

# THE BEST TEA

## From Indonesia For The World



### What's Inside

Talking about tea, it is not only about China, Japan or Britain. Indonesia also have some contribution to the tradition of tea-drinking with its high-quality export.

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Dear Valued Readers,

Welcome to the September 2013 edition of Export News, brought to you by the the Directorate General for National Export Development (DGNEDE), Ministry of Trade, Republic of Indonesia, to promote more on leading export commodities from Indonesia.

In this edition, we are bringing you tea, a favorite beverage much sought for its anti-cariogenic potentials which can prevent the formation of caries. There are many ways to enjoy your tea, hot or cold, with sugar, milk or a splash of lemon.

Tea is one of the most widely cultivated cash crops in Indonesia and has a long history since the Dutch colonial era. Indonesian tea has been known in various countries to have a premium quality commanding much higher price.

The world exported US\$6.31 billion worth of tea in 2012, decreasing slightly by 8.40% from the export in 2011 at US\$6.89 billion. Indonesia had a share of 2.48% in 2012 with an export of US\$156.74 million.

Having a complete range of tea products, from the low grown to high grown, and low grade to high grade, Indonesia still has the potentials to export more to the world while at the same time maintaining the balance with domestic consumptions.

The readers are welcomed to directly contact the exporters to set a mutually beneficial trade relations and find the right tea for your specific needs.

Thank You

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## *hot* issue

Tea is an aromatic beverage usually prepared by pouring hot or boiling water over cured leaves of the tea plant, *Camellia sinensis*. After water, tea is the most widely consumed beverage in the world. It has a cooling, slightly bitter, and astringent flavour that many people enjoy. Some people like it plain while others added sugar, milk or a splash of lemon.

Tea is believed to originate in China as a medicinal drink. It was first introduced to Portuguese priests and merchants in China during the 16th century. Drinking tea became popular in Britain during the 17th century. The British introduced it to India, in order to compete with the Chinese monopoly on the

product. The British even developed a tea-drinking culture hence the "tea time" phrase although similar culture has been developed much earlier in China, Japan and Korea.

Many believed that tea has various positive health benefits. Recent studies suggest that green tea may help reduce the risk of cardiovascular disease and some forms of cancer, promote oral health, reduce blood pressure, help with weight control, improve antibacterial and antiviral activity, provide protection from solar ultraviolet light, and increase bone mineral density.

# Hot Issue

Tea plants are cultivated from seed and cutting; it takes about 4 to 12 years for a tea plant to bear seed, and about three years before a new plant is ready for harvesting. Tea plants need to be cultivated in a Zone 8 climate or warmer, meaning that the area has a minimum temperature of between -7oC and -12oC. Tea plants also require at least 127 centimeters of rannual ainfall and prefer asidic soil. Tea plants cultivated at elevations of up to 1,500 meters above sea leve will grow more slowly but will acquire a better flavor making them of higher quality.

There are two varities of tea plant: *Camellia sinensis* var. *sinensis*, which is used for most Chinese, Formosan and Japanese teas, and *Camellia sinensis* var. *assamica* which is used in Pu-Erh and most Indian teas excluding Darjeeling.

A tea plant can grow up to 16 meters if left undisturbed but cultivated plants are generally pruned to waist height for ease of plucking. Shorter plants produce more shoots which provide new and tender leaves and increase tea quality.

Only the top 1–2 inches of the mature plant are picked. These buds and leaves are called flushes. A plant will grow a new flush every 7 to 15 days during the growing season. After picking, tea leaves soon

begin to wilt and oxidize, unless they are immediately dried. The leaves turn progressively darker as their chlorophyll breaks down and tannins are released.

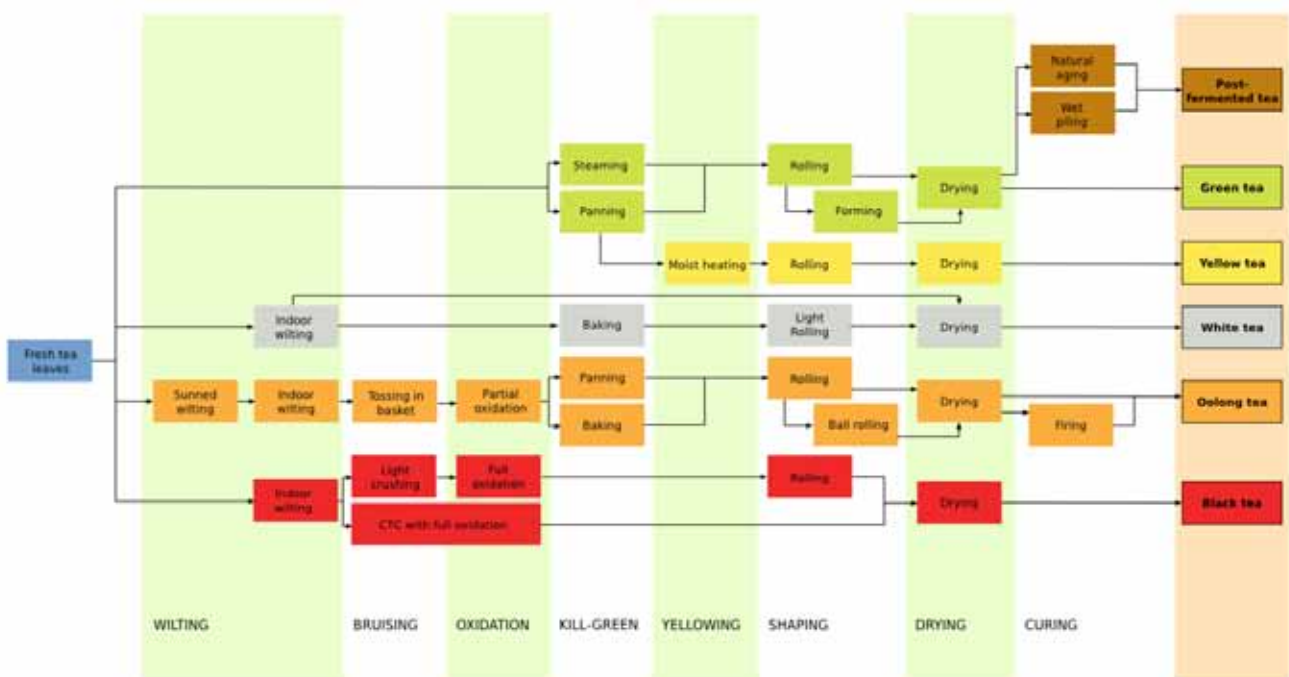
Based on processing method, tea can be divided into six types: white, yellow, green, oolong, black (Chinese red tea) and post-fermented tea (Chinese black tea). The most commonly found types are white, green, oolong and black teas. Several varieties, such as traditional oolong and Pu-erh tea, a post-fermented tea, can be used as a herbal medicine.

In tea processing, the darkening is stopped at a predetermined stage by heating, which deactivates the enzymes responsible. In the production of black teas, the halting of oxidation by heating is carried out simultaneously with drying. Without careful moisture and temperature control during manufacture and packaging, the tea may become unfit for consumption, due to the growth of undesired molds and bacteria.

Various tea processing methods are depicted in the diagram below:

## 1. WHITE TEA

Young leaves or new growth buds that have undergone minimal oxidation through a slight



Source: wikipedia.org



amount of withering before halting the oxidative processes by being baked dry, with the optimal withering conditions at 30o Celsius (65% relative humidity) for 26 hours. Withering of the leaves can last from around 1 to 3 days depending on the season and temperature of the processing environment. There is an international disagreement on definition of white tea between China and other producing countries. The buds may be shielded from sunlight to prevent the formation of chlorophyll. White tea is produced in lesser quantities than most other styles, and can be correspondingly more expensive than tea from the same plant processed by other methods. It is less well known in countries outside of China, though this is changing with increased western interest in the tea.

## 2. GREEN TEA

This tea has undergone the least amount of oxidation. The oxidation process is halted by the quick application of heat after tea picking, either with steam, the Japanese method, or by dry cooking in hot pans, the traditional Chinese method. Tea leaves may be left to dry as separate leaves or they may be rolled into small pellets to make Gunpowder tea. This process is time consuming and is typically done with pekoes of higher quality. The tea is processed within 1 to 2 days of harvesting, and if done correctly retains most of the chemical composition of the fresh leaves from which it was produced. Variation in steaming time for fixation or processing from additional stages of rolling and drying are sometimes used to improve or altering the flavour for types of green tea.



### 3. YELLOW TEA

This tea is processed in a similar manner to green tea, but instead of immediate drying after fixation, it is stacked, covered, and gently heated in a humid environment. This initiates oxidation in the chlorophyll of the leaves through non-enzymatic and non-microbial means, which results in a yellowish or greenish-yellow colour.

### 4. OOLONG TEA

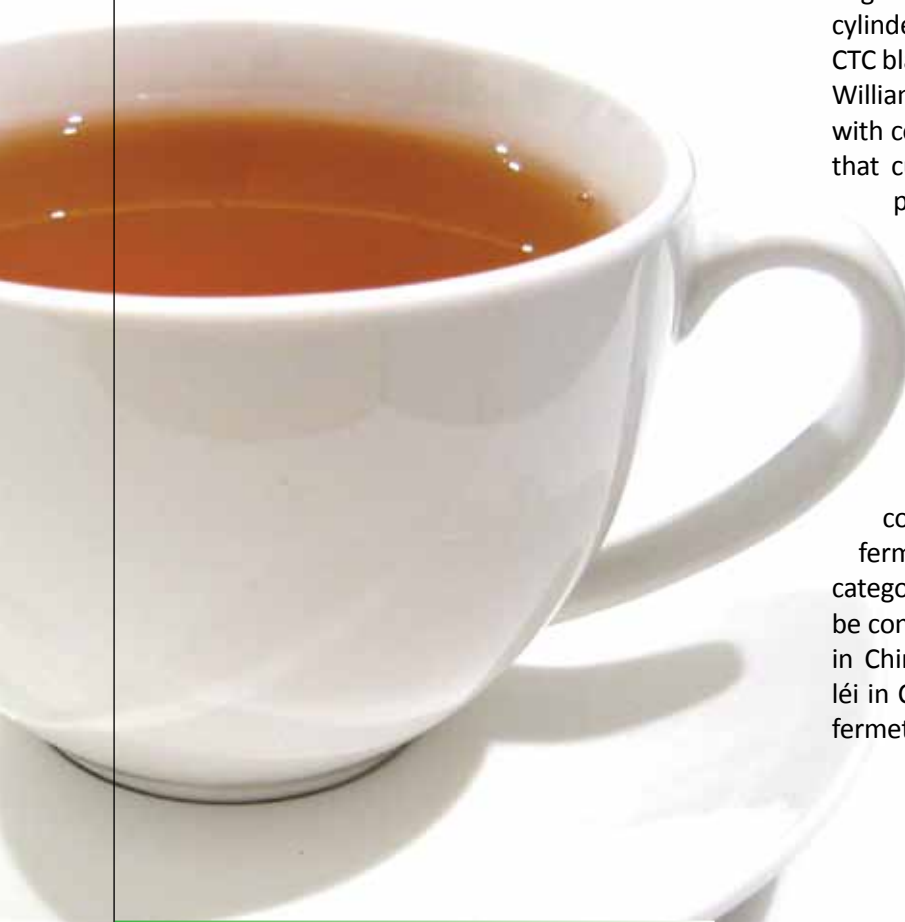
The tea oxidation is stopped somewhere between the standards for green tea and black tea. The processing typically takes 2 to 3 days from withering to drying with a relatively short oxidation period of several hours. In Chinese, semi-oxidized teas are collectively grouped as blue tea while the term "oolong" is used specifically as a name for certain semi-oxidized teas. Common wisdom about lightly oxidized teas in Taiwan (a large producer of Oolong) is that too little oxidation upsets the stomach of some consumers. Even so, some producers attempt to minimize oxidation in order to produce a specific taste or allow the tea leaves to be easily rolled into the spherical or half-sphere form demanded by buyers in the market.

### 5. BLACK TEA

The tea leaves are allowed to completely oxidize. Black tea is first withered to induce protein breakdown and reduce water content (between 68% and 77% of original). The leaves then undergo a process known in the industry as "disruption" or "leaf maceration", which through bruising or cutting disrupts leaf cell structures, releasing the leaf juices and enzymes that activate oxidation. The oxidation process takes between 45 minutes and 90 minutes to 3 hours and is done at high humidity between 20°C and 30°C, transforming much of the catechins of the leaves into complex tannin. Orthodox processed black teas are further graded according to the post-production leaf quality by the Orange Pekoe system, while Crush, Tear, Curl (CTC; or "Cut, tear, curl") teas use a different grading system. Orthodox tea leaves are heavily rolled either by hand or mechanically on a cylindrical rolling table or a rotorvane. The rolling table consists of a ridged table-top moving in an eccentric manner to a large hopper of tea leaves, of which the leaves are pressed down onto the table-top. The process produces a mixture of whole and broken leaves, and particles which are then sorted, oxidized, and dried. The rotorvane consisted of an auger pushing withered tea leaves through a vane cylinder which crushes and evenly cuts the leaves. CTC black teas is a production method developed by William McKercher in 1930 and consist of machines with contra-rotation rotors with surfaces patterning that cut and tear the leaves producing a product popular for use in tea bags. The rotorvane is often used to pre-cut the withered tea prior to the CTC and to create broken orthodox processed black tea.

### 6. Post-fermented tea

Teas that are allowed to undergo a second oxidation after the fixation of the tea leaves, such as Pu-erh, Liu'an, and Liubao, are collectively referred to as secondary or post-fermentation teas in English. In Chinese they are categorized as Dark tea or black tea. This is not to be confused with the English term Black tea, known in Chinese as red tea. Pu-erh, also known as Póu léi in Cantonese is the most common type of post-fermentation tea in the market.



# THE BEST TEA

## From Indonesia For The World



Indonesian tea has been known to have premium quality and is sought for in various countries. Trade Vice Minister, Bayu Krisnamurthi even said that Indonesia already produces white tea, which are generally much more expensive than black and green teas. White tea is tagged at between Rp 1.5 million and Rp 2.5 million (between US\$123 million and US\$205) per kilogram.

Several companies have started to produce white tea such as PT Chakra in Ciwidey under the brand of Oza Premium White Tea, West Java; state-owned plantation firm PT Perkebunan Nusantara (PTPN) VIII in Garut, West Java; PTPN XII in Wonosari, East Java; Tea and Quinone Research Center in Gamburg, West Java, under the brand Excellent Gamboeng

White Tea; and PT Victory Cosmetindo in West Java. Another high quality tea from Indonesia is Kayu Aro tea from Jambi which has been consumed by European royal families since the colonial era. Typhoo Tea, which was established by John Sumner Jr. supplied the tea to the royal families, which included Dutch queens from Wilhelmina, Juliana to Beatrix.

Kayu Aro tea plantation was started by the Naamlooze Vennootschap Handel Vereniging Amsterdam (NV HVA). With an area of 3,020, the Kayu Aro tea plantation is the world's largest, second only to Darjeeling on the foot of the Himalayas. The plantation is currently managed by PTPN VI and produces 80 tons of wet tea leaves per day. The Kayu

Aro tea is still produced using traditional methods without preservatives and coloring agents.

Indonesian customers, however, will not have the chance to try this special tea as Grade 1 Kayu Aro tea is only for export markets, especially to Europe and the United States. The price is US\$2.89 per kilogram at the factory while Typhoo sells it at £1.8 (US\$2.97) per 250 grams. For domestic market, only Grades 2 and 3 of Kayu Aro tea are sold locally although it has lower qualities as the tea stalk is mixed with the leaves. PTPN VI sells the Grade 3 as a mixture to other tea producers.

Indonesia produced some 150,000 tons of tea per year with half of them are sent to buyers abroad. Most of the exported tea is the premium high quality tea.

Indonesia offers all kinds of tea from high, medium to low grown teas although half of them is included in the medium grown tea. Some 30% is from the low grown tea and the remaining 20% is from the high grown tea. Most of the export, at 56% are categorized as broken grade, another 40% is small

## EXPORTS

The world exported US\$6.31 billion worth of tea in 2012, decreasing slightly by 8.40% from the export in 2011 at US\$6.89 billion. All in all, however, the trend is still positive with an annual average of 5.35% in the period of 2008-2012. According to ITC calculations based on UN COMTRADE statistics, the export was US\$5.48 billion in 2008. Tea export slightly slumped to US\$5.44 billion in the following year before bouncing back to US\$6.40 billion in 2010.

Despite its relatively small size, Sri Lanka is the world's largest tea producer by shipping US\$1.40 billion worth of tea or 22.21 of world's total export in 2012. The shipment decreased by 4.87% from its shipment in 2011 of US\$1.47 billion. Sri Lanka had an annual average growth of 4.54% in the 2008-2012 period. The country formerly known as Ceylon exported US\$1.25 billion worth of tea in 2008 before slumping to US\$1.17 billion in 2009. Tea delivery from Sri Lanka bounced back in 2010

grade and the remaining 4% is leafy grade.

One of the most successful tea exporters is Yoosuf Akbani Co., which was established by Yoosuf T. Akbani in 1937 after previously gaining experiences in exporting tea from the Dutch Indies with a partner. The company bought teas from Dutch and British-owned plantations and exported them to the Middle East, mainly Egypt and Sudan.

Despite of many challenges, the company continued to grow and diversify its sources and markets. The company was entrusted by many state-owned companies in the Middle East as their Indonesian tea supplier.

Yoosuf's son, Sulaiman, joined the company in the 1950s and now the company is being run by the 3rd generation of the family. The company has found markets for Indonesian teas all over the world: Southeast Asia, South Asia, Middle East, CIS, Europe and North America.

with an export of US\$1.36 billion.

China, where tea is believed to have come from, is catching up Sri Lanka with an annual average export growth of 12.32% in the 2008-2012 period. China delivered US\$682.24 million worth of tea in 2008, roughly half of Sri Lanka's shipment. The figure kept increasing with US\$704.94 million in 2009 and US\$784.145 million in 2010. China's export in 2012 was US\$1.04 billion for a share of 16.50% from the world's total tea export. The figure was a 7.99% increase from 2011's export of US\$965.08 million. With such robust growth, we can expect China to replace Sri Lanka as the world's largest tea exporter in the very near future. China has relegated Kenya to the third place in 2012.

Kenya exported US\$907.02 million worth of tea in 2012, dropping quite significantly by 11.72% from its export in 2011 of US\$1.02 billion, which in turn



another decrease from the US\$1.16 billion worth of tea it delivered in 2010. The African country exported US\$931.58 million in 2008 but dropped to US\$893.98 million in 2009. All in all, Kenya has a very marginal growth rate at an annual average of 0.86%. India was fourth in 2012 with a share of 10.85% after exporting US\$685.45 million worth of tea, a steep decrease at 20.80% from its export in 2011 at US\$865.42 million. India had an average annual growth of 8.85% in the 2008-2012 period.

Germany completed the Top 5 exporter despite not being a tea producing country by sending US\$217.02 million worth of tea in 2012 for a share of 3.43% from the world's total tea export in 2012. The 2012's export declined slightly by 4.44% from the delivery in 2011 of US\$227.11 million.

The United Kingdom was sixth after delivering US\$194.88 million worth of tea in 2012 for a share of 3.08% of the world's total export of tea, followed by Poland which exported US\$172.17 million (2.73%), Indonesia with US\$156.74 million (2.48%), Vietnam with US\$134.65 million (2.13%) and Argentina with US\$106.26 million (1.68%).

## IMPORTS

The world imports of tea have been showing a steady increase in the period of 2008-2012 with an average annual growth rate of 6.22%. The world imported US\$6.25 billion in 2012 which represented a 3.73% decrease from the imports in 2011 at US\$6.49 billion. The world imported US\$5.32 billion worth of tea in 2008 before slumping to US\$4.89 billion in 2009. The imports figure bounced back to US\$5.66 billion in 2010.

The world's Top 3 tea importers in the period of 2008-2012 were Russia, the United Kingdom and the United States.

Russia imported US\$650.19 million worth of tea or a share of 10.40% of the world's total imports. Russia's import in 2012 represented a 4.00% increase from

It is quite interesting to see the Germany, United Kingdom and Poland in the Top 10 exporters despite the fact that these European countries are not top tea producers.

For Indonesia, Russia has been among the largest largest export destinations for tea in the 2008-2012 period. The shipment in 2012 was US\$20.53 million worth of tea in 2012 or 13.10% from the total export. In 2012, actually Russia was second to Pakistan which imported US\$21.97 million worth of tea or 14.02%.

In the first five months of 2013, however, the delivery to Russia was US\$8.04 million for a share of 11.56%. Pakistan was third in this period with US\$7.56 million (10.87%) after the United Kingdom with US\$7.83 million (11.26%). The United Kingdom imported US\$18.49 million worth of tea in 2012 to settle at the third place with a share of 11.80%.

Malaysia has been at the fourth place in the period of 2008-2012 with Indonesia was sending US\$14.99 million worth of tea in 2012 (9.57%) and followed by Germany which sourced US\$8.85 million worth of tea from Indonesia for a share of 5.65%.

the US\$625.18 million worth of imports in 2011. Overall, Russia had a 7.30% average annual growth rate in the period of 2008-2012.

The United Kingdom, also the world's sixth largest tea exporter, imported US\$437.39 million in 2012 (6.99%), a 5.34% decrease from the US\$462.07 million it imported in 2011. The United Kingdom still had steady average annual growth rate of 5.96% in the period of 2008-2012.

The world's largest economy followed closely in the third place with US\$437.02 million (6.99%) in 2012, decreasing slightly by 0.72% from its import in 2011 worth US\$440.26 million. The United States enjoyed the largest annual growth rate among the Top 3 importers at 8.24% in the period of 2008-2012.

# LIST OF EXPORTERS

## YOOSUF AKBANI LTD, Others

Jl. Cempaka Putih Tengah 27B/D7,  
Jakarta 10510, Indonesia  
Phone : (62-21) 4243935, 4225786  
Fax : (62-21) 4221786  
Email : yaindtea@indo.net.id  
Products : *Black Tea, Green Tea, Tea*

## UNILEVER INDONESIA TBK, PT

Graha Unilever, Jl. Jend. Gatot Subroto  
Kav. 15, Jakarta 12930, Indonesia  
Phone : (62-21) 5262112, 5261978  
Fax : (62-21) 5262046, 5264020, 5262044  
Email : rachmat.wahjuadji@unilever.com  
Website : www.unilever.co.id  
Products : *Black Tea, Ice Cream And Other  
Edible Ice, Whether Or Not  
Containing Cocoa, Other Dentifrices,  
Other Soaps*

## SARI INCOFOOD CORPORATION, PT

Jl. HOS Cokroaminoto No. 11, Medan,  
North Sumatra 20232, Indonesia  
Phonel : (62-61) 4515214, 4561015, 4561016  
Fax : (62-61) 4515214  
Email : me21@sif.co.id; me22@sif.co.id  
Products : *Manufacturer & exporter of coffee  
extract, spray dried powder and  
agglomerated soluble instant  
coffee, roasted coffee, flavoured  
instant coffee, flavoured instant  
coffee, instant tea and cereal.*

## VAN REES INDONESIA, PT

Wisma Kemang 4th floor, Jl. Kemang Selatan  
Raya no. 1, Jakarta 12560, Indonesia  
Phone : (62-21) 7817044, 7817045, 7817046  
Fax : (62-21) 7817047  
Email : vanrees@vri.co.id  
Website : www.vanrees.com  
Products : *Black Tea*

## LOSARI LAKSANA, PT

Jl. KH. Ahmad Dahlan No. 138/16,  
Lampung 35212, Indonesia  
Phone : (62-721) 485151, 483941  
Fax : (62-721) 487416  
Email : losari@indo.net.id  
Products : *Chili, Coffee, Ginger, Resin / Damar,  
Sesame, Spices, Tea*

## NATURA LABORATORIA PRIMA, PT

Kompleks Harmoni Plaza Blok J3 - J4,  
Jl. Suryopranoto, Jakarta 10130, Indonesia  
Phone : (62-21) 6318949 (Hunting), 6331431  
Fax : (62-21) 6318948  
Email : info@natura-lab.com  
Website : www.natura-lab.com  
Products : *Cananga Oil, Cinnamons Oil,  
Citronella Oil, Clove Leaf Oil,  
Essential Oils, Ginger Oil, Green Tea,  
Herbal Products, Other Essential Oils,  
Patchouli Oil, Vetiver Oil*

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5357975, 53654501  
Fax : (62-21) 5340292  
Email : reza@jamupuspo.com,  
info@jamupuspo.com  
Website : www.puspapharma.com  
Products : *Extracts, Essences & Concentrates, of  
Tea or Mate*

## ANUGRAH TIARA MUSTIKA, PT

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Setiabudi, Jakarta, Indonesia  
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5263916, 70252107  
Fax : (62-21) 5263020  
Email : marketing@tehhitammindtea.com  
Website : www.tehhitammindtea.com  
Products : *Black Tea*

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West Java 40154, Indonesia  
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Fax : (62-22) 2011484  
Email : harost@bdg.centrin.net.id  
Website : rosemaritha.blogspot.com  
Products : *Green Tea, Spices*

## MITRA KERINCI, PT

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Fax : (62-751) 33657  
Email : arsetiyanto@yahoo.com,  
iskandar\_ranbe@yahoo.co.id  
Products : *Black Tea, Cocoa Beans, Whole Or  
Broken, Raw Or Roasted, Green Tea*

## DEKA ADIGUNA, CV

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Fax : (62-22) 7204386  
Email : deka@bdg.centrin.net.id  
Products : *Tea*

## CITRA MIGA AGROTAMA, CV

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West Java 40291, Indonesia  
Phone : (62-22) 7204641  
Products : *Tea*



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Fax. : (+1-613) - 7241105, 7244959  
Email : atdag-can@kemendag.go.id  
Website : www.indonesia-ottawa.org

## China (Beijing)

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Telp. : (0086-1) - 65324748, 3811340842  
Fax. : (0086-1) - 65325368  
Email : atdag-chn@kemendag.go.id

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2900 Hellerup  
Copenhagen Denmark  
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Fax. : (45) - 39624483  
Email : atdag-dnk@kemendag.go.id

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ext. 418, 45044872  
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## KDEI (Taipei)

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## Commercial Consul (Hongkong)

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