

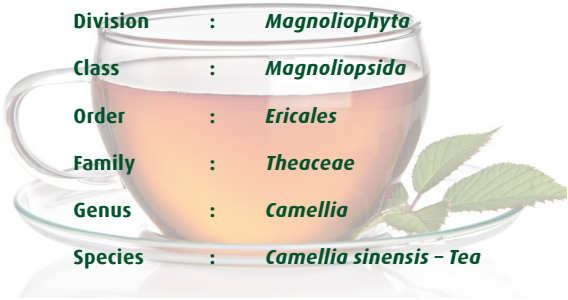
# TEA

## FROM SRI LANKA



## Camellia sinensis

<b>Kingdom</b>	:	<b><i>Plantae</i></b>
<b>Division</b>	:	<b><i>Magnoliophyta</i></b>
<b>Class</b>	:	<b><i>Magnoliopsida</i></b>
<b>Order</b>	:	<b><i>Ericales</i></b>
<b>Family</b>	:	<b><i>Theaceae</i></b>
<b>Genus</b>	:	<b><i>Camellia</i></b>
<b>Species</b>	:	<b><i>Camellia sinensis</i> - Tea</b>



## The Industry

Ceylon Tea from Sri Lanka, acclaimed as the best tea in the world has its inherent unique characteristics and reputation running through more than a century. The influence of climatic conditions of its plantations imparts to the product, a variety of flavours and aromas, synonymous with quality.

Sri Lanka is renowned for its high quality tea and as the 3rd biggest tea producing country globally, has a production share of 9% in the international sphere. It is one of the world's leading exporters with a share of around 23% of the global demand. The total extent of land under tea cultivation has been assessed at approximately 187,309 hectares.

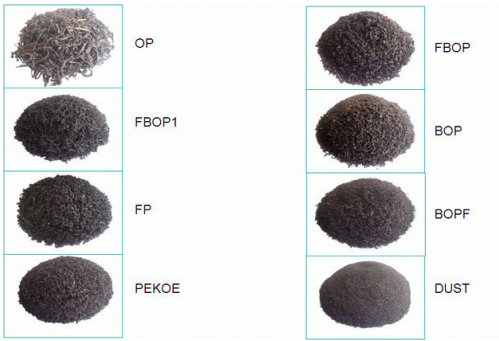


## Production

Sri Lanka produces tea throughout the year and the total tea production is about 320 million kilograms per annum. The total export volume reached 100 million kilograms out of the total production in year 2012. The tea growing areas are mainly concentrated in the central highlands and southern inland areas of the island. They are broadly grouped under these headings according to their elevations, with high grown ranging from 1200 m upwards, medium grown covering between 600 m. to 1200 m. and low grown from sea level up to 600 m.

Sri Lanka is the world largest producer of orthodox tea. The pioneer planters in Sri Lanka had discovered the effect of the diverse climate on tea production. The discovery has resulted in manufacturing of an array of fine teas which like wine are unique to each agro climatic district in Sri Lanka. Ceylon Tea flavour and quality, vary with agro climatic conditions and seasons. The prime regions are Nuwara Eliya, Dimbula, Uva, Uda Pussellawa, Kandy, Ruhuna and Sabaragamuwa.





## Key Products and Varieties

Sri Lanka mainly produces orthodox teas. In the orthodox process of production, semi dried green shoots are ruptured by rolling, achieved from a rotary movement. The rolling process ruptures and twists the leaves. When tea leaves are crushed an oxidation process begins, which is followed by firing and commonly known black tea is produced. Sri Lanka also produces tea through unorthodox methods, namely Cut Tear and Curl (CTC), Green tea, Instant tea, Bio tea, and flavoured tea are also produced in Sri Lanka.

High grown teas from Sri Lanka are reputed for their taste and aroma. The two types of seasonal tea produced in these areas Dimbula and Nuwara Eliya are much sought after by blenders in tea importing countries.

Tea is exported to many destinations in various methods such as Tea Packets, Tea Bags, Tea in Bulk, Instant Tea, Green Tea, Flavoured Tea etc.



## Specialties associated with Products

Sri Lankan tea recognised as Ceylon Tea in the world is renowned for its high-quality, aroma and taste. As the third largest tea producer and perhaps the second largest exporter in the world, Sri Lanka is in the forefront of tea exports to the world market. This is a position the country has maintained over the years.

There are three major geographical zones for tea cultivation in the country and the production of each cultivation has unique features in it.

### High/Upcountry: Above 4,000 ft.

- Nuwara Eliya - Delicately fragrant
- Udapussellawa - Exquisitely tangy
- Uva - Exotically aromatic
- Dimbula - Refreshingly mellow

### Mid-Country: Between 2,000 - 4,000 ft.

- Kandy - Intensely full-bodied

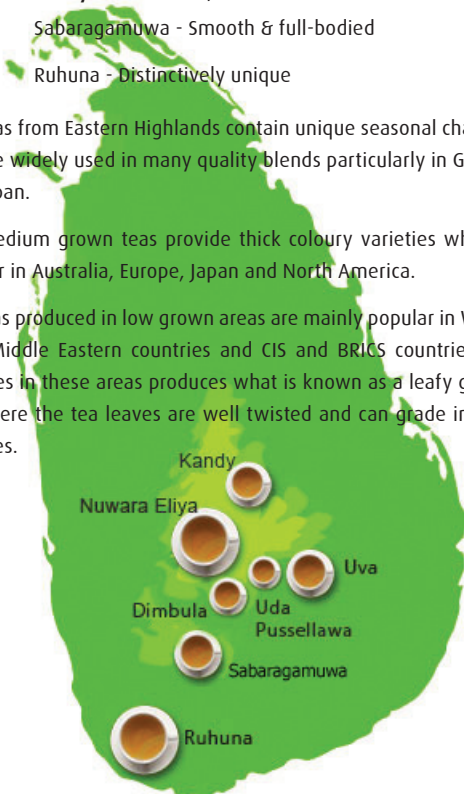
### Low-Country: Below 2,000 ft.

- Sabaragamuwa - Smooth & full-bodied
- Ruhuna - Distinctively unique

Uva teas from Eastern Highlands contain unique seasonal characters and are widely used in many quality blends particularly in Germany and Japan.

The medium grown teas provide thick colour varieties which are popular in Australia, Europe, Japan and North America.

The teas produced in low grown areas are mainly popular in Western Asia, Middle Eastern countries and CIS and BRICS countries. Most factories in these areas produces what is known as a leafy grade of tea where the tea leaves are well twisted and can grade into long particles.

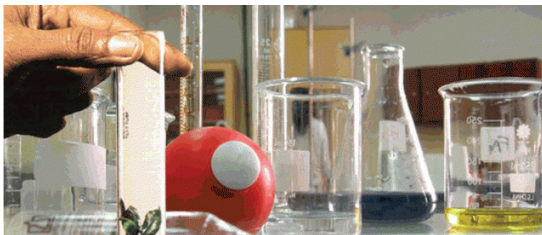




## Quality Standards

The Sri Lankan Tea industry maintains the highest quality in the world market and ISO 3720 is the minimum standard applied for the products. The Country has the capability to produce the cleanest tea in the world in terms of minimum pesticides and residues. Methyl Bromide was removed from the production process in 2012. Therefore Sri Lankan tea has been identified as a “ozone free tea” in the world trade. Sri Lanka is also adjusting well to the stringent ISO 22000 series and to the health & safety regulations stipulated by the European Community.

Growers are constantly educated to practice Good Agricultural Practices (GAP). The Processing/Manufacturing facilities owned by the export companies comply with local standards (SLSI) and with International Quality Standards such as ISO, HACCP, and EU Standards. Traceability throughout the supply chain is monitored in order to guarantee a safe product to the consumers.





## The Tea Auction

The Colombo Tea Auction is the single largest tea auction in the world. Auctions are held every Tuesday and Wednesday, except during the New Year and at Christmas. Around 6.5 million kilograms are sold weekly.

## Value Addition

We export more than 50% of tea in value added form. The Value added product range of Sri Lankan tea includes green tea, flavoured tea, organic tea, instant tea, iced tea, and ready-to-drink tea. Tea based soap, bath gel, shampoo and cosmetic products have recently been added to this product range. Sri Lanka boasts of the biggest tea research institute in the world. Colombo also has the biggest concentration of tea bagging plants in the world.





## Lion Logo

The Lion Logo which appears on Ceylon Tea packs denotes not only the country of origin but also the quality of Ceylon Tea. The Sri Lanka Tea Board is the legitimate owner of the Ceylon Tea Lion logo which has been registered in many countries in the world. The usage of the Lion Logo is subject to the following conditions:

- (a) The Lion Logo can be used only on consumer packs of Ceylon Tea,
- (b) The packs should contain 100% pure Ceylon Tea,
- (c) The brands which use the Lion Logo should be packed in Sri Lanka. Overseas Importers/packers are not allowed to use the Lion Logo on their tea packs even if the packs contain pure Ceylon Tea,
- (d) The brands which uses the Lion Logo should conform to the quality standards set out by the Sri Lanka Tea Board.

## Technology

Improved technologies on commercial cultivation especially application of fertilizer, crop management, irrigation systems, optimum input applications, pest and disease control, postharvest management, well equipped machinery for processing, quality packaging and improved transportation methods are practiced specially for export marketing.







## Tea Production in Different Geographical Zones

The total tea cultivation area is about 222,000 hectares in the country. The major tea growing areas are Kandy and Nuwara Eliya in Central Province, Badulla, Bandarawela and Haputale in Uva Province, Galle, Matara and MulKirigala in Southern Province, and Ratnapura and Kegalle in Sabaragamuwa Province.

There are main six principal regions planting tea - Nuwara Eliya, Dimbula, Kandy Uda Pussellawa, Uva Province and Southern Province.

<i>Elevation</i>	<i>Planted (Ha)</i>	<i>Share</i>
High Grown	41,137	19%
Mid Grown	71,018	32%
Low Grown	109,814	49%
Total	221,969	100%

*Source: Tea Board*



## Export Growth

The export revenue has been fluctuated over the last three years due to the economic crisis in the world. However, the value of exports has increased by 3.37% in 2013 compared to the total earnings from January to July in 2012. The tea exports account for about 14% of the total exports and about 62% contributes for the total agriculture exports in the country. The tea sector is expected to achieve an export target of US \$ 2,500 million in 2015.



## SRI LANKA EXPORT DEVELOPMENT BOARD

The Sri Lanka Export Development Board is Sri Lanka's apex organisation for the promotion and development of exports. It was established in 1979 under the Sri Lanka Export Development Act No. 40. EDB is the executive arm of the Export Development Council of Ministers, headed by H.E. the President of Sri Lanka, which is the policy-making body of the EDB.

### What We Do

We assist in negotiating business with Sri Lanka, either as an importer or an investor in export production.

Functions of the EDB encompass a range of activities such as promoting exports, organising buyer-seller meets, and exhibitions, providing essential information to both local and foreign entrepreneurs and assisting in the formulation and maintenance of quality standards wherever applicable.

The EDB is manned by a team of professionals, knowledgeable in their own specialized areas, who maintain close personal links with the respective sectors and hence highly competent in providing you helpful advice.

The EDB has on its Board of Management, representatives of both state and private sector organisations involved in export activities. Dedicated to the task of promoting more exports and better exports for the benefit of exporters and importers alike, the full range of its services are provided free of charge.

# SRI LANKA EXPORT DEVELOPMENT BOARD



For further information please contact:

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