

# 'Ceylon tea'

## Geographical Indication Product Specifications

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## **1/ Applicant**

Sri Lanka Tea Board on behalf of the growers, processors, brokers and exporters of 'Ceylon tea'.

Established in 1976, the Sri Lanka Tea Board serves as the regulatory and administrative body of the Sri Lankan tea industry. The board is a government agency made up of representatives of government and representatives of all steps in the production chain from the farm to export. More specifically, to ensure representation of the value chain, the Sri Lanka Tea Board has created the 'Ceylon tea' Geographical Indication Management Committee, representing all the value chain segments, the green leaf producers including the small holders' sector, the collectors, the factories, the final packagers and exporters.

The 'Ceylon tea' Geographical Indication Management Committee is an ad-hoc committee under the responsibility of the Sri Lanka Tea Board. The decisions taken by the Management Committee are recommendations for implementation through the Sri Lanka Tea Board. This institution is co-chaired by the Sri Lanka Tea Board, the Tea Small Holdings Development Authority and the Ceylon Tea Trader Association.

## **2/ Legal protection in Sri Lanka**

In Sri Lanka, the trademark of 'Ceylon tea' is owned by the Sri Lanka Tea Board. The first certificate of registration is dated 14 January 2011 and bears the trademark number 153931. It was renewed for a ten-year period on 24 August 2020 at the National Office of Intellectual Property of Sri Lanka.

The Sri Lanka Tea Board is also the owner of a certification trademark comprising the Lion Logo and the words "Ceylon tea symbol of quality" (trademark number 92015), registered in Sri Lanka since 2005 under the Intellectual Property Act, No. 36 of 2003 and hereinafter called the "Lion Logo". The last renewal of the Lion Logo was in 2018 and is valid until 2029. This is in addition to the word trademark protecting the name 'Ceylon tea'.

The link between the lion emblem and the 'Ceylon tea' wording goes back to 1940 and officially started being used as a trademark on 'Ceylon tea' packs in 1966. The domestic registration number was 49112 in Class 30. However, the logo has been revised three times and the latest version is in use since 2005.

### 3/ Elements of the Product Specification

#### 3.1/ Description of the Agricultural Product or Foodstuff

##### 3.1.1/ Type of product

Combined Nomenclature Code: 09 02.

##### 3.1.2/ Description of the product to which the name in (1) applies

‘Ceylon tea’ is derived from the leaves, buds and tender stems of the *Camellia sinensis* L. species as cultivated and processed in the delimited geographical area in the island of Sri Lanka as described in this application.

‘Ceylon tea’ is placed on the market in the form of:

1. Orthodox leafy black tea, orthodox-rotorvane black tea, CTC (Cut, tear and curl) tea;
2. Green tea;
3. White tea (including silver tips and golden tips).

‘Ceylon tea’ is only for tea of the grades listed below:

ORTHODOX BLACK TEA MAIN GRADES	
BOP	Neat in style and of medium size, devoid of fine particles [fannings and dust]
BOP SP	Much superior to and neater than BOP
BOPF	Neat in style, smaller than BOP and devoid of fine Dust particles
BOPF SP	Much superior to and neater than BOPF
FBOP	Smaller and shorter than BOP1 and larger than FBOPF1, preferably with a presence of tips
Pekoe	a) Orthodox/Rotor vane manufacture: Neat, with fair twist, larger than BOP and could be choppy b) Leafy manufacture: Shotty, curly or semi curly leaf of large size
Pekoe1	Shotty, curly, smaller in size than PEKOE
BOPA	Flaky and larger than BOP
OP1	Long, wiry and well twisted

OP	Less wiry than OP1 and better twisted [less bold] than OPA
OPA	Long and bold with fair twist and preferably without excessive stalk
BOP1	Wiry, twisted and shorter than OP1
FBOP1	Longer than FBOP, twisted and wiry, preferably with a presence of tips
FBOPF	Similar in size to BOP and preferably with a presence of tips
FBOPF1	Larger than FBOPF and smaller than FBOP, preferably with a presence of tips
FBOPFSP	Similar in size to FBOPF or FBOPF1, with a fair presence of tips
FBOPFEXSP	Similar in size to FBOPF Sp., with an attractive show of golden or silver tips
FBOPFEXSP 1	Larger and leafier than FBOPF Ex. Sp., with an attractive show of golden or silver tips
D1	Dust 1 - Grainy, even, well-made and smaller than BOPF
D	Dust - Similar in size to DUST1, with flaky leaf but reasonably clean
<b>CTC TEAS (CUT, TEAR, CURL) BLACK TEA GRADES</b>	
BP1	Corresponding in size to high grown BOP, but granular
BPS	Larger particle size than BP1
PF1	Corresponding in size to high grown BOPF, but granular
OF	Smaller than BP1 but larger than PF1
PD	Grainy and smaller than PF1
D1	Less grainy than PD and clean

<b>BLACK TEA OFF GRADES &amp; BOP1A GRADE (ORTHODOX)</b>	
BP	Choppy and hard, with some stalk and fibre
BOP 1A	Semi-leafy and flaky, without excessive stalk and fibre
BM	Mixed and flaky, with stalk and fibre
BT	Larger than BM, ragged and mixed leaf of varying sizes, with or without stalk and fibre
FNGS1	Small, flaky leaf, without excessive fibre
FNGS	Similar to FNGS1, uneven and fibrous
<b>BLACK TEA OFF GRADES (CTC)</b>	
PF	Similar to or slightly larger than PF1 and may contain some fibre
D	Dust - Inferior to DUST1 and may be powdery & fibrous

<b>WHITE TEA GRADES</b>	
Silver Tips	These teas are small, unopened leaves of the tea plant. These tips are also commonly known as "buds," although they do not form flowers and also appear as silver mixed white colour
Golden Tips	Similar to silver tips colour, appear as gold mixed white

<b>GREEN TEA GRADES (MAIN GRADES)</b>	
GP	Gun Powder
GT D1	Green Tea Dust

GT OP	Green Tea OP
GT FF1	Green Tea FF 1
GT OPA	Green Tea OPA
GT OPA 2	Green Tea OPA 2
GT FBOP	Green Tea FBOP
SM	
GTCH	Green Tea Chun Mee
GP 1	Gun Powder 1
GP 2	Gun Powder 2
SENCHA	
MATCHA	
CB1SP	
CM 1	Chun Mee 1
CM 1 SPL	Chun Mee 1 Special
CM BULK	Chun Mee Bulk
GP SP	Gun Powder Special
GP 3	Gun Powder 3
YOUNG HYSON	



YOUNG HYSON SP	
GT BOPF	Green Tea BOPF
GT PEKOE	Green Tea Pekoe
<b>GREEN TEA OFF GRADES</b>	
GT FNGS	Green Tea Fannings
GT FNGS	Green Tea Fannings Special
GT BP	Green Tea BP
C FNGS	Chun Mee fannings
SENCHA FNGS	
GT DUST	Green Tea Dust
GT FNGS 1	Green Tea Fannings 1

‘Ceylon tea’ is for tea originating 100% from the defined geographical area in Sri Lanka. ‘Ceylon tea’ from different regions of the defined geographical area in Sri Lanka can be blended.

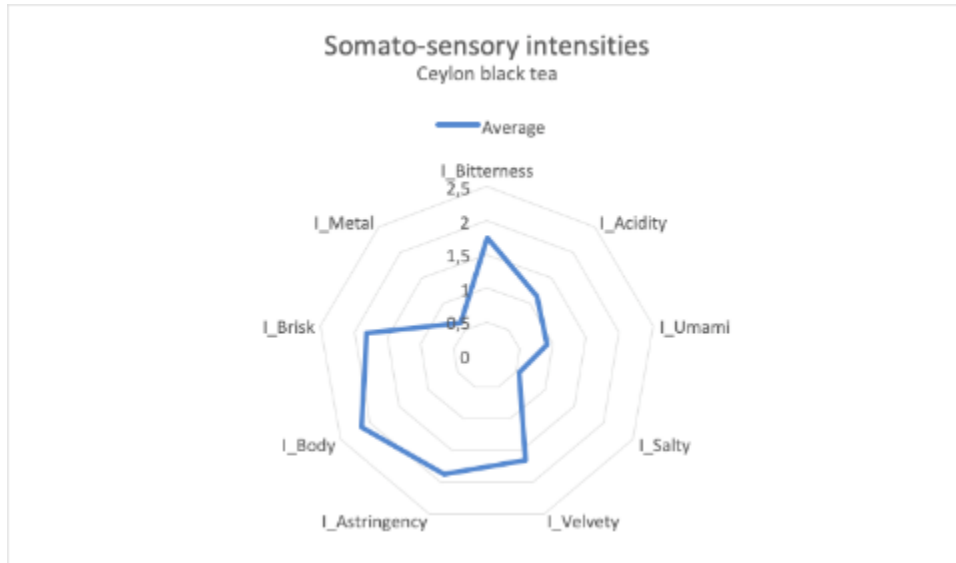
‘Ceylon tea’ can be flavoured.

### 3.1.3/ Sensory and chemical characteristics of 'Ceylon tea'

#### *3.1.3.1/ Ceylon black tea – The colour of the liquor*

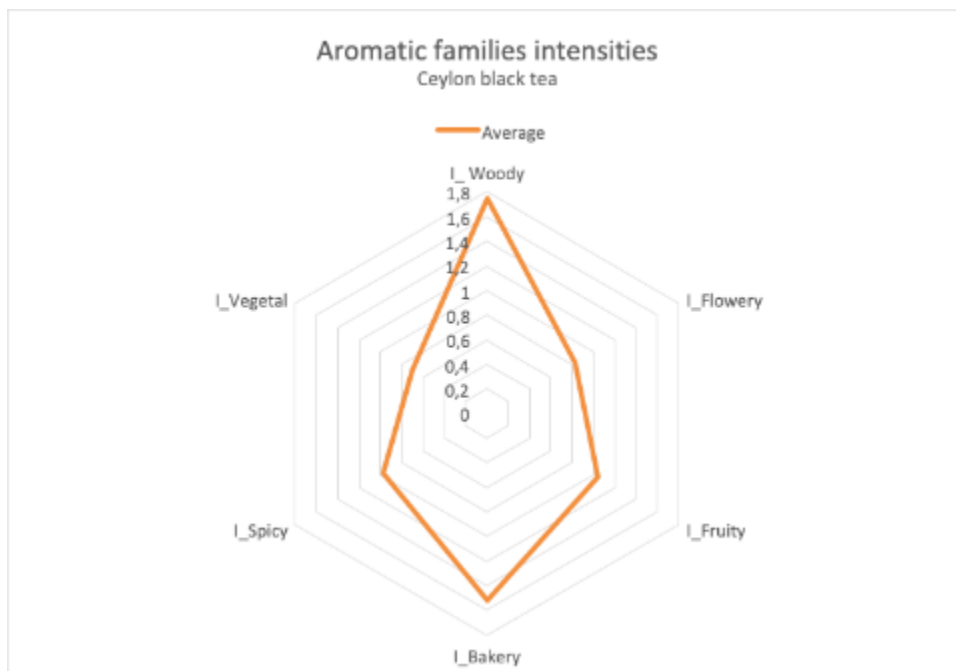
The colour of the liquor varies from amber to ochre, mahogany and copper with brightness and transparency.

### 3.1.3.1/ Ceylon black tea – The somato-sensory profile



The somato-sensory structure of 'Ceylon tea' black tea shows that Ceylon black tea has a strong body, is brisk and velvety, carried by bitterness and astringency, is not salty or metallic and is very lightly umami and acid.

### 3.1.3.1/ Ceylon black tea – The aromatic profile



The dominant aromas of Ceylon black tea are in the following aromatic families:

- Woody with dry wood, sandalwood and cedar notes
- Bakery with malted, jaggery and biscuity notes
- With less intensity, the spicy family with honey, wax and leather notes
- Fruity with stewed fruit, prune and tamarind notes.

Vegetal and flowery elements are not found in Ceylon black tea.

### 3.1.3.1/ Ceylon black tea –The chemical profile

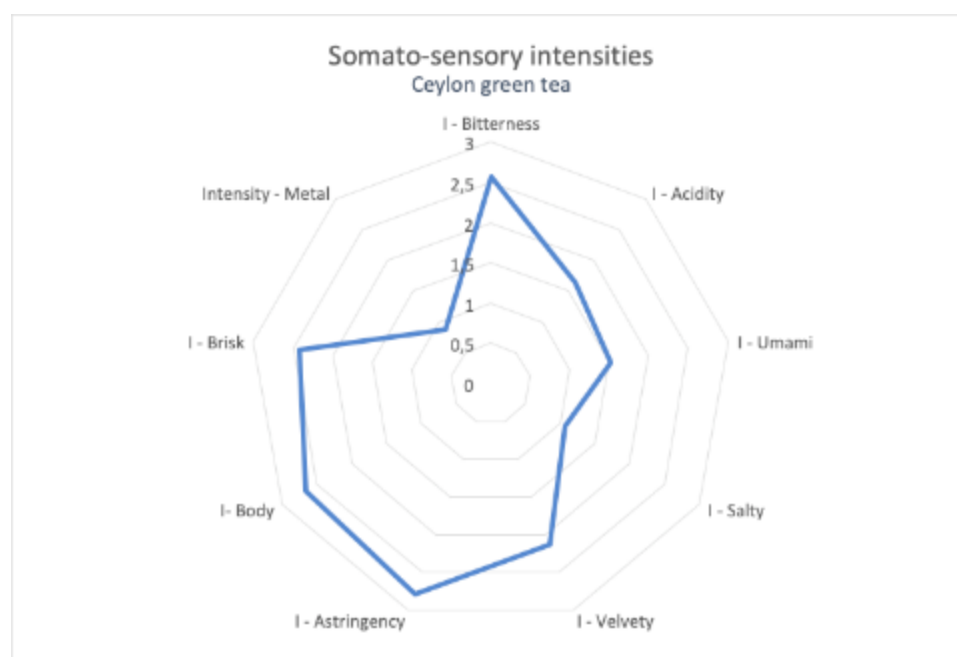
Chemical Parameter	Mean
Total polyphenol content(ISO 14502-1)(%)	14.59 ± 3.44
Caffeine (ISO 14502-2) (%)	3.07 ± 0.50
Water extract (ISO 9768) (%)	36.86 ± 3.14
Total Catechins (ISO 14502-2) (%)	4.42 ± 2.28

Data represent the mean value for chemical parameter± standard deviation

### 3.1.3.2/ Ceylon green tea – The colour of the liquor

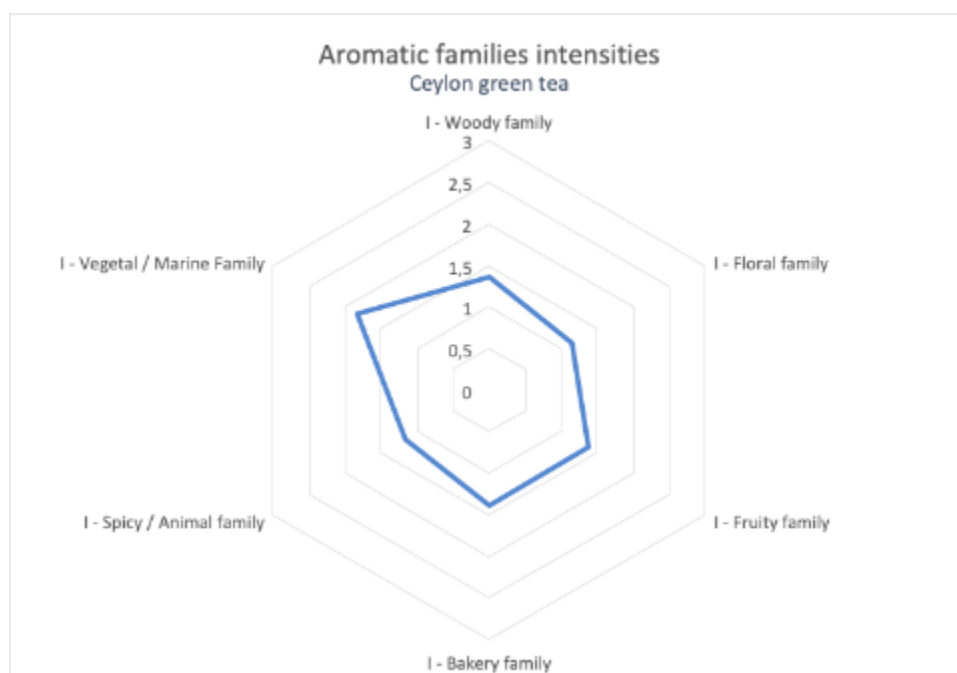
The colour of the liquor varies from light yellow with green or gold reflections to light amber with brightness and transparency.

### 3.1.3.2/ Ceylon green tea – The somato-sensory profile



The somato-sensory structure of 'Ceylon tea' green tea is a strong body, brisk and velvety, carried by bitterness and astringency, not salty or metallic and is very lightly umami and acid.

### 3.1.3.2/ Ceylon green tea – The aromatic profile



The dominant aromas of Ceylon green tea are in the following aromatic families:

- Vegetal marine with cooked vegetable, grassy and fresh seaweed notes
- Equal intensity for woody, with dry wood notes
- Fruity with citrus notes
- Bakery with toasted notes.

### 3.1.3.2/ Ceylon green tea – The chemical profile

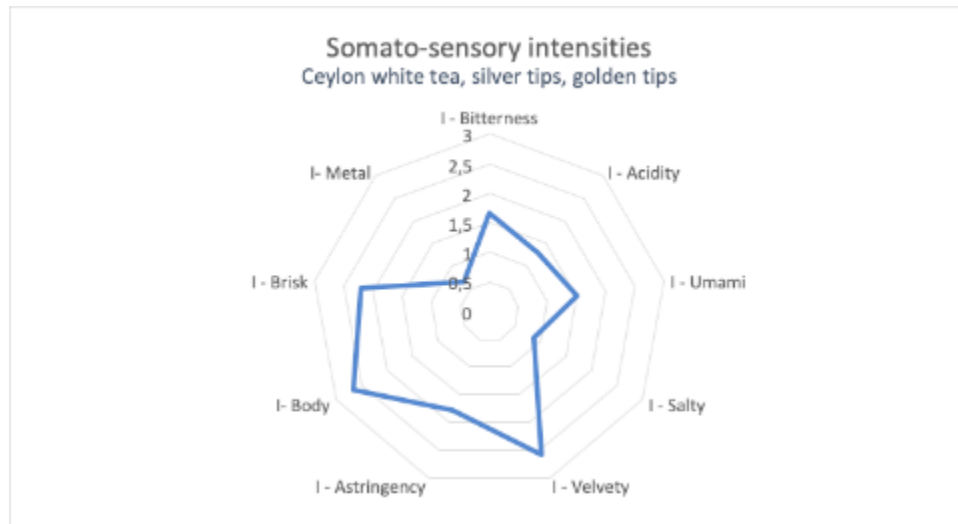
Chemical Parameter	Mean
Total polyphenol content (ISO 14502-1) (%)	22.80 ± 2.86
Caffeine (ISO 14502-2) (%)	2.92 ± 0.51
Water extract (ISO 9768) (%)	41.02 ± 3.04
Total Catechins (ISO 14502-2) (%)	15.34 ± 1.28
<b>Individual Catechins (ISO 14502-2)</b>	
(+)-catechin (C) (%)	0.17 ± 0.03
(-)-epigallocatechin (EGC) (%)	3.64 ± 0.52
(-)-epigallocatechin-3-gallate (EGCG) (%)	7.74 ± 1.52
(-)-epicatechin (EC) (%)	1.49 ± 0.20
(-)-epicatechin-3-gallate (ECG) (%)	2.30 ± 0.33

Data represent the mean value for chemical parameter ± standard deviation

### 3.1.3.3/ Ceylon white tea, silver tips, golden tips – The colour of the liquor

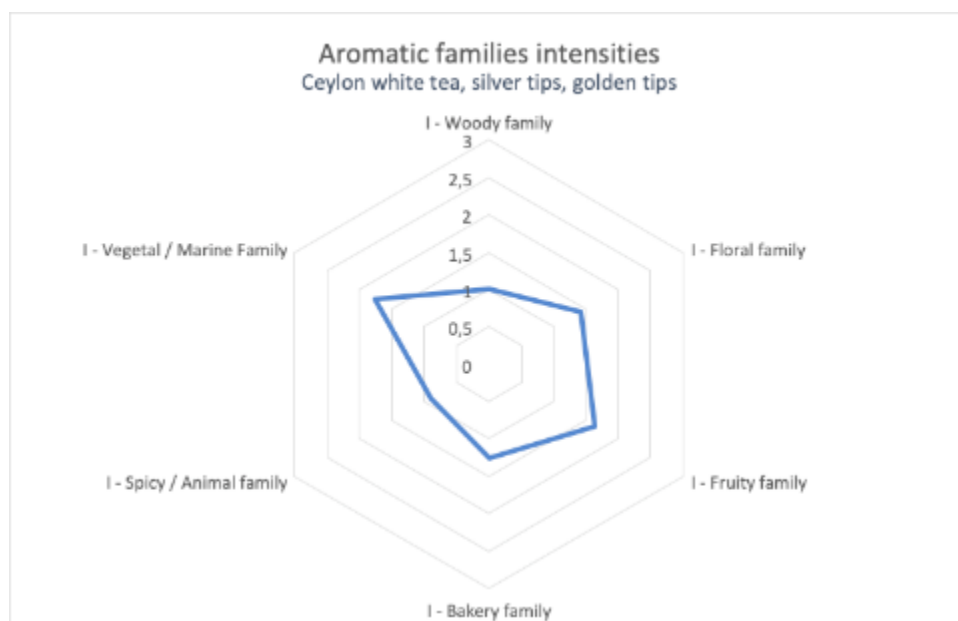
The colour of the liquor varies from light yellow to light amber with brightness and transparency.

### 3.1.3.3/ Ceylon white tea, silver tips, golden tips – The somato-sensory profile



The somato-sensory structure of 'Ceylon tea' white tea, is based on 2 dominant sensations: body and velvety, carried by light briskness, astringency and bitterness. It is not salty or metallic and is very lightly umami and acid.

### 3.1.3.3/ Ceylon white tea, silver tips, golden tips – The aromatic profile



The dominant aromas of Ceylon white tea are in the following aromatic families:

- Vegetal marine with notes such as cooked vegetable and hay
- Fruity with cooked fruit, yellow fruit and citrus noted
- Equal intensity for floral with geranium notes

- Bakery with toasted notes.

### 3.1.3.3/ Ceylon white tea, silver tips, golden tips – The chemical profile

Chemical Parameter	Mean
Total polyphenol content (ISO 14502-1) (%)	22.63 ± 3.60
Caffeine (ISO 14502-2) (%)	3.64 ± 1.48
Water extract (ISO 9768) (%)	38.98 ± 3.95
Total Catechins (ISO 14502-2) (%)	11.52 ± 5.34
<b>Individual Catechins (ISO 14502-2)</b>	
(+)-catechin (C) (%)	0.26 ± 0.11
(-)-epigallocatechin (EGC) (%)	1.96 ± 0.68
(-)-epigallocatechin-3-gallate (EGCG) (%)	6.68 ± 3.78
(-)-epicatechin (EC) (%)	1.10 ± 0.34
(-)-epicatechin-3-gallate (ECG) (%)	2.25 ± 0.83

Data represent the mean value for each chemical parameter ± standard deviation

### 3.2/ Feed (for products of animal origin only) and raw materials (for processed products only)

‘Ceylon tea’ is obtained from quality green fresh tea leaves grown in the delimited geographical area, in the island of Sri Lanka. Picking occurs all year long, through different regions and seasons – no dormant period. Plucking standards adapt to that seasonal variability, but only healthy tea shoots have to be plucked.

The table below gives the three levels of quality of green leaf, that can be measured on a weight basis (Weight of Standard Leaves/Total Sample Weight \* 100) as a percentage (%). The best leaves are defined as tender leaves and a bud or immature dormant shoot – undamaged as per the table.

Sri Lankan Tea Industry Plucking Standards	Description
Best (standard tender leaves)	Tender shoots (all 2L + 3L + Dormant) - Undamaged
Below Best (damaged tender leaves)	Tender shoots (all 2L + 3L + Dormant) - Damaged
Poor (coarse leaves)	Coarse leaf and mature stem parts

Figure: from up to down: best, below best, poor leaves



## **4/ Specific steps in production that must take place in the identified geographical area**

### **4.1/ Tea cultivation**

0. The tea is cultivated in the tea gardens of the delimited geographical area of the island of Sri Lanka.
1. Tea species are exclusively *Camelia sinensis*.
2. Tea bushes are either multiplied by vegetative propagation (VPs) or seedlings.
3. Tea gardens must be well maintained through good agricultural practices.
4. All new planting and replanting of seedlings or VPs should ensure good shade management.

Shade trees are important element of tea gardens as they simulate forest conditions, which are the natural habitat of tea. Shade trees provide additional environmental co-benefits important for the sustainability of tea gardens, especially in the context of climate change.

5. Weed management must follow the Integrated Weed Management (IWM) system. Herbicides/weedicides/pesticides use must respect a minimum interval of one week before harvest (Pre-Harvest Interval).

The Integrated Weed Management (IWM) approach includes preventive, manual, biological, cultural, mechanical and chemical methods (in rotation) as defined by the most current TRI circular on Weed Management. Tea gardens must limit chemical weeding to levels of inputs and application frequency as defined by the up-to-date version of the TRI advisory circular on Chemical control of weeds in tea lands.

### **4.2/ Plucking**

0. The tea bushes are plucked at required intervals of 6 to 10 days to ensure a regular renewal of juvenile leaves and a bud.
1. Plucking can be done by hand or by a mechanical device. A sub-labelling of “Hand plucked” can be used for tea that is 100% hand plucked.
2. Plucking standard is systematically determined at factory gate according to the three categories of plucking standards defined in the “quality of the raw material” (part 3.2)

### **4.3/ Transport of green leaf**

0. The green leaves must be transported in a way to preserve the quality of the leaves from farm gate (or collection point) to factory.
1. Green leaves must be delivered to the factory before 8:30PM on the same day they have been plucked.
2. Green leaf transport must be done with one or more approved containers recommended by the Tea Commissioner if located from and more than 5 km from the factory:
  1. Plastic crates with a maximum load of 20 kg.



2. Coir sacks (80cm x 65cm - minimum size) with a maximum load of 18 kg.
3. Nylon sacks (90cm x 70cm) with a maximum load of 20 kg.
4. Transport vehicles must be adapted and equipped for the transport of fresh green tea leaves. Collection lorries must be ventilated and equipped with racks and/or shelves for sacks handling. There should also be protection against the rain. They must be without any contamination.

Figure: Green leaves collector lorries



#### **4.4/ Processing**

All steps of processing of tea shall take place in the delimited area of the geographical indication 'Ceylon tea'.

There are different types of tea commonly manufactured in the region:

0. Black tea: pure Orthodox, Orthodox-Rotorvane, CTC
1. Green tea
2. White tea, silver tips, golden tips

##### **4.4.1/ Black tea**

Black tea is produced from the green leaves, by the following processes - notably withering, leaf maceration, aeration and drying.

There are 3 sub-categories of black tea, each based on a type of manufacturing:

1. Orthodox black tea, which produces leafy and broken tea grades
2. Orthodox-Rotorvane black tea, which produces broken tea grades
3. CTC (Cut, tear, curl), which produces predominantly small and even tea grades

Withering: upon arrival at the factory, the leaves are checked for quality (cf. 3.2) and the required quantity is weighed and loaded on withering troughs. Air is passed through the bed of leaves to reduce its moisture content to 55 – 60% (w/w, wet basis) in Pure Orthodox & Orthodox-Rotorvane type of manufacturing and

to 68-70% (w/w, wet basis) in CTC manufacturing. A minimum of 6 hours of withering is required for necessary chemical changes in leaves.

Figure: leaf quality check



Figure: withering lines:



Rolling: the withered leaves are then transferred/directed from the withering section to the rolling section. They are then twisted, which, by subjecting the withered leaves to a rolling movement under pressure, twist the leaves, rupture the cells and release cell sap, promoting oxidation and accelerating pigmentation.

For the production of Orthodox-Rotorvane black tea, a slight variation happens at the rolling step where Rotorvanes are used to macerate the leaves after the step of rolling in orthodox roller.

For the production of CTC black tea, the withered leaves are preconditioned in Rotorvane followed by successive CTC machines arranged in series.

Figure: Rolling machine



Figure: Rotorvane machine



**Aeration:** The leaves are then moved to the aeration area and spread at desired thickness on tables or floor or machine under a controlled humid environment for completeness of aeration reactions. It allows the rolled leaves to develop the desired flavour and colour. The optimum aeration period and temperature of aerating tea are decided by a prediction and correction method mastered by the factory staff to achieve the desired flavour and liquor characteristics.



Figure: Aeration



Firing/drying: The firing/drying step arrests fermentation and brings down the moisture content to a maximum of 3% (w/w, wet basis) for the sake of stability during storage.

Figure: Firing machine



Sorting/ grading: The tea is sorted to different grades according to size, shape and density, cleaned to present them in the most attractive and acceptable manner and prepared for marketing and transport. These grades are finally invoiced and must be packed in paper or paper board sacks with the SLS logo.

Figure: Sorting of the tea and packed tea



#### 4.4.2/ Green tea

Green tea is produced from the green leaves, by the following processes - notably fixing (panning or steaming), rolling, drying and grading.

Panning or steaming: The objective of panning or steaming is to inactivate the enzymes of the fresh tea leaves through exposure to desired high temperature. Panning consists of tossing the leaves on a heated surface while steaming involves exposing the tea leaves to steam. As a result, it arrests fermentation/oxidation. The leaf temperature is reduced and surface moisture is removed.

Figure: Panning system



Rolling: Leaves are then subjected to rolling in suitable rollers to achieve the desired/ required shape.

Firing/drying: This reduces the moisture to the desired level while fixing the shape of the leaf through exposure to the desired high temperature.

#### **4.4.3/ White tea, silver tips, golden tips**

Ceylon white tea, silver tips and golden tips are processed from tea leaves and buds only.

Drying: This reduces the moisture to the desired level.

#### **4.5/ Grading of teas**

The tea is sorted into different grades at the factory. The tea is sorted into different grades according to size, shape, and density, is then cleaned and prepared for marketing and transport.

These grades are finally invoiced and must be packed in paper or paper board sacks with the SLS logo. The moisture content of the end-product at the factory gate should not exceed 6.5% (w/w, wet basis).

#### **4.6/ Blending of teas**

‘Ceylon tea’ can be a blend of different teas from Sri Lanka complying with the present Specifications and originating from the geographical area. Such blending of teas from Sri Lanka must be carried out in Sri Lanka.

#### **4.7/ Flavouring**

‘Ceylon tea’ can be flavoured with the maximum amount of flavouring components not exceeding 25% of the total weight of the final product. Flavouring of ‘Ceylon tea’ can only be done in Sri Lanka.

#### **4.8/ Final packing**

The tea sold under the name ‘Ceylon tea’ must be packed within Sri Lanka.

Consumer packaging takes place in Sri Lanka, thus guaranteeing not only the product’s authenticity, but also that it retains its qualities and characteristics and at the same time protecting the ‘Ceylon tea’ geographical indication. Moreover, given the miscible nature of the tea, the obligation to package the tea in Sri Lanka guarantees its traceability and origin.

To be released to the market for consumption, the tea can be packaged in any form.

Only the packs containing 100% ‘Ceylon tea’, as defined in the present specifications and compliant with ISO 3720/ ISO 11287 and/or SLS 135 standards, Tea Board standards/guidelines and, conforming to the relevant specifications for content and packing requirements established by Sri Lankan food authorities and the Sri Lanka Tea Board, will be eligible to use the words ‘Ceylon tea’.

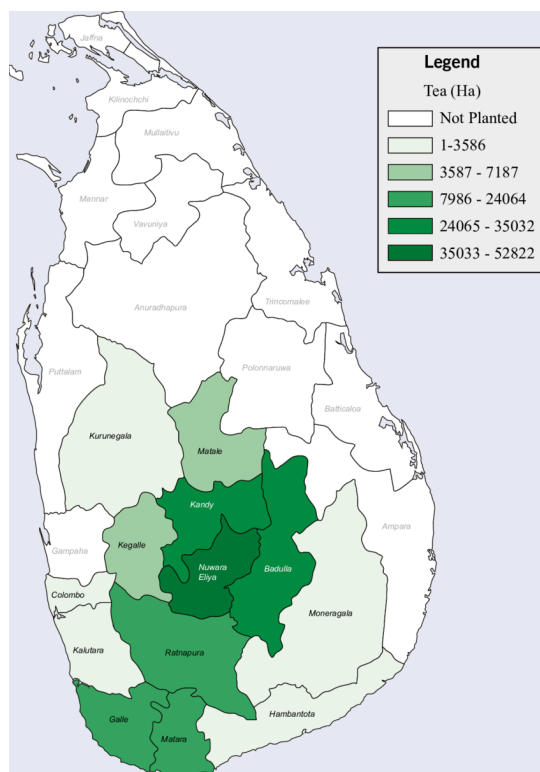
#### **4.9/ Specific rules concerning labelling of the product to which the registered name refers**

The words ‘Ceylon tea’ must appear on a prominent manner in each final consumer package.

## 5/ Concise definition of the geographical area

The area for tea cultivation and processing is the 13 districts as defined in map below:

- Badulla
- Colombo
- Galle
- Hambantota
- Kalutara
- Kandy
- Kegalle
- Kurunegala
- Matale
- Matara
- Moneragala
- Nuwara Eliya
- Ratnapura



Blending, flavouring and packing are allowed within the entire island of Sri Lanka.



## **6/ Link with the geographical area**

### **6.1/ Specificities of the product**

Tea cultivation in Sri Lanka succeeded that of coffee which was introduced to the then British colony of Ceylon in the 1840s. A blight, also called the coffee rust, showed first signs in 1869 and subsequently wiped out the coffee production in the span of a decade<sup>1</sup>. Witnessing the devastating effects of the coffee rust, coffee planters soon started looking for an alternative commercial crop. After years of experimental cultivation and processing of tea at the border of his coffee estate of Loolecandera near Kandy and attempts to match the know-how of Assam tea planters, the Scottish planter James Taylor established the first commercial tea plantation in 1867. He was the first planter in Ceylon to succeed with tea but he was not the first to try. Though records are scant, there is evidence that the cultivation of tea plants imported from China was attempted as early as 1824<sup>2</sup>. Tea presented numerous advantages. Tea bushes are well-suited to tropical climate and hilly topography of the island and public and private existing infrastructure, initially geared to the requirements of the coffee enterprise, could be adapted rapidly to serve the needs of tea. By the end of the century, the emerging tea industry soon surpassed all successes of its coffee predecessor in terms of export volumes, revenues and area under cultivation<sup>3</sup>.

### **6.2/ Historical reputation of 'Ceylon tea'**

#### **6.2.1/ 'Ceylon tea' name**

Under British rule, from 1815 to 1948, Sri Lanka was known as Ceylon, a name it kept for nearly a quarter-century after independence. The English name Ceylon is derived from Sihala, which is a poor rendering of the Sinhalese name of the island. The Arabic name(s) – Serendip, Serendiv, Singaldip – is derived from Sinhaladvipa. Similarly, the Greek name – Sheelan, Sielen Diva and 'Salike' also derived from the name Sinhala - the land of the Sinhalas. From the name Sielen, many European forms were derived: the Portuguese Ceilão, Spanish Ceilán, Dutch Zeilan, Ceilan, Seylon; French Selon, Ceylan and the Latin Zeylan. Ceylon gained independence on the 4 February 1948. In 1972, a new constitution was enacted, and Ceylon became the Democratic Socialist Republic of Sri Lanka. However, the name 'Ceylon' remained for the most famous national 'brands', such as tea or cinnamon. Indeed, the name 'Ceylon tea' has been used in trade since the 1880s<sup>4</sup>. At present, the Sri Lanka tea industry involves more than 397,233 smallholdings (2005) and 328 tea estates (293 in RPCs & 35 in States) (MAPI, 2018); 1,596 registered tea leaf dealers; 782 active registered factories; 8 registered tea brokers; 386 registered tea exporters and 189 registered packers (Sri Lanka Tea Board (SLTB, 2022)).

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<sup>1</sup> History of Ceylon Tea | Sri Lanka Tea Board. <https://www.srilankateaboard.lk/ceylon-tea/history-of-ceylon-tea/>. Consulted the 04/03/2024

<sup>2</sup> History of Ceylon Tea | Sri Lanka Tea Board. <https://www.srilankateaboard.lk/ceylon-tea/history-of-ceylon-tea/>. Consulted the 04/03/2024

<sup>3</sup> History of Ceylon Tea | Sri Lanka Tea Board. <https://www.srilankateaboard.lk/ceylon-tea/history-of-ceylon-tea/>. Consulted the 04/03/2024

<sup>4</sup> Oldest Historical News Snippets - History of Ceylon Tea. <https://www.historyofceylontea.com/ceylon-publications/newspaper-archives/news-archive/#melbourne-international-exhibition-awards-tea-i-269%20and%20https://www.historyofceylontea.com/ceylon-publications/newspaper-archives/news-> Consulted the 04/03/2024



### 6.2.2/ 'Ceylon teas'

'Ceylon tea' is traditionally recognized for the quality of its orthodox black tea but the production branched out to a variety of products. With the increase of ready-to-drink consumption in Western markets, the first instant tea factory opened in 1983. The other colours of 'Ceylon tea' saw their reputation increasing with time. Ceylon golden tips rapidly became a rare good. In 1891, a lot produced by Gartmore estate was knocked down at £25 10s per lb at the Mincing Lane auction in London. The first attempt at commercializing green tea took place at the turn of the 19<sup>th</sup> century to conquer the American market. The production of green tea was also subsidized through what was called the Green Tea Bonus, which gave 10% bonus for every pound exported. The trend was picked up by planters who soon realized that black tea was also appreciated by the American pallet. Thus, exports of green tea slowly decreased until they ceased in 1936. The production and export of green tea then resumed in 1982<sup>5</sup>.

### 6.2.3/ Early recognition of 'Ceylon tea' quality: strength, flavours, aroma and purity

As 'Ceylon tea' entered international markets, it quickly gained great consideration for its quality, as shown by numerous newspaper articles and advertisements from that time. In 1881, several 'Ceylon tea' estates were awarded the first order of merit at the Melbourne international exhibition awards for their orange and flowery pekoes - Oldest Historical News Snippets - History of Ceylon tea. The press did not spare enthusiasm about the impressive quality of 'Ceylon tea'. In 1891, the newspaper *The Queenslander* featured news from the London auction, which advertised receiving a 'Ceylon tea' consignment of superb quality: "recently a consignment of Ceylon tea of superb quality was put for sale in the city of London, which experts pronounced to be the finest article of the kind ever offered under the hammer". The figure below is from an 1896 advertisement for 'Ceylon tea' advocating for the strength, the flavour, the aroma and purity of 'Ceylon tea'<sup>6</sup>.



A 1896 print advertisement for Ceylon Tea and India Tea. Photo credit: periodpaper.com

The first international efforts at promotion began in the 1890s, as soon as an adequate supply of tea for export could be assured. 'Ceylon tea' was heavily promoted at various British Empire trade expositions, the Chicago World's Fair in 1893 and, most effectively of all, at the Paris Exposition of 1900. In addition, numerous manufacturers and exporters also promoted 'Ceylon tea' along with their brands<sup>7</sup>.

<sup>5</sup>"The Glorious History of Ceylon Tea". Lumbini Tea Valley Ceylon, 31 October 2019, <https://lumbiniteavalley.com/blogs/teas/the-glorious-history-of-ceylon-tea>.

<sup>6</sup> Oldest Historical News Snippets - History of Ceylon Tea. <https://www.historyofceylontea.com/ceylon-publications/newspaper-archives/news-archive/#melbourne-international-exhibition-awards-tea-i-269%20and%20https://www.historyofceylontea.com/ceylon-publications/newspaper-archives/news-> Consulted the 04/03/2024

<sup>7</sup> History of Ceylon Tea | Sri Lanka Tea Board. <https://www.srilankateaboard.lk/ceylon-tea/history-of-ceylon-tea/>. Consulted the 04/03/2024

#### 6.2.4/ Growing 'Ceylon tea' reputation worldwide:

The “Ceylon tea Propaganda Board”, the ancestor of today’s Sri Lanka Tea Board was established under British rule in 1932 as a privately funded initiative by the Propaganda Ordinance No.19. The Ceylon tea Propaganda Board became a fundamental mean of marketing and promotion of ‘Ceylon tea’ in Ceylon and all around the world. In the mid-1950s, the Ceylon tea Propaganda Board ran a domestic promotion campaign and deployed an itinerant caravan service across the island. Abroad, the local offices of the Ceylon tea Propaganda Board called the ‘Bureaux’ were in-charge of promoting the qualities of ‘Ceylon tea’ to the world<sup>8</sup>.



Title: Try the Tangy Today Taste of Quality Ceylon tea. Publication: Australian Women's Weekly, 09 August 1967 – Source: Trove National Library of Australia

The Bureaux participated in international events, opened tea centres and produced promotional material. In 1946, the first Ceylon tea Centre was opened in London. In 1953, it hosted an exhibition = ‘Ceylon the beautiful’ - featuring tea and other subjects relating to Ceylon. In 1975, the Ceylon tea Propaganda Board became a part of the newly enacted Sri Lanka Tea Board (SLTB). The promotional efforts resumed and in 1980 and 1982, ‘Ceylon tea’ was the official tea supplier of the Moscow Summer Olympic Games and Brisbane Commonwealth Games<sup>9</sup>.

#### 6.2.5/ Lion Logo as a symbol of quality

In the 1960s, the Lion badge, ancestor of the Lion logo, was already recognized as a symbol of quality and authenticity. It became an identification aid for those looking for the special flavour of ‘Ceylon tea’. The Lion logo, complemented by the words ‘Ceylon tea symbol of quality’ was then registered as a certification mark by the SLTB in 2005. Printed on packs of 100% pure ‘Ceylon tea’, packed in Sri Lanka and under 3kgs, the Lion logo is a quality symbol that is currently registered in 106 countries.

<sup>8</sup> History of Ceylon Tea | Sri Lanka Tea Board. <https://www.srilankateaboard.lk/ceylon-tea/history-of-ceylon-tea/>. Consulted the 04/03/2024

<sup>9</sup>“The Glorious History of Ceylon Tea “. Lumbini Tea Valley Ceylon, 31 October 2019, <https://lumbiniteavalley.com/blogs/teas/the-glorious-history-of-ceylon-tea>.

### 6.3/ Current reputation of 'Ceylon tea'

The reputation of 'Ceylon tea' still reaches far beyond the borders of Sri Lanka. The name of this global product is recognized and promoted in all parts of the world thanks to the constant efforts of the Sri Lanka Tea Board to take part in global events. The 150 years of the 'Ceylon tea' industry was celebrated in 2017. This milestone showed the historical reputation that 'Ceylon tea' has upheld for decades and Sri Lanka's key role as a global tea supplier.

Figure: Invitation to 'Ceylon tea' Global Tea Party, 06 July 2017<sup>10</sup>



Figure: Global 'Ceylon tea' Party, 06 July 2017, Canberra, Australia<sup>11</sup>



<sup>10</sup> <https://twitter.com/srilankaglobal/status/882802792334860288>. X (formerly Twitter), <https://twitter.com/srilankaglobal/status/882802792334860288>. Consulted the 04/03/2024.

<sup>11</sup> Global Ceylon Tea Party Kicks off in Canberra | Daily FT. <https://www.ft.lk/travel-tourism/global-ceylon-tea-party-kicks-off-in-canberra/27-626961>. Consulted the 04/03/2024.



Figure: Global ‘Ceylon tea’ Party in 2017, Ankara, Turkey<sup>12</sup>



Between 2013 and 2015, the Sri Lanka Tea Board was the official international partner of the Sri Lanka Cricket Team<sup>13</sup>. In 2022, ‘Ceylon tea’ was the official tea supplier of the Birmingham 2022 Commonwealth Games which attracted about one million spectators, providing the ‘Ceylon tea’ name with international coverage during large-scale sports events<sup>14</sup>. In 2020, the SLTB was also the sponsor of the Tea Masters Sketch competition, an international competition featuring ‘Ceylon tea’ and promoting tea cultures of the world. In an effort to further spread the ‘Ceylon tea’ brand, the SLTB kicked off its ‘Ceylon tea Global Campaign’ at the 28th WorldFood Moscow exhibition in Moscow with great celebrations highlighting ‘Ceylon tea’ and the Sri Lankan culture<sup>15</sup>.

Special attention is given to all ‘Ceylon tea’ products which includes green tea, white tea, silver tips and golden tips. A green tea stall and tea tasting was organized by the Sri Lankan Mission in Australia in 2023 to promote the increasing demand for Ceylon green tea in this market<sup>16</sup>.

Figure: Sri Lankan batsmen Kumar Sangakkara, (left) and Mahela Jayawardene (right) play the West Indies in Kingston, Jamaica. Jersey printed with ‘Ceylon tea’ and the Lion symbol<sup>17</sup>.



<sup>12</sup> The Global Ceylon Tea Party – Ankara Chapter. [https://www.srilanka.org.tr/the-global-ceylon-tea-party-ankara-chapter\\_4-363](https://www.srilanka.org.tr/the-global-ceylon-tea-party-ankara-chapter_4-363). Consulted the 04/03/2024

<sup>13</sup> Tea Board Gets Sporty as Official International Partner for National Cricket Team | Daily FT. <https://www.ft.lk/front-page/tea-board-gets-sporty-as-official-international-partner-for-national-cricket-team/44-156584>. Consulted the 04/03/2024

<sup>14</sup> Ceylon Tea Named Official Tea Supplier – UK Tea and Infusion. <https://www.tea.co.uk/news/article/ceylon-tea-named-official-tea-supplier-for-the-birmingham-2022-commonwealth>. Consulted the 04/02/2024

<sup>15</sup> Ceylon Tea Named Official Tea Supplier – UK Tea and Infusion. <https://www.tea.co.uk/news/article/ceylon-tea-named-official-tea-supplier-for-the-birmingham-2022-commonwealth>. Consulted the 04/02/2024

<sup>16</sup> A Ceylon Tea Stall Set Up to Promote ‘Ceylon Green Tea’ in Australia - Tea With Nipun. <https://www.teawithnipun.com/news/a-ceylon-tea-stall-set-up-to-promote-ceylon-green-tea-in-australia/>. Consulted 04/03/2024

<sup>17</sup> Association, Press. “Sri Lankan Cricketer “Tried to Open Plane Door in Mid-Air””. The Guardian, 2 July 2013. The Guardian, <https://www.theguardian.com/world/2013/jul/02/sri-lankan-cricketer-plane-door>. Consulted the 02/03/2024

Figure: 'Ceylon tea', official tea supplier of the Birmingham 2022 Commonwealth Games<sup>18</sup>



Figure: 'Ceylon tea' sponsors Tea Masters Sketch competition, 2020<sup>19</sup>



Figure: Ambassador Jayatilleka inaugurates 'Ceylon tea' Global Promotion Campaign in Moscow<sup>20</sup>



<sup>18</sup> Ceylon Tea Named Official Tea Supplier – UK Tea and Infusion. <https://www.tea.co.uk/news/article/ceylon-tea-named-official-tea-supplier-for-the-birmingham-2022-commonwealth>. Consulted the 04/02/2024

<sup>19</sup> "Tea Masters Sketch — Make a Tea Video and Win a Tea Trip!" Tea Masters Cup, <https://teamasterscup.com/2020/05/21/tea-masters-sketch-make-a-tea-video-and-win-a-tea-trip/>. Consulted the 04/03/2024

<sup>20</sup> Ambassador Jayatilleka Inaugurates Ceylon Tea Global Promotion Campaign in Moscow – Ministry of Foreign Affairs – Sri Lanka. <https://mfa.gov.lk/ambassador-jayatilleka-inaugurates-ceylon-tea-global-promotion-campaign-in-moscow/>. Consulted the 04/03/2024

The Sri Lanka Tea Board has been funding exporters and participating in trade fair exhibitions for decades to promote 'Ceylon tea'. Some of the key exhibitions and fairs include ANUGA in Germany, Prodexpo Moscow in Russia, Gulfood in the UAE, SIAL Canada and China), World Tea Expo, Las Vegas in the United States (US), Food West Africa in Nigeria, Food Taipei in Taiwan, Summer Fancy Food, New York in the US, World Food Istanbul in Turkey, World Food, Moscow in Russia, Foodex Saudi in Saudi Arabia.<sup>21</sup>

## **6.4/ Specificities of the geographical area:**

### **6.4.1/ Specificities of the Natural Factors**

The quality of 'Ceylon tea' relies on the geography of the delimited geographical area of 'Ceylon tea'. The climate, soil and topography specificities of the delimited geographical area gives 'Ceylon tea' both physical and organoleptic recognizable characteristics.

Located on a tropical island (between 5° 55' to 9° 51' North latitude and between 79° 42' to 81° 53' East longitude) 'Ceylon tea' cultivation extends over an altitude gradient ranging from sea level up to high altitudes (above 1200 meters). In the tea sector, it is therefore common to refer first to 'Ceylon tea' growing area by their altitude, namely: the "low country" (ranging from sea level to 600m), "mid country" (600m to 1200m) and "up country" (above 1200m).

The agro-climatic specificities of 'Ceylon tea' are defined by an important diversity in climate in the tea growing areas. This is a signification feature in the wet and intermediate zones of Sri Lanka. The rainfall pattern is distinctly seasonal with two pics. More specifically, rainfalls are paced by the South-West monsoon from May to September, and the North-East monsoon from December to February, followed by inter-monsoonal rains covering the whole island (March-April and October-November). The central mountains act as a divider between those two annual climatic events, which results in different periods of rainfall on either side of the mountains. The amount of rainfall and its distributions are the most important factors that affect the productivity of tea. The number of rainless days in the wet zone is very small compared to the total number of rainy days in a year. In addition, the agro-climatic conditions of the delimited geographical area offer good exposition to solar radiation. The mean annual sunshine duration in the wet zone ranges from 4.9 to 6.4 hours per day depending on the location.

The above-mentioned criteria, combined with soil conditions, terrain and land use pattern, defines 46 Agro-Ecological Regions (AERs) for the whole of Sri Lanka (see Map of agro-ecological regions of Sri Lanka (Panabokke and Kannangara, 1975), of which 25 are found to be particularly suitable for 'Ceylon tea' production. Today, tea grows in 25 AERs, each experiencing variations from one to another (see Map in the section "Geographical area" above).

The complex topography, combined with changing weather patterns over the span of a year, generate favourable conditions for tea cultivation resulting in year-round production. It also creates a diversity of tea growing conditions, which in turn is responsible for the complex taste of 'Ceylon tea'.

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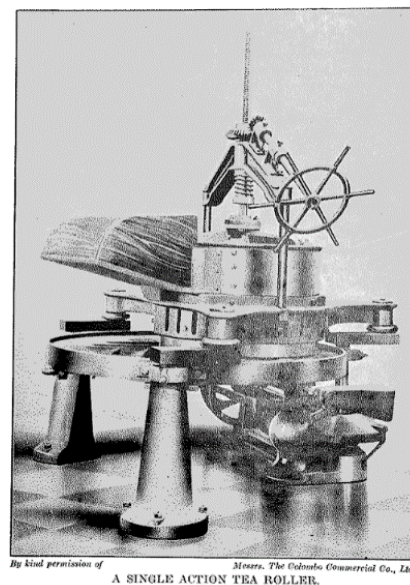
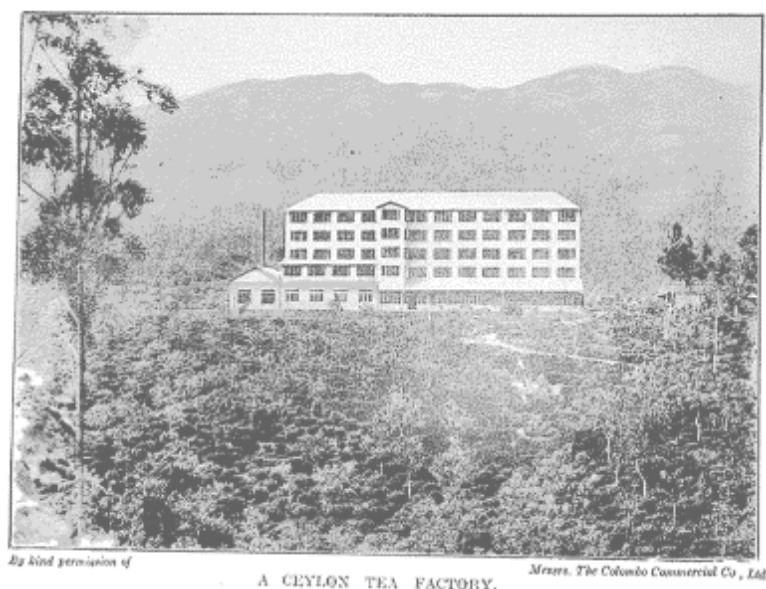
<sup>21</sup> Ambassador Jayatilleka Inaugurates Ceylon Tea Global Promotion Campaign in Moscow – Ministry of Foreign Affairs – Sri Lanka. <https://mfa.gov.lk/ambassador-jayatilleka-inaugurates-ceylon-tea-global-promotion-campaign-in-moscow/>. Consulted the 04/03/2024

#### 6.4.2/ Specificities of the Human Factors

In addition to the above-mentioned factors, the great reputation of 'Ceylon tea' has been built thanks to the continuous efforts of people who, over the years, have developed specific know-how oriented towards quality production at each stage of product processing: plucking, tea manufacturing, auctioning, tea blending and flavouring.

**Plucking** - Most of 'Ceylon tea' is harvested or plucked manually. The particular know-how of tea pluckers allows them to select the best leaves to produce quality 'Ceylon tea'. The tea pluckers master different types of plucking techniques to identify the good leaves to be plucked, foster the productivity of the tea bush and support the maintenance of the tea bushes<sup>22</sup>.

**Tea manufacture** - The quality of 'Ceylon tea' is the result of a dense network of tea factories, which gradually developed a tea manufacturing process to optimize natural, agronomic, logistic and economic conditions. When tea bushes replaced dying coffee plants, tea factories were built on-site to allow processing of raw leaves, in order to maintain their freshness and quality. From then, tea planters started to develop the art of 'Ceylon tea' manufacture. Through shared experience, they developed the principles of the industrialized manufacturing process for 'Ceylon tea', adapted to climatic conditions, newly acclimatized tea plants and market requirements (e.g. withering time depending on relative humidity and the quality of the tea leaves, number of rolling revolutions, ideal firing temperature, etc.). Even though technological innovations are constantly springing up in the tea sector, the main manufacturing principles defined in the first half of the 20th century (e.g. "Tea manufacture – its theory and practice in Ceylon" by HJ Moppett 1922 (2nd edition in 1931)), remain accurate today. The tea factories' machineries are today a patrimonial heritage of the 150-year-old knowledge of craftsmen. The 'Ceylon tea' craft is also followed and adapted to a small scale by artisanal manufacturers who produce 'Ceylon tea' using a combination of machines and manual techniques.



Source: H.J. Moppett, 1922

Then 'Ceylon tea' manufacture principles have been consolidated by the Tea Research Institute of Ceylon (TRI), notably through a series of Monographs on Tea production in Ceylon. The N°4 deals with "Tea manufacture in Ceylon", by the technologist E L. Keegel published in its second edition in 1958, and still counts as a major reference for today's TRI (cf. TRI Handbook on Tea)

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<sup>22</sup> TRI field guide book



The quality officer of the tea factory is instrumental in ensuring that the manufacturing process is thoroughly executed. He/she is also the holder of the fine knowledge of tea manufacturing. They adapt the duration of the sensitive steps of withering and fermentation/oxidation of the tea leaves depending on the climatic conditions of the day. A rainy day can lengthen the withering time, whereas hot sunny weather speeds up the fermentation/oxidation of the rolled leaves. The quality officer is a tributary of the 'Ceylon tea' planter's and manufacturers' traditional experience in maintaining and evaluating the quality of the made tea. This know-how further stretches out to an extensive list of grades of 'Ceylon tea' manufacturers and other industry stakeholders to identify and adhere.

**Colombo Auction** – The auction system can be considered as part of the cultural heritage that showcases the 'Ceylon tea' quality and contributes to its truthful recognition. Tea auctions were first introduced in Colombo in 1883, on the premises of Somerville & Co., a Colombo merchant house, on the basis of those conducted at Mincing Lane in London.

By the turn of the century, most of the estates were owned by joint-stock companies, either listed in sterling or in rupee. Shareholders of those companies were British, often far from the plantations. The management in the estates was delegated to 'management companies' or 'agency houses', which handled the cultivation, processing and sale of tea. In Colombo, the agency houses employed teams of expert tea-tasters to sample and report on the quality of each estate's produce before it was put up for auction in Colombo or London. The brokers and buyers, too, had their tasters, and it was tasters from both sides who attended the auctions. Once established, the structure of the 'tea trade' was little altered. Overseen by trade associations such as the Ceylon Chamber of Commerce (est. 1839) and the Colombo Tea Traders' Association (est. 1894), it continued to function with little change in operational procedure, management style or ownership structure throughout the colonial period and was British-dominated<sup>23</sup>. The Colombo tea auction in Sri Lanka now operates as an online platform; the first historical online auction was successfully conducted on 4 April 2020. The bidding process is similar to the physical system - transparency is maintained throughout similar to the original auction process - contributing to steer up the best price for the best quality.

**Tea Blending and Flavouring** – The specificity of 'Ceylon tea' is evident in the wide range of tastes and flavours derived from the diversity of the agro-ecological regions in which it is found. As a result, the 'Ceylon tea' sector has developed recognized know-how in terms of tea identification and blending, to obtain the desired appearance, qualities and aromatic notes in the final beverage. Tea tasters have an important role in factories and brokers and exporters' houses. They are specifically trained for quality assessment. Experienced tea tasters can identify defects, their origin and consequently advise the manufacturer regarding over or under firing, over or under fermentation/oxidation, over or under withering, etc. They are also trained to recognise the special regional characters of 'Ceylon tea' as well as the wide range of grades. Therefore, like tea factory quality officers, tea tasters are defenders of an origin and taste that make the quality of 'Ceylon tea' special.

Blends of teas from Sri Lanka and flavouring in Sri Lanka are important features of 'Ceylon tea' exporters' specific know-how. As described earlier, blending of teas from Sri Lanka and flavouring is traditionally done in Sri Lanka to produce 'Ceylon tea'. It is a currently established practice to flavour the tea. Flavour like bergamot is ancient, whereas botanicals is more recent. Exporters tend to respond to customers' requests for a specific taste, smell and appearance (colour and shape) of the tea. Exporters build standards, which act as references to respond to those requirements. Blending of teas from Sri Lanka and flavouring therefore

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<sup>23</sup> History of Ceylon Tea | Sri Lanka Tea Board. <https://www.srilankateaboard.lk/ceylon-tea/history-of-ceylon-tea/>. Consulted the 04/03/2024



fall into a tradition of tailor-made teas, which vary from customer to customer, and from one market to another.

Blend sheets are testimonies of those practices and are a mandatory document, which must be submitted to the SLTB prior to export. A blend sheet lists the various teas from Sri Lanka that are mixed together, along with flavours and their respective quantity. It is part of the exporter's expertise to decide which grades can be blended and in which proportion, to replicate a specific, custom-made tea. Blending of teas from Sri Lanka and flavouring are important indicators of quality control of 'Ceylon tea' and encapsulate the knowledge that 'Ceylon tea' exporters have of their markets, which in turn justify that these two steps must take place in Sri Lanka.

#### 6.4.3/ How the specificities of the geographical area influence those of the product (causal link)

Climate, topography and the human knowledge of blending of teas from Sri Lanka gives 'Ceylon tea' its characteristics. These factors give the tester of Ceylon black tea a sensation of bitterness, body and acidity while developing an aroma referring to the family of wood and bakery. The tester of green tea, white tea, silver tips and golden tips will find similar sensations but will identify vegetal and marine aroma.

## **7/ Evidence that the product originates in the defined geographical area.**

Traceability of the 'Ceylon tea' is ensured by two mechanisms defined in the Tea Control Act.

- All operators involved in the tea value chain must be registered at the public authorities in charge of tea in Sri Lanka
- Operators have frequent and mandatory exchanges with Sri Lankan authorities and are compelled to record their operations (especially regarding inputs and outputs of materials)

### **7.1/ Traceability at the level of tea leaf growers, leaf collectors**

Tea gardens below 10 acres are under the supervision of the Tea Small Holdings Development Authority (TSHDA) while other tea gardens (Regional Plantation Companies and private gardens, here called "estates") above 10 acres are under the supervision of the Sri Lanka Tea Board. Finally, a very tiny proportion of the leaves are produced by state-owned estates under the authority of the Ministry of Agriculture and Plantation Industries. Regardless of their size however, all tea gardens are registered with the Tea Land Registration System managed by the SLTB.

All quantities of plucked leaves supplied to the tea factory are recorded. If the tea factory is on the same land as the tea garden (for instance estates of Regional Plantation Companies collecting tea leaves from their own estate), the traceability is ensured by internal documents.

When the tea garden is independent from the tea factory (this is the case for 78% of the tea leaves that are sourced from gardens under 10 acres), the supply of tea leaves can be done either directly by the tea grower himself, or through a collector, registered at the Sri Lanka Tea Board serving as a middleman between tea garden and factories, or directly by a tea factory employee. Regardless of the collection method used, all operators (tea farmer, collector, and factory employee) record the quantities of leaves supplied since tea leaves are paid according to quantities supplied (for a tea grower) or collected (for collector or factory employee).

Collectors must monthly communicate to the SLTB the quantity of leaves received and supplied to factories. They are therefore submitted to a particularly strict and mandatory bookkeeping practice(s).

### **7.2/ Traceability at the factories level**

The traceability at factory-level operates on the same basis. All tea factories are registered at the Sri Lanka Tea Board. Factories must record the quantities of leaves received (whether from their own tea gardens, independent tea gardens, or from collectors) and must record all operations tea leaves undergo (withering, rolling, fermenting etc). Every month, factories must send to the SLTB all information about their production: the quantity of leaves received, production output, quantity and use of refuse tea, sales details of the production.

The finished product called 'made tea' is stored in air and moisture-proof bags, which are gathered into invoices composed of 10 to 40 bags of the same grade. Each bag is tagged with the invoice number and the number of the bag within the invoice.

### **7.3/ Traceability at the level of brokers**

90% of the tea produced in Sri Lanka is sold at the auction, through 8 brokers. The 8 brokers are registered at the SLTB and are intermediaries between factories and exporters/local distributors.

Once invoices are ready at factory level, the broker collects them and gives a batch number to each invoice (without any change of the content of the invoice). Brokers do not blend, flavour or modify the tea, they just serve as middlemen to introduce this tea at auctions. All the operations of the online auctions (i.e. sale and purchase of tea) are recorded.

### **7.4/ Traceability at the level of exporters**

95% of the tea produced in Sri Lanka is exported. Exporters must be registered at the Sri Lanka Tea Board. Exporters buy tea batches (so the factories' invoices) at auctions.

Most of the tea produced in Sri Lanka, whether exported or not, is blended by exporters with other teas from Sri Lanka. As explained previously, to ensure traceability, exporters must create a blend sheet that records the different teas mixed into one blend. To obtain the authorization to export, exporters must submit this blend sheet to the Sri Lanka Tea Board.

## **8/ Controls**

The Ministry of Agriculture Plantation Industries (MAPI) of Sri Lanka is the competent authority in charge of the overall 'Ceylon tea' GI control system, as defined in the Tea Control Act. The Ministry of Agriculture and Plantation Industries is headed by a Minister appointed by the Government of the Democratic Socialist Republic of Sri Lanka under the approval of the Parliament. As the competent authority of the Geographical Indication, the Ministry of Agriculture and Plantation Industries delegates its authorities to two control bodies:

The Sri Lanka Sri Lanka Tea Board (SLTB) and the Tea Small Holdings Development Authority (TSHDA) are already under the supervision of the Ministry of Agriculture and Plantation and Industries which validates every year their budget and action plan. Moreover, every quarter, the TSHDA and the SLTB report their activities to the Ministry of Agriculture and Plantation and Industries (for instance: number of inspections conducted on the value chain, number of formations delivered, number of advertisement campaigns done). Finally, within the MAPI, a team composed by 6 employees has been appointed to follow the Geographical Indication project.

The scope of SLTB's control activity is under the purview of a dedicated department, located in the central office in Colombo, called the Tea Commissioner division. It is headed by a Tea Commissioner supervising the control activity.

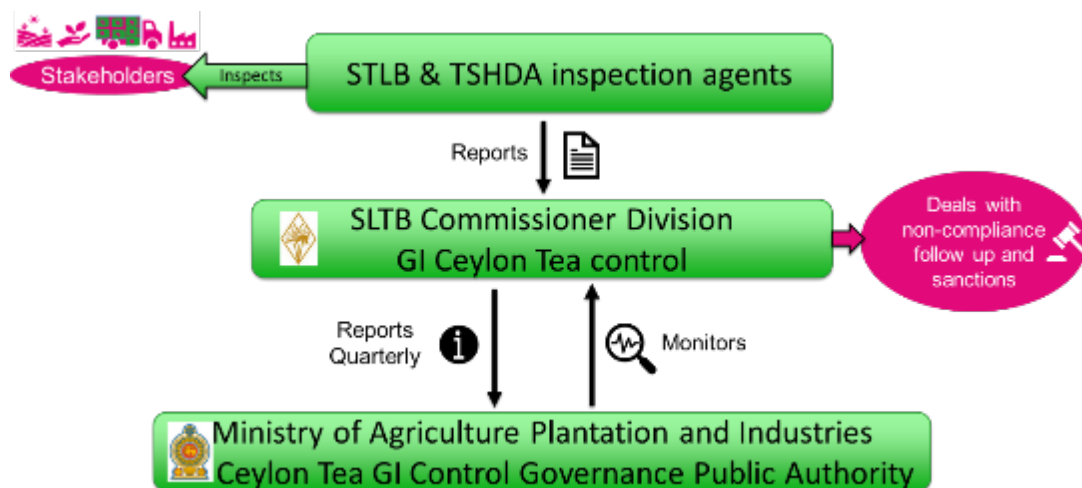
At the regional level, this function is delegated to Assistant Tea Commissioners. They manage a team of tea inspectors who inspect tea gardens (with an area larger than 10 acres), the factories and exporters.

TSHDA is a public body responsible for small tea growers producing tea on plots of land less than 10 acres. Inspections are conducted by tea inspectors, under purview of regional extension officers, who are themselves supervised by the extension officers of the central office located in Sri Jayewardenepura Kotte, the administrative capital of Sri Lanka.

The responsibilities of the SLTB and the TSHDA are not conflicting as both control bodies control different sets of stakeholders. The TSHDA extension officers have no power of constraint. The TSHDA conduct inspections to check compliance with the book of specification and produce an inspection report; the results are sent to the SLTB commissioner division for possible sanction implementation.

The SLTB can impose specific sanctions (i.e. specific conditions of return to conformity) to non-compliant stakeholders, depending on a sanctions grid drafted in the control plan which is approved by the MAPI. For coordination and monitoring purposes, upon request, the GI Management Committee in charge of the governance of the GI can consult the status of controls carried out, their results and sanctions applied by both public control bodies. The SLTB commissioner division informs the GI management Committee and the MAPI within one (1) week of any sanction issued against a non-compliant stakeholder. Finally, in the event of a new type or an unusual non-compliance (unanticipated in the sanction grid), the MAPI is responsible for designing the conditions of return to compliance. The stakeholder can appeal a decision regarding non-compliance to the Ministry of Agriculture and Plantation Industries.

Figures: Current Control System of Tea – SLTB and TSHDA



Annex 1 - 'Ceylon tea' traceability flow chart

