by Tea Board of India. Around 70 participants from various tea associations participated in this programme.



Pre-assessment of NABL accreditation for Quality Control Laboratory, Tea Board at Tea Park, Siliguri has been completed for quality parameters (FSSAI) of tea. The laboratory has now started testing of commercial samples send by various stakeholders of the region.

TEA PROMOTION

Tea Board's Participation at Fine Food Australia 2016 (12-15 September)

The Event

Fine Food Australia is Australia's leading trade show and entered its 32nd year in 2016. New and innovative products from around Australia and from over 45 countries internationally were presented at the show. It attracted around 25,000 visitors from different parts of the food industry. There were approximately 1,000 exhibitors from Australia and 37 other countries.

Tea Board of India Pavilion

The board organized a pavilion at the beverage section on 54 sqmtr space. Following 8 Indian companies participated: M/s. J. V. Gokal & Co., M/s. Saket Impex. Ltd., M/s. Miracle Tea & Spices Co., M/s Signature Estates Ltd, M/s Jayashree Tea & Industries Ltd, M/s Shah Brothers, M/s Apurva Organics had dedicated stalls of their own.

Tea Sampling of Indian Tea was organized through Australian Tea Masters thus attracting enquiries as well as visitors.



Tea Board's pavilion at the Fine Food Australia 2016

Tea Board's Participation at World Food Moscow 2016 (12-15 September)

The Event

World Food Moscow, the leading international exhibition for food products in Russia, takes place in the Expo centre of Moscow city. The present edition witnessed over 1500 exhibitors from 70 countries worldwide and around 26,000 visitors from 50 countries.

Tea Board of India Pavilion

The India Tea Pavilion was organized in the Beverage section of the exhibition at Pavilion-8(3) an area of 108 sqm. The location of the pavilion was chosen with an intention to give maximum visibility to the India Tea branding.

Thirteen prominent exporters participated in the exhibition through Tea Board of India pavilion :

- 1 Shah Brothers
- 2 Aditya Trading Co.
- 3 Lintex (India) Pvt Ltd
- 4 Variety Food Products DISTRIBUTION CO. PVT. LTD
- 5 Vikrma Impex
- 6 Kusum International
- 7 Jay Shree Tea & Industries Ltd.
- 8 LMJ International Ltd.
- 9 Premier's Tea Ltd
- 10 CISTA
- 11 Harrisons Malayalam Ltd
- 12 Vahdam Teas Private Ltd.
- 13 JFK International Ltd

The number of trade inquires was very encouraging. On the very first day the total footfall for some of the exporters was more than 100. Maximum trade inquires were for Assam followed by Darjeeling Tea. During the 4-day event the Tea Board's pavilion witnessed around 50 enquiries.



Tea Board participation at World Food Moscow 2016



REPORT ON TEA BOARD'S PARTICIPATION IN THE SIAL IN PARIS DURING OCTOBER 16 - 20, 2016

The Event

SIAL 2016 (French: Salon International de l'alimentation) – the Global Food Marketplace for Food and Beverages was held in Paris Nord Villepinte during October 16-20. It is a premier trade show where producers, distributors and buyers of food, beverages & drinks industry meet to share information and do business with many influential professionals from the food, beverages & drinks sector to build the foundations of an international network of partnerships. SIAL is one of the largest food fairs in the world and it is held every two years in Paris. This year more than 6000 exhibitors from 105 different countries participated and over one million visitors reportedly visited the fair.

Tea Board pavilion was part of the larger Indian pavilion organized by ITPO. The following exporters participated in the trade fair along with Tea Board India:

Company

1. MIRACLE TEA & SPICES CO.
2. D. C. Ghose & Co. (A.) Pvt. Ltd.
3. Signature Estates
4. JV Gokal & Co. Pvt Ltd
5. A.Tosh & Sons (India) Limited
6. Golden Tips Tea Co. (P) Ltd.

The free sampling of Indian-origin teas of Darjeeling and Assam varieties across our stall attracted large visitors, who made beeline for having a taste of the exquisite varieties, especially Darjeeling.

The companies exhibited their brands in various packet sizes encompassing pre-dominantly the orthodox variety and some CTC grades.

The salient characteristics of the show were generation of quite a number of business leads and exploration of business opportunities. This was possible due to sending of invitation to 112 leading tea importers of France one month before the event.

The high light of the participation was intense branding campaign organized by IBEF at the venue of the event through outdoor displays in the form of banners, buntings, electronic display which helped create awareness about Indian Tea among the visitors.

The Tea Board pavilion was graced by the visit of Hon'ble Minister of Food Processing Industries Govt. of India Smt. Harsimrat Kaur Badal.



Hon'ble Minister visiting Tea Board Pavilion



Deputy Chief of Mission Indian Embassy visiting Tea Board pavilion



Overseas visitors at Tea Board pavilion



Glimpse of Tea Board pavilion



Tea Board India's participation at International Tea Fair, Xiamen, China, 20-24 October, 2016

China Xiamen International Tea Fair was a 5 day event being held from 20th October to the 24th October 2016 at the Xiamen International Conference & Exhibition Center (XICEC) in Xiamen, China.

Tea Board India participated at the Xiamen International Tea Industry Fair, 20-24 October, 2016, China, along with 10 exporters

- Premier's tea Limited
- Golden Tips Tea Co. (Pvt) Ltd
- Lochan Tea Limited
- Saket Impex
- Aditya Trading Company
- LMJ International
- Shah Brothers
- Aman Tea Distributors Pvt ltd (Chai chun)
- Vikrma Impex (P) Ltd
- Ahinsha Chemicals Limited



Indian Tea Team

The Chinese youth has taken a liking to the black tea and imports of black tea are increasing. Tea sampling was done on all the 5 days in the Tea Board stall and the stall of other exporters. The visitors loved the teas specially the Darjeeling and Masala Chai.

Tea Board India participated in the Tea tasting session organized by the Xiamen fair . Darjeeling tea was sampled to the august gathering and it was very well appreciated



TEA DEVELOPMENT

Grading of tea gardens

An exercise is being undertaken for grading all the tea gardens in the organized sector in India. The gardens are broadly to be graded into seven categories of A+, A, B+, B, C, D and S. The parameters of grading are yield, tea price, workers welfare, development activities like replanting, irrigation etc. The exercise will help in identifying the current performance of the garden i.e. good or bad and can be used as tool for corrective measures.

1336 gardens have been graded so far, including 743 gardens in Assam, 52 gardens in Tripura, 325 in West Bengal and 216 in South India.

Small growers Enumeration

A total of 1,44,078 small tea growers were enumerated in the country.

Workshops / training/ meetings

A total of 9 training programmes and workshops were conducted in South India for both big and small growers covering 1176 beneficiaries. In North India field visits were carried out for 245 small tea growers.

In Himachal Pradesh, meeting was held with Uttrakhand Tea Board Officials and training was held for small growers on plucking and pruning. Training/Meeting was conducted by Kangra Valley Small Tea Planters Association for the sensitization and motivation of member tea growers of The Palampur Cooperative Tea Factory.

Other events :

In Assam, North East Tea Conclave was organized by CII with the support of Tea Board at Guwahati on 26-08-2016. Over 300 delegates comprising of all major buyers, producers and brokers participated. Hon'ble Industry Minister, Government of Assam was the Chief Guest for the programme.



North East Tea Conclave & Expo 2016



Shri. C.Paulrasu, IAS,
Executive Director, Coonor addressing
the Self Help Groups Awareness Camp and
Training Programme held at Kundah ,
The Nilgiris on 22.07.2016



TEA STATISTICS

PRODUCTION DATA

Year	Qty (M.Kgs)	Year	Qty (M.Kgs)
2013	1200.41	2013-14	1208.78
2014	1207.31	2014-15	1197.18
2015	1208.66	2015-16	1233.14
2016 (Jan to Sept)*	901.67	2016-17 (Apr to Sept)*	795.89

EXPORTS DATA

Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)	Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)
2013	219.06	744.24	3.40	2013-14	225.76	746.46	3.31
2014	207.44	664.26	3.20	2014-15	199.08	625.55	3.14
2015	228.66	679.18	2.97	2015-16	232.92	686.67	2.91
2016 (Jan to Sept)*	156.42	460.59	2.94	2016-17 (Apr-Sept)*	101.04	311.33	3.08

IMPORT DATA

Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)	Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)
2013	20.01	43.13	2.16	2013-14	19.23	39.29	2.04
2014	20.59	44.67	2.17	2014-15	21.02	45.75	2.18
2015	18.61	36.80	1.98	2015-16	18.43	37.36	2.03
2016 (Jan to Sept)*	15.73	32.96	2.10	2016-17 (Apr-Sept)*	12.31	25.31	2.06

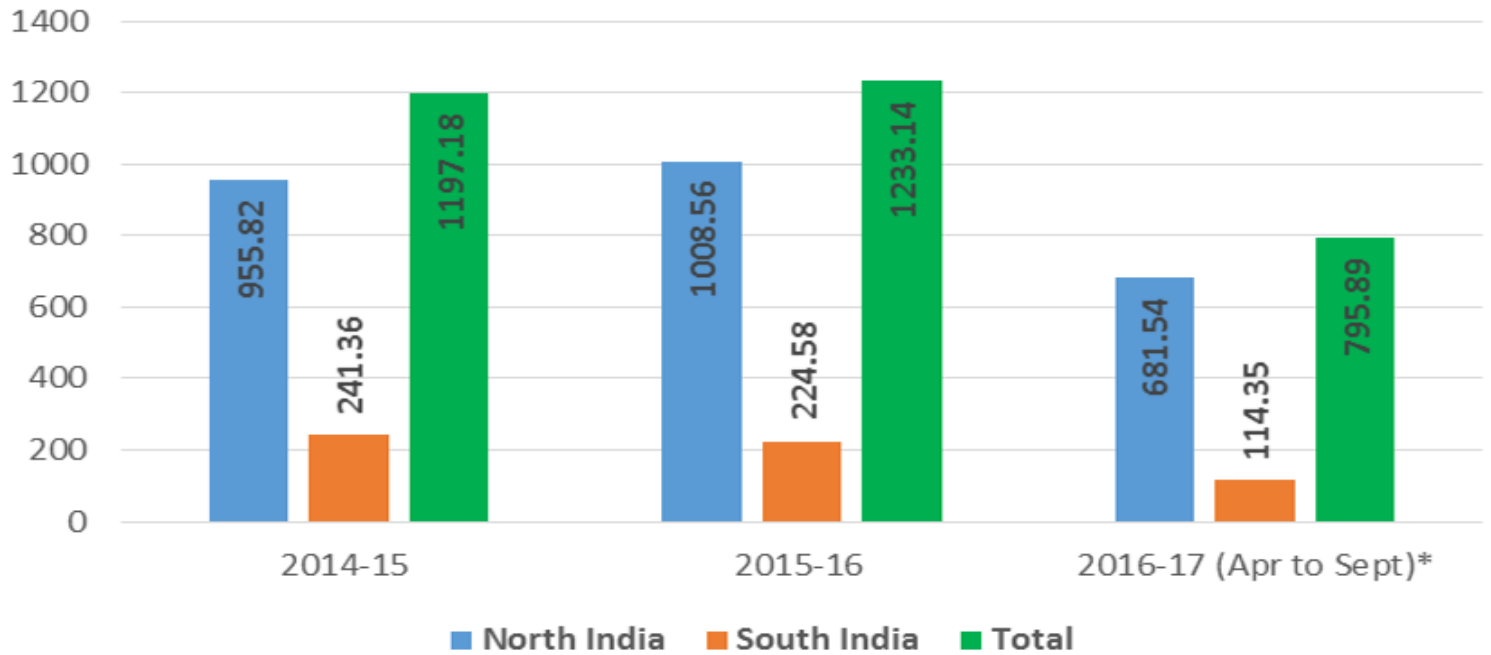
TEA PRICE SITUATION

Year	All India		Year	All India	
	Qty (M.Kgs)	Avg.Price (Rs/Kg)		Qty (M.Kgs)	Avg.Price (Rs/Kg)
2013	532.40	128.46	2013-14	531.08	126.12
2014	541.73	126.88	2014-15	553.02	125.59
2015	561.99	124.48	2015-16	536.08	127.62
2016 (Jan to Oct)*	397.33	133.99	2016-17 (Apr-Oct)*	307.92	139.16

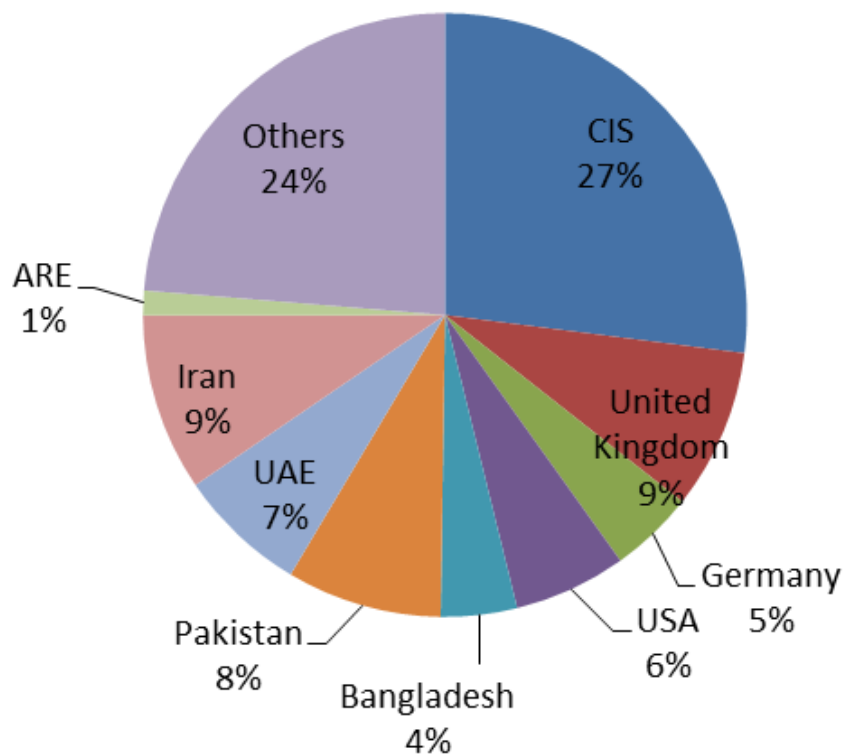
Provisional, subject to revision*

TEA STATISTICS

Production of Tea in India (M Kgs)



SHARE OF INDIAN TEA EXPORTS TO MAJOR COUNTRIES DURING 2015-16





TEA STATISTICS

MAJOR COUNTRY WISE EXPORTS FROM INDIA

Country Name	2016-17 (Apr-Sep)*					2015-16 (Apr-Sep)				
	Qty (M.Kgs.)	Value (Cr.?)	Value (Mill US\$)	Unit Price (Rs/Kg)	Unit Price (\$/Kg)	Qty (M.Kgs.)	Value (Cr.?)	Value (Mill US\$)	Unit Price (Rs/Kg)	Unit Price (\$/Kg)
Russian Fed	23.67	338.19	50.52	142.88	2.13	23.51	310.25	48.30	131.97	2.05
Ukraine	1.22	17.39	2.60	142.54	2.13	1.35	19.37	3.02	143.48	2.23
Kazakhstan	5.10	98.00	14.64	192.16	2.87	4.65	168.62	26.25	362.62	5.65
Other CIS	0.55	9.64	1.44	175.27	2.62	0.39	6.22	0.97	159.49	2.48
Total CIS	30.54	463.22	69.20	151.68	2.27	29.90	504.46	78.54	168.72	2.63
United Kingdom	7.08	147.57	22.05	208.43	3.11	9.66	205.76	32.03	213.00	3.32
Netherlands	1.51	50.36	7.52	333.51	4.98	1.57	43.93	6.84	279.81	4.36
Germany	4.73	116.94	17.47	247.23	3.69	4.80	141.28	21.99	294.33	4.58
Ireland	1.24	49.59	7.41	399.92	5.97	1.02	37.41	5.82	366.76	5.71
Poland	2.76	41.91	6.26	151.85	2.27	2.50	36.87	5.74	147.48	2.30
U.S.A	6.73	189.24	28.27	281.19	4.20	7.46	196.12	30.53	262.90	4.09
Canada	1.68	46.85	7.00	278.87	4.17	1.24	33.72	5.25	271.94	4.23
U.A.E	6.48	138.45	20.68	213.66	3.19	7.33	147.94	23.03	201.83	3.14
Iran	10.90	280.37	41.88	257.22	3.84	8.30	215.38	33.53	259.49	4.04
Saudi Arabia	1.51	38.18	5.70	252.85	3.78	1.19	28.29	4.40	237.73	3.70
Egypt (ARE)	1.55	16.59	2.48	107.03	1.60	1.51	14.67	2.28	97.15	1.51
Afghanistan	0.36	6.85	1.02	190.28	2.84	0.51	4.37	0.68	85.69	1.33
Bangladesh	1.87	17.97	2.68	96.10	1.44	3.44	25.95	4.04	75.44	1.17
China	2.35	41.77	6.24	177.74	2.66	1.76	35.53	5.53	201.88	3.14
Singapore	0.26	7.56	1.13	290.77	4.34	0.23	5.60	0.87	243.48	3.79
Sri Lanka	0.97	13.08	1.95	134.85	2.01	0.88	14.62	2.28	166.14	2.59
Kenya	0.51	7.85	1.17	153.92	2.30	1.28	11.42	1.78	89.22	1.39
Japan	1.48	66.73	9.97	450.88	6.74	1.49	71.39	11.11	479.13	7.46
Pakistan	4.34	40.72	6.08	93.82	1.40	8.34	83.46	12.99	100.07	1.56
Australia	1.67	72.74	10.87	435.57	6.51	1.87	63.49	9.88	339.52	5.29
Other countries	10.52	229.52	34.30	218.17	3.26	10.08	203.31	31.65	201.70	3.14
Total	101.04	2084.06	311.33	206.26	3.08	106.36	2124.97	330.79	199.79	3.11