

“CEYLON TEA”

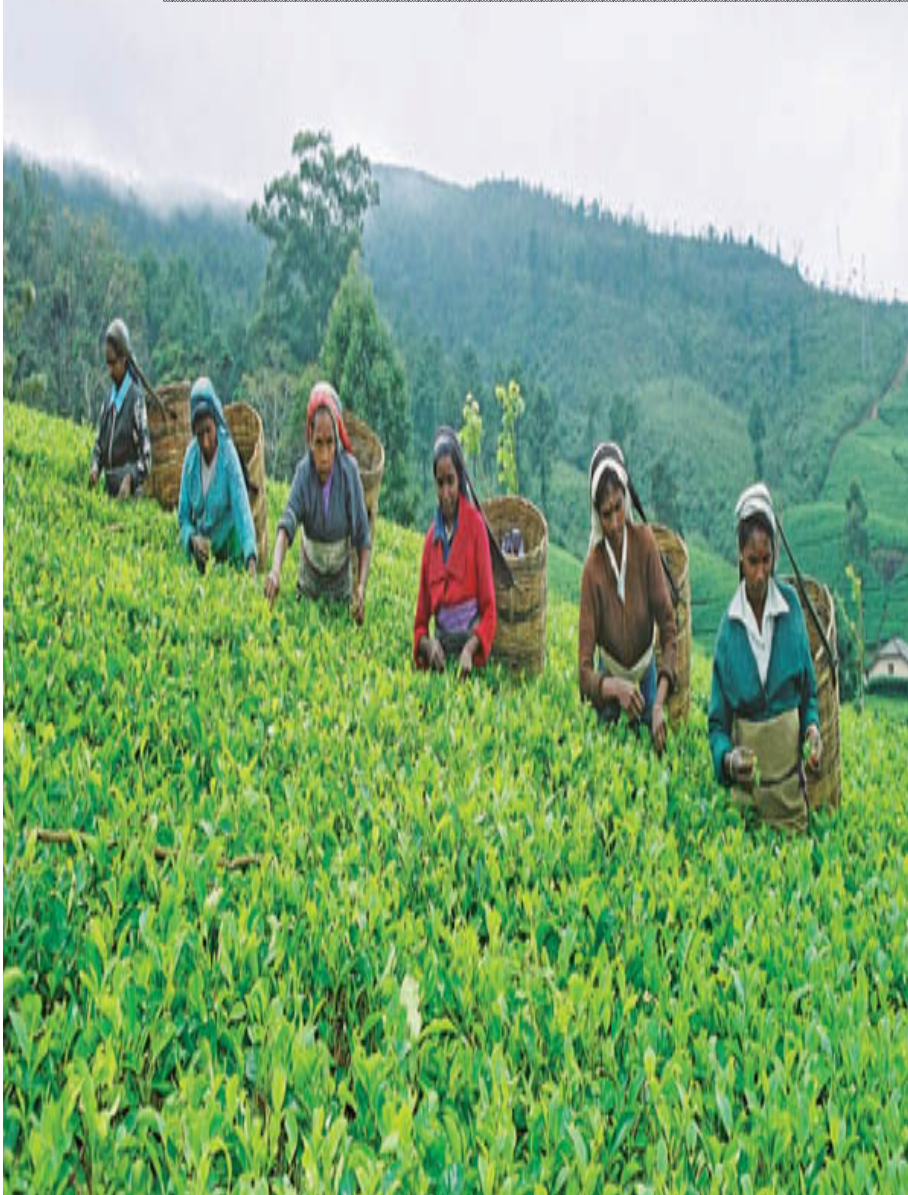
SRI LANKA’S BEST KNOWN GEOGRAPHICAL INDICATION

Worldwide Symposium on Geographical Indications

*March 27 – 29, 2013
Bangkok - Thailand*

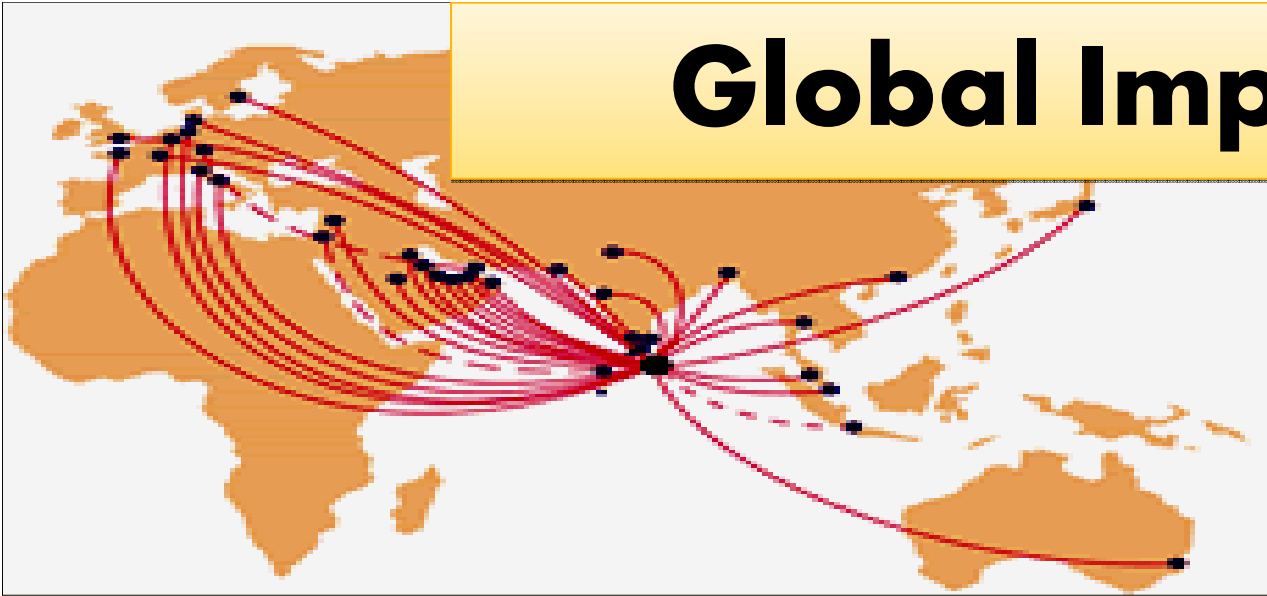
**Hasitha De Alwis
Director (Promotion)
SRI LANKA TEA BOARD**

Economic Importance



- ❖ 3rd Largest Foreign Exchange earner.
- ❖ Generates annual income of USD 1.5 Billion.
- ❖ Covers entire food import bill of the island.
- ❖ Constitute 65% of the nation's Agricultural Export Revenue.
- ❖ Contributes 2% to the country's GDP.
- ❖ 2 Million people (10% of population) directly and indirectly employed by tea industry.

Global Importance



- World's Largest Producer of Orthodox Black Tea.
- World's Largest Exporter of Orthodox Black Tea.
- 4th Largest Tea Producer in the world.
- 2nd Largest Tea Exporter in the world.
- World's Largest value-added Tea Exporter.
- World's Largest Tea Export Revenue Earner.
- Fetches World's highest Average Auction Price.



Background

- 2003 – Sri Lanka enacts GI Legislations while introducing a Certification Marks System.
- 2004 – First attempt by Sri Lanka Tea Board (SLTB) to register “Ceylon Tea” as a Certification mark.
- 2010 – SLTB manages to obtain Home Registration for “Ceylon Tea” as a Certification Mark.
- 2011 – SLTB succeeds to get Home Registrations for seven major Agro-Climatic regional Teas as Certification Marks.

Issues

- Ceylon Tea promoted globally by Sri Lanka for decades. Substantial funding spent on this exercise.
- Ceylon Tea synonymous with high quality for over 100 years. Due to large popularity, a high demand exists for pure **Ceylon Tea** flagship brand.
- Thus, counterfeiting & misuse of Ceylon Tea name rampant. Multi-origin blends or other origin teas are marketed as “**Ceylon Tea**” in many foreign countries.
- Surveillance of illegal usage of “**Ceylon Tea**” name worldwide and prevention is not only difficult but expensive.

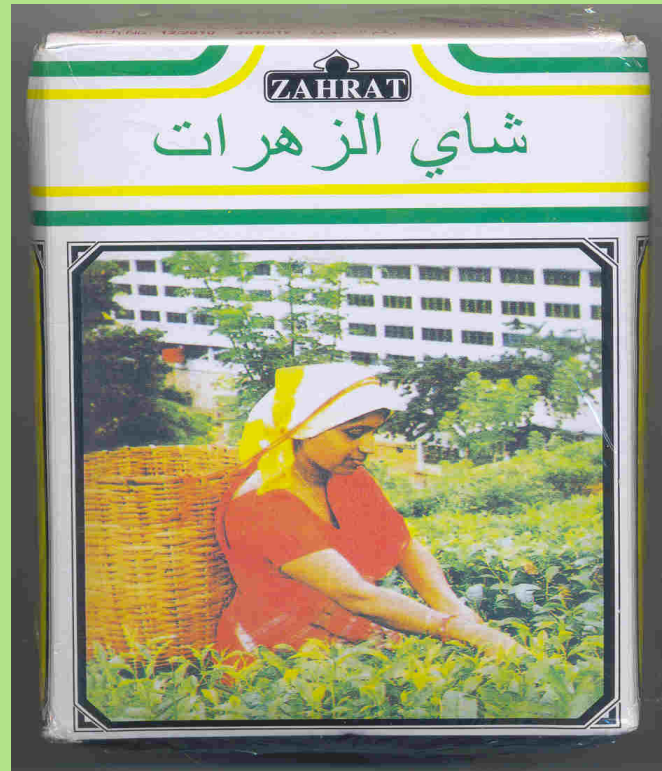
Objectives

- Prevent counterfeiting & reduce misuse.
- High level of protection.
- Deliver authentic/genuine products to consumers.
- Flexibility of differentiating products.
- Enhance value & offer farmer a better price.

Infringement in Iraq



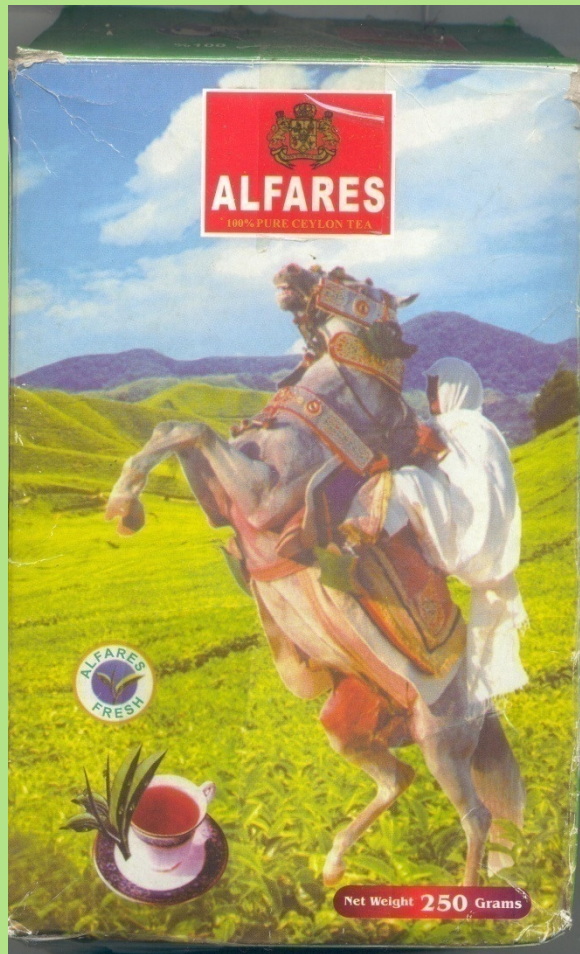
Infringement in Libya



Infringement in Malaysia



Infringement in Iran



Action Taken



- Descriptive narrations for “Ceylon Tea” & seven Regional teas established.
- All 700 tea factories in Sri Lanka demarcated under each agro-climatic region.
- Approval of Parliament obtained for Sri Lanka Tea Board to be Administrative Authority / Custodian of Certification Mark for Ceylon Tea and 07 Regional Teas.



Solid Examples of Appellation of Origin & GI's

High Grown Above (4000ft.)

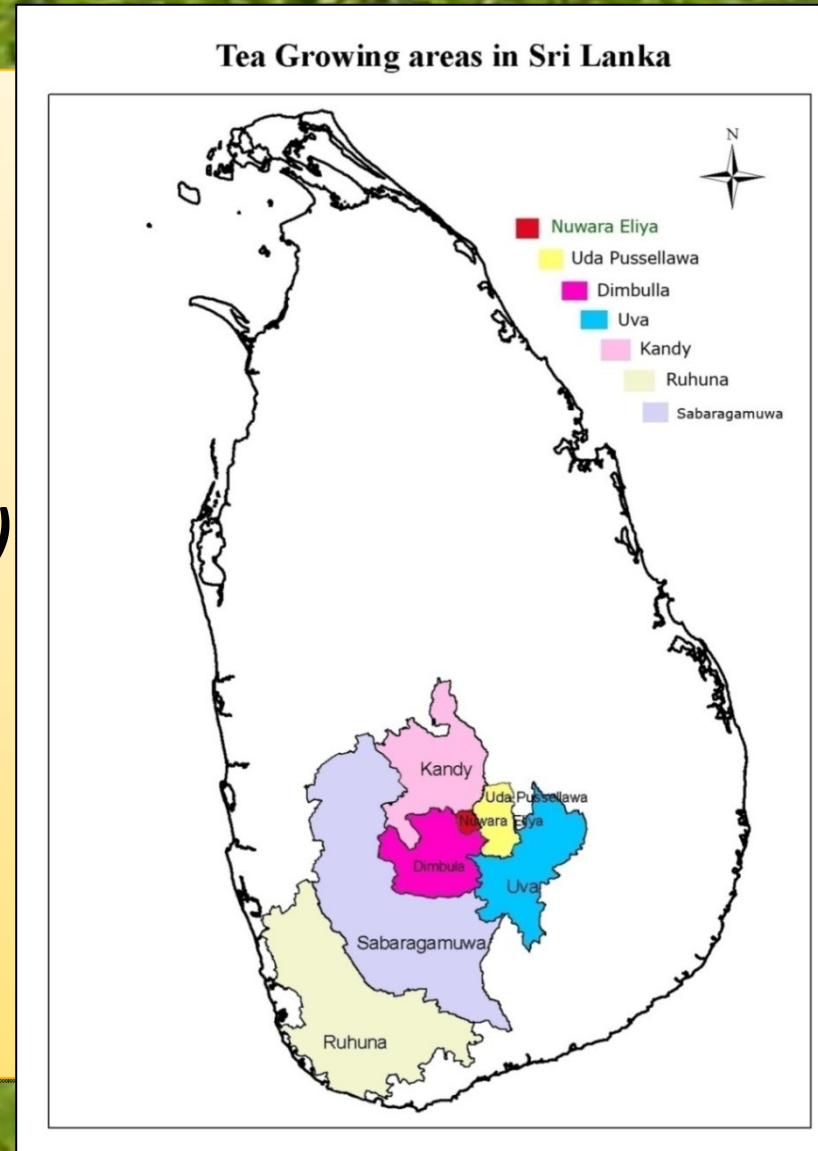
- Nuwara-Eliya
- Uda Pussellawa
- Dimbula
- Uva

Medium Grown (2000-4000ft)

- Kandy

Low Grown (below 2000ft)

- Ruhuna
- Sabaragamuwa





Diversity in Speciality

Regional teas have unique organoleptic characteristics & reputation of such teas essentially attribute to its GIs. This results in quality unparalleled in flavour, colour, fragrance unique to each district.

Nuwara-Eliya
Uda Pussellawa
Dimbula
Uva
Kandy
Sabaragamuwa
Ruhuna

- Delicately Fragrant
- Exquisitely Tangy
- Refreshingly Mellow
- Exotically Aromatic
- Intensely Full-bodied
- Stylish & Leafy
- Distinctively Unique



“Ceylon Tea” – Taste the Difference



Sri Lanka boasts of seven agro climatic districts where Ceylon tea is grown with different tastes, colour, aroma, liquor & appearance

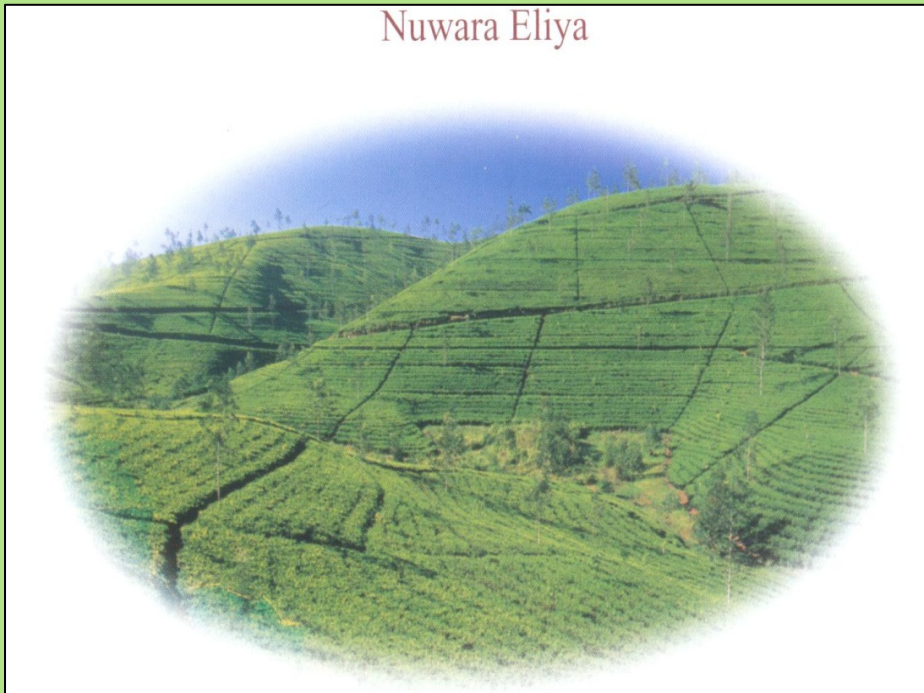


NUWARA ELIYA

Delicately Fragrant



Nuwara Eliya

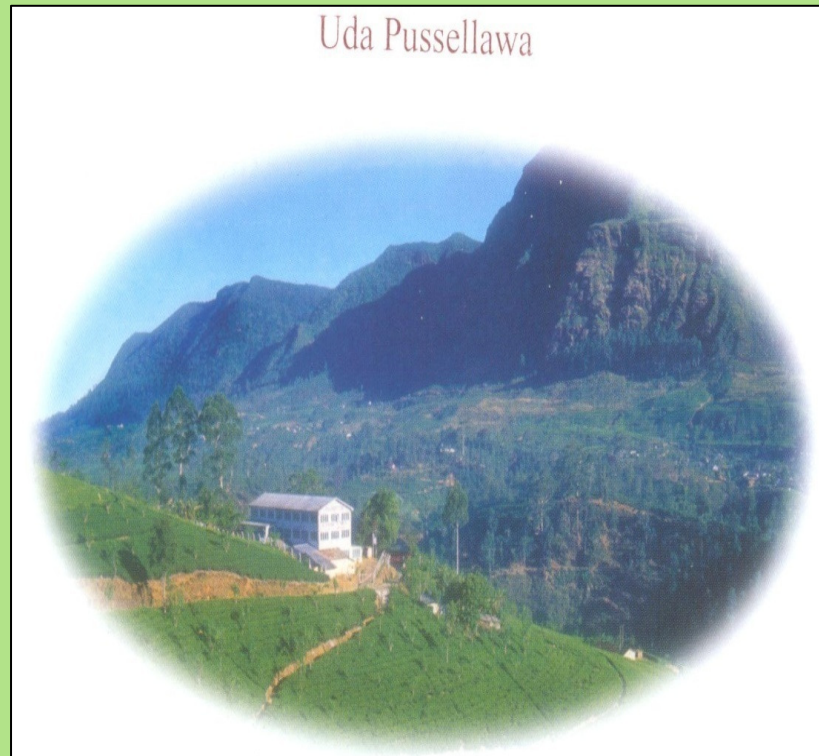


- An oval shaped mountain valley with peak seasonal quality in January & February.
- Nuwara Eliya Agro-climatic district is above 6200 ft. from sea level.
- Teas manufactured in this region when brewed gives a light orange colour, delicate, fragrant and smooth on the palate (discreetly perfumed aroma).



UDA PUSSELLAWA

Exquisitely Tangy

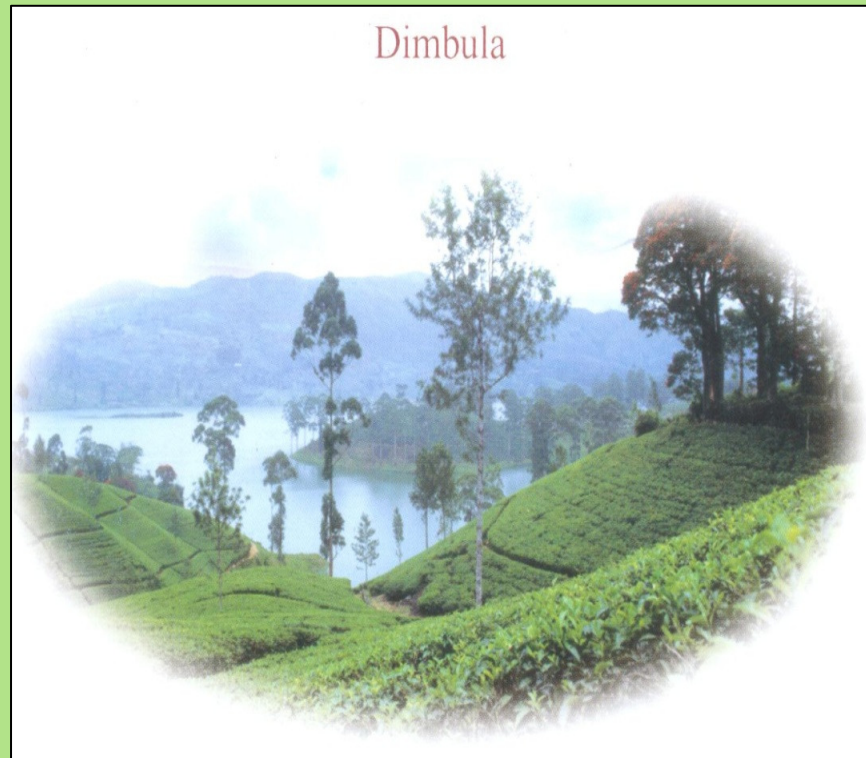


- Located on the edge of Uva and leading on to Nuwara Eliya is this mountain range.
- The agro-climatic district is situated 4000 – 5000 ft. above sea level.
- During quality season it produces light, bright tea with rosy liquor.
- It experiences two periods of superior quality – Jan./Feb. & Aug./Sept.



DIMBULA

Refreshingly Mellow

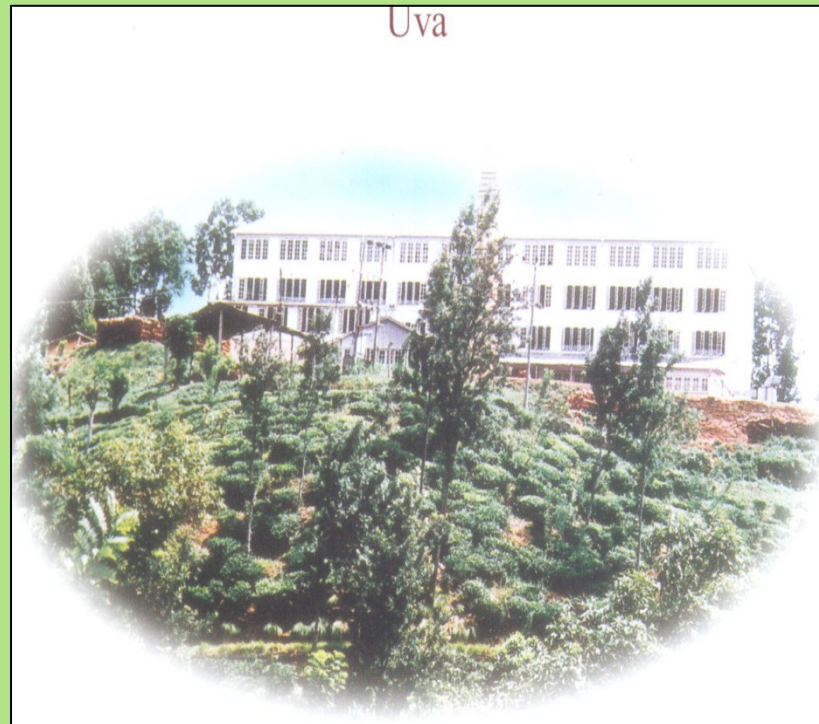


- Covers an extensive western slope of central highlands of tea planting districts of Sri Lanka.
- Dimbula district embraces plantations from around 3500 – 5000 ft. above sea level.
- The peak quality season is in February/March.
- The area produces a range of teas from full bodied flavour to light, delicate and fragrance. When brewed it gives a rich orange colour.



UVA

Exotically Aromatic

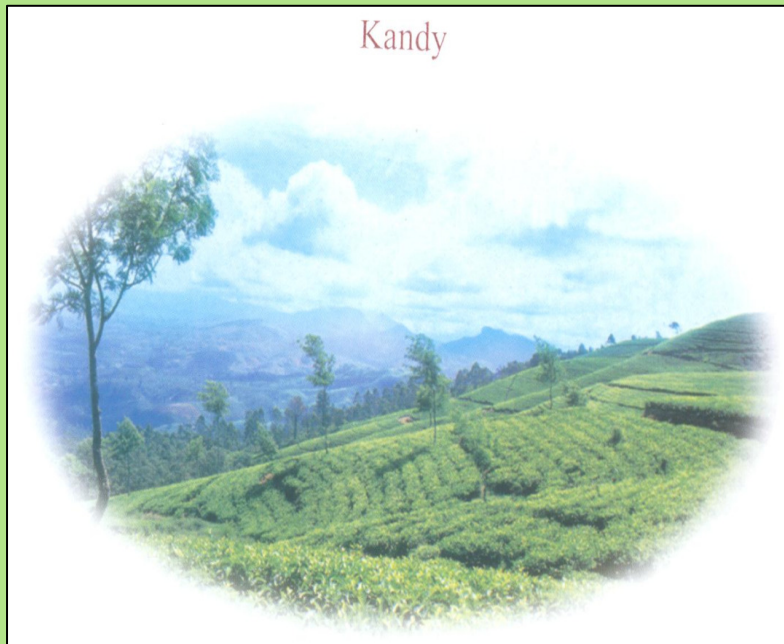


- Covers the eastern slopes of Sri Lanka's central mountains.
- Uva agro-climatic district is situated 3000 – 5000 ft. above sea level.
- Uva teas have a distinctive flavour and essentially pungent, sometimes heavily.
- The peak seasonal quality appears in August/September.



KANDY

Intensely full-bodied



- Located in the mid country area of Sri Lanka.
- Agro-climatic district situated from 2000 – 4000 ft. above sea level.
- Mid grown teas are known for its full bodied strong character. When brewed, it gives a deep red colour.



SABARAGAMUWA

Stylish and Leafy



- Grown in the southern part of the island spread from sea level to an elevation of 2500 ft.
- Situated in the southern plains & through the world famous rain-forest of Sinharaja upto the southern foot hills of the central massif.
- Broadly categorized as low grown teas, famous for stylish leaf appearance and large particle size.
- When brewed, a deep red colour with smooth and mellow liquor.

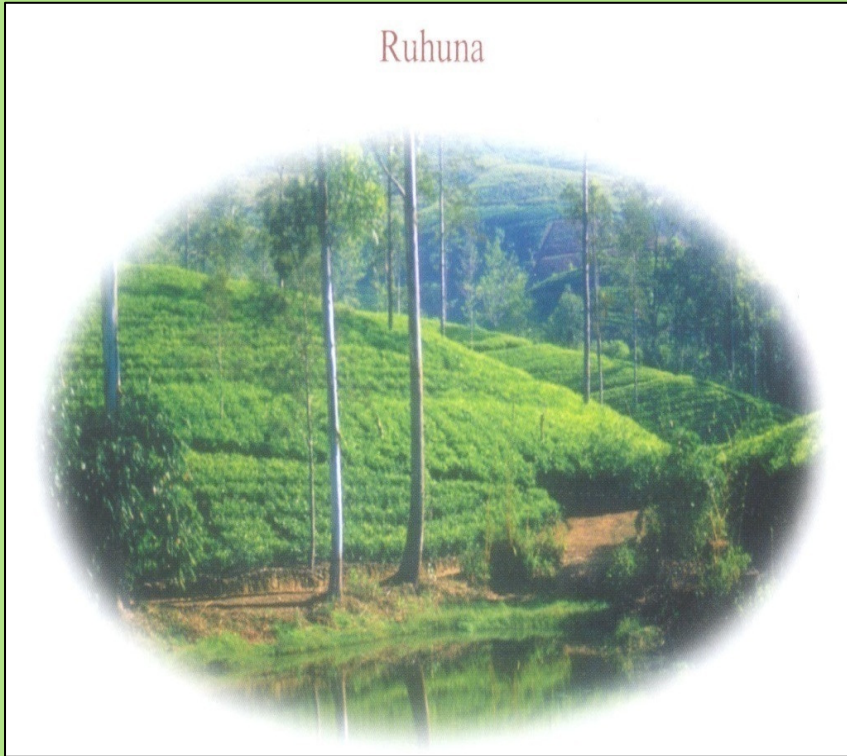


RUHUNA

Distinctively Unique



Ruhuna



- Located in the southern part of Sri Lanka at the edge of the Sinharaja rain-forest.
- Agro-climatic region famous for low grown tea is situated from sea level upto 1500 ft.
- The unique features of Ruhuna tea are its blackness to the leaves and strength as well as character in the cup. When brewed, a dull red colour often sweet and sometimes coarse.
- Popular for its stylish leaf appearance.
- A perfect cup for those who like their tea thick and sweet with milk

Road Map

Following 20 most important markets identified to Register Ceylon Tea & Agro-climatic Regional Teas as GIs' or Certification Marks .

1	Russia	11	Egypt
2	Ukraine	12	Tunisia
3	Azerbaijan	13	Kuwait
4	Iran	14	Libya
5	Iraq	15	Japan
6	Syria	16	USA
7	UAE	17	EU
8	Turkey	18	Canada
9	Jordan	19	Australia
10	Lebanon	20	Saudi Arabia

Progress Achieved – “Ceylon Tea”

Country	Status
Jordan & Lebanon	Registered.
Canada & Syria.	Applications filed in Feb. 2012.
Tunisia & Turkey.	Applications filed in July 2012.
Egypt, UAE, Iraq, Saudi Arabia, Iran & Libya.	Applications under process.
EU & Australia.	Applications under process.
Russia, Ukraine & Azerbaijan.	Applications Rejected.
Japan, Kuwait & USA	Applications challenged.

Progress Achieved – Seven Regional Teas

Country	Status
Japan	Registered
USA	Gazetted
Canada	Applications Filed
Australia	Applications Under Process
EU	Applications submitted

Cost Structure – “Ceylon Tea” Registration

Country	Cost (US \$)
Jordan	1,160
Lebanon	830
Tunisia	625
Turkey	1,575
Canada	1,100
Syria	1,230
Egypt	700
UAE	4,375
Iraq	1,400
EU	560
Australia	1,025
TOTAL	14,580

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Cost Structure – “Ceylon Tea” Registration

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Country	Cost (US \$)
Russia	Nil
Ukraine	Nil
Azerbaijan	Nil
Kuwait	6,525
Japan	15,050
USA	9,650
Iran	1,165
Libya	765
TOTAL	33,155
GRAND TOTAL	47,735

Cost Structure – Seven Regional Teas Registration

Country	Cost (US \$)
Japan	15,050
USA	9,650
Canada	11,000
Australia	11,900
EU	5,810
TOTAL	53,410



Sri Lanka's
GIFT TO THE WORLD



THANK YOU .

SRI LANKA TEA BOARD

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