DEVELOPMENT, PRODUCTION AND TRADE OF ORGANIC TEA (China part)

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Project Summary

- **Supervisory Body:** The FAO IGG on Tea
- **Project executing agency:** IFOAM
- **Implementation body:** TRI CAAS
- **Duration:** 3 years from 2007-2010
- **Financing:** Total cost: US$2.55 million
  - Of which:
    - CFC financing: US$1.38 million (grant $606,702, and loan $773,826)
    - Counterpart contribution: $1.17 million
Objectives of the project

1. Develop a certification body that would be internationally recognised and accredited;
2. Develop the technology, techniques and systems to improve organic tea production.
3. Undertake an assessment of the global organic tea market and develop appropriate market strategies.
Component I: Support to Establish a Certification System

- Mainly to help OTRDC (a certification body) gaining international recognition
Strategic development for the international recognition

With help of IFOAM and FIBL, a multiple approach aiming at direct recognition of OTRDC by target markets with a first step of having cooperation with a Western certification body was developed.
OTRDC signed a cooperation agreement with Soil Association
Senior inspectors trained in Bristol in England
Various training for OTRDC inspectors conducted
Staff training
Internal inspector training

Senior inspector training
Component 2: Support for Research and Development

• Establishment of model farms

• Research and development on:
  – soil management practices;
  – pests and disease management
  – the conversion of existing tea gardens to organic gardens.

• Dissemination and Education
4 model farms established

- Two model farms to produce green tea in Zhejiang province;
- One for Oolong tea in Fujian;
- One for black tea and Puer tea in Yunnan.
Model farms
Set up of Organic Tea Smallholder Association and training of small holders
Achievements from the researches

• A systematic approach for the conversion of conversional field into organic developed.
• appropriate green manure plants were evaluated and selected in model farms
• Bio-composting method was improved for small holders; Pig-digested slurry-tea system recommended to small holders
• Two speciality commercial organic fertilizers developed;
• 4 biopesticides for key pests developed and some of them have been commercialized.
  – EoNPV (*Ectropis oblique* NPV)
  – EpNPV (*Euproctis pseudoconspersa* NPV)
  – Green colour plate + enemy luring preparations for tea green leafhoppers and
  – Yellow colour plate with sexual infochemicals against *Aleurocanthus spiniferus* (Quaintance)
Evaluation of composting methods
Bio-pesticides
Colour plate + enemy luring preparations
Component III: Market Development

• Market surveys and analysis of data
  – Foreign market: Japan, EU, USA
  – Domestic: Beijing, Shanghai, Guangzhou and other big cities
Two marketing strategies developed

- One strategy for foreign market;
- The other for domestic market;
- These marketing strategies being carried out in organic tea companies.
Survey to Japan and EU market
## Achievements of the project in China

<table>
<thead>
<tr>
<th>Items</th>
<th>2006</th>
<th>2009</th>
<th>Increase</th>
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<tbody>
<tr>
<td>Area certified as organic tea (ha)</td>
<td>20,000</td>
<td>30,000</td>
<td>50%</td>
</tr>
<tr>
<td>Organic tea production (ton)</td>
<td>14,000</td>
<td>22,000</td>
<td>57.14%</td>
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<tr>
<td>Organic tea exports (ton)</td>
<td>6,000</td>
<td>10,000</td>
<td>66.67%</td>
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<tr>
<td>No of enterprisers certified</td>
<td>400</td>
<td>700</td>
<td>75%</td>
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</tbody>
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*Note: 2/3 certified by OTRDC*
Thank you very much for your attention!
Welcome to TRI, CAAS