



Commodity House

TEA MARKET REPORT

SALE NO: 27 of July 11 & 12, 2022

LANKA COMMODITY BROKERS LTD

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COMMENTS

This week's tea auction (Sale # 27) was conducted on July 11 & 12, 2022 (Mon/Tue), with a weight of 5.4 mkg which was an increase of 0.4 mkg over the previous auction. The Low Grown Leafy, Semi Leafy, Tippy & Small Leaf/ Premium Flowery catalogues totaled 2.4 mkg, while the Main Sale High & Medium segment had 0.7 mkg. The Ex Estate category had 0.57 mkg.

There was good widespread demand for Ex Estate teas. Selected Western BOP's gained Rs.100/- and more, whilst their corresponding BOPF's were irregular and barely steady. Western BOP's in the below-best category improved up to Rs.50/- while plainer teas were barely firm. Below-best Western BOPF's with neater leaf gained Rs.50/- to 100/-. Nuwara Eliya BOP's and BOPF's were easier. Uva/Uda Pussellawa BOP's were irregularly lower. Uda Pussellawa BOPF's with improved and brighter liquors were dearer whilst others were easier. Uva BOPF's advanced Rs.30/- to 50/-. CTC Teas - High Grown PF1's were barely steady whilst Mediums were mostly firm, and Low Grown sorts gained up to Rs.50/-. High Grown BP1's were irregular, while, Medium with neater leaf gained up to Rs.50/-. Low Grown BP1's with maintained leaf appearance advanced up to Rs.100/-. There strong demand from Japan, Germany and other European markets for the liquoring teas with robust competition from buyers for China, Taiwan and Hong Kong. Russian interest was strong and widespread.

There was good interest for Low Grown Leafy teas, whilst Semi Leafy and Tippy / Small Leaf teas received fair demand. Select best OP1's were barely steady, whilst, improved below-best teas were fully firm to selectively dearer, with poorer sorts mostly maintaining last levels. Well-made OP's/OPA's were fully firm to dearer. BOP1's in the "best" category were barely steady, whilst cleaner below-best sorts appreciated sharply. Select best Pek/Pek1's were fully firm whilst others were firm to irregularly lower following quality. Stylish FBOP's were generally dearer on last, whilst, neat and well-made FBOPF1's held firm, although below-best cleaner teas were dearer. There was good demand from Middle Eastern buyers whilst the CIS shippers were also active for leafy grades. Demand from Russia was sustained. Turkey was active but selective for Pekoe grades. Libya continued to support secondary leafy grades. Iraq was active on bottom level teas.

This week's auction comprised of 10,477 lots with a total quantity of 5,410,931kgs.

The catalogue wise breakdown was as follows:-

	Lot	Qty.(Kgs)
Low Grown Leafy	2,080	872,115
Low Grown Semi Leafy	1,360	574,718
Low Grown Tippy	1,832	904,578
High & Medium	1,432	692,054
Off Grade/BOP1A	2,434	1,361,284
Dust	398	359,710
Premium Flowery	401	72,583
Ex-Estate	<u>520</u>	<u>573,889</u>
Total	<u>10,477</u>	<u>5,410,931</u>

In Lighter Vein

Dad Knows Best

A small town man decides to go to the city. He's a self-sufficient guy so this is a rare occurrence, however finding himself low on essentials he decides there's nothing for it and heads in. Being something of a special occasion he takes his youngest child with him, thinking it was the perfect chance to show off his knowledge of the world outside to an eager audience. On the trip in, they chatter away until they arrive at their first stop, the bakery. Pulling up, the little one excitedly asks where they are. "Why this is John the Baker, youngest. You see, when Dad doesn't make any bread, John makes it for him." The little one stares at him wide eyed and asks "is it as good as yours?" With a small grin he replies "No, mine is better!" And off he went to get the bread. Arriving at their next stop, the little one again queries where they are. "Why this is Ted's Liquor store, youngest. You see, when Dad doesn't make any beer, Ted makes it for him." The little one stares at him, thinking hard, and asks "is it as good as yours?" With a bigger grin he replies "no, mine is better!" and off he went to get some beer. At their final stop, the butcher's shop, the little one thinks the world makes a lot more sense now. "So then Dad..." his smallest child begins, and looks at him expectantly. "Yes that's right little one. This is Tom the Butcher. And when Dad hasn't made any sausages..." he trails off. "... Tom makes them for you?" She asks hesitantly. "Yes that's right! You are a smart one!" He exclaimed. "And yours are better!" She shouts. Beaming with pride he says "Exactly!" And away he goes to collect some sausages from Tom. On the road home they pass the postal truck coming the other way. "Hey Dad!" Exclaimed the little one. "It's Pete the Postman!" "Yes that's right" said the farmer, but sensing what comes next he quickly continued "but we need Pete, your Dad is a farmer and can do a lot of things but I can't do what Pete does." "Oh yes!" she replied, "Mum says so too!"

LOW GROWN TEAS

LEAFY/SEMI LEAFY

- BOP1** : Select best types maintained last levels; others were firm to dearer.
- OP1** : Best on offer declined Rs.50-80/-; others were irregular and mostly lower.
- OP** : Select best maintained last levels, Secondaries declined by Rs.50-70/-.
- OPA** : Select best types maintained last levels; others declined sharply.
- PEK/PEK1** : Well made shotty PEK/PEK1s were firm on last levels. Open PEK/PEK1s declined by Rs.40-80/-; others were irregular and mostly lower.

Quotations (Rs./Kg)	Best		Below Best		Others	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
BOP1	3000-4150	2700 - 4150	1700-3000	1500 - 2700	1000-1700	900 - 1500
OP1	2700-4100	2800 - 4200	1500-2700	1700 - 2800	900-1500	1000 - 1700
OP	1600-2850	1700 - 2800	1100-1600	1200 - 1700	650-1100	700 - 1200
OPA	1400-2650	1500 - 2650	900-1400	1000 - 1500	400-900	450 - 1000
PEK/PEK1	1600-2600	1500 - 2600	1300-1600	1300 - 1500	1000-1300	1000 - 1300

TIPPY/SMALL LEAF

- BOP/BOPSP** : Well-made BOP's were firm, however cleaner Below Best and cleaner teas at the lower end appreciated. Balance eased following quality.
- BOPF/BOPFS** : Well made BOPF appreciated, However balance were easier following quality.
- FBOP/FBOP1** : Select Best FBOP's were firm to selectively dearer, whilst Best, Below Best and cleaner teas at the lower end appreciated. Balance sold on last levels. FBOP1's in general were dearer.
- FBOPF/FBOPF1**: Tippy teas continued to attract good demand. Best, Below Best together with cleaner teas at the lower end appreciated. Balance was firm. Well made FF1's were firm to selectively dearer. However, cleaner secondaries together with cleaner teas at the bottom appreciated. Balance eased following quality.
- FBOPFSP/EXSP** : A few select best invoices maintained on last levels, whilst balance were irregular following quality.

Quotations (Rs./Kg)	Best		Below Best		Others	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
BOP/BOPSP	2000-2850	1900 - 2950	1800-2000	1600 - 1900	900-1800	800 - 1550
BOPF /BOPFSP	2000-3150	2000 - 2950	1600-2000	1550 - 1950	900-1600	800 - 1550
FBOP/FBOP1	3000-3850	3200 - 4350	2000-3000	1900 - 3100	1200-2000	1100 - 1900
FBOPF/FBOPF1	2500-4600	2600 - 5050	2000-2500	2200 - 3000	1500-2000	1200 - 2200
FBOPFSP/EXSP	6000-9850	6800 - 10350	3200-6000	3500 - 6500	2500-3200	2200 - 3400

MEDIUM GROWN LEAFY/SEMI LEAFY TEAS

- FBOP** - Select well made FBOPs were firm on last levels whilst below best and the lower end types advanced fairly sharply.
- FBOPF/FBOPF1** - Well made teas on offer gained Rs.50-70/-. Below best and poorer types too advanced in value.
- PEK/PEK1** - Except for the very best shotty invoices, others tended irregularly lower.

Quotations (Rs./Kg)	Best		Below Best		Others	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
FBOP	2000 - 3400	2000 - 3100	1600 - 2000	1500 - 2000	1400 - 1600	1350 - 1500
FBOPF/FBOPF1	1950 - 2550	1950 - 2650	1600 - 1950	1500 - 1950	1350 - 1600	1200 - 1500
PEK/PEK1	1400 - 2100	1500 - 2050	1050 - 1400	1100 - 1500	950 - 1050	1000 - 1100

HIGH GROWNS TEAS

BOP : Best Western's gained Rs.100 per kg and more for select invoices following special inquiry. Teas in the Below Best category appreciated up to Rs.50 per kg whilst the Plainer sorts were irregular and barely steady. Nuwara Eliya's were easier, whilst the Uva/Uda Pussellawa's were irregularly easier.

BOPF: Best Western's - Select high prices teas of last week were irregular and barely steady, whilst the others gained Rs.100 per kg. Teas in the Below Best and Plainer categories appreciated Rs.50-100 per kg. Nuwara Eliya's were irregular, Uda Pussellawa's appreciated up to Rs.100 per kg whilst the Uva's were firm and Rs.30-50 per kg dearer.

Quotations (Rs./Kg)	BOP		BOPF	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Best Westerns	1450 - 1800	1360 - 1650	1400 - 1650	1380 - 1650
Below Best Westerns	1300 - 1400	1240 - 1350	1240 - 1380	1160 - 1340
Plainer Westerns	1100 - 1280	1180 - 1220	1100 - 1220	1100 - 1140
Nuwara Eliyas	N/A	1260 - 2750	1180 - 1220	1180 - 1280
Brighter Uda Pussellawas	1300 - 1480	1300 - 1400	1100 - 1360	1100 - 1280
Other Uda Pussellawas	1200 - 1280	1280	1020 - 1080	1000 - 1080
Best Uva's	1300 - 1550	1420 - 1800	1300 - 1400	1300 - 1500
Other Uva's	1140 - 1260	1280 - 1300	1220 - 1280	1180 - 1280

MEDIUM GROWN TEAS

BOP : Sold at firm to dearer rates.

BOPF : Mostly firm around last week's levels.

Quotations (Rs./Kg)	BOP		BOPF	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Best Westerns	N/A- 2,450	830 - 2400	780-1280	780 - 1260

CTC TEAS

HIGH GROWN:

BP1 – Irregular.

PF1 – Barely steady.

MEDIUM GROWN:

BP1 – Select invoices gained up to Rs.50/- per kg.

PF1 – Select neat leaf types were firm and irregularly dearer, whilst the others sold around last week's levels.

LOW GROWN:

BP1 - Appreciated a further Rs.100/- per kg this week.

PF1 - Firm and on average, Rs.50/- per kg dearer.

Quotations (Rs./Kg)	BP1		PF1	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
High	Not Quoted	Not Quoted	820-1300	870 - 1260
Medium	620-1000	640 - 900	700-1220	730 - 1240
Low	520-1550	610 - 1340	750-2950	730 - 2750

OFF GRADES

FGS/FGS1:

Select best Liquoring FNGS/FNGS1s' were a little dearer by Rs.25-50/- whilst others advanced Rs.25/- per kg. Clean Low Grown well made FNGS1's appreciated Rs.50-75/- per kg and others were a little irregular.

BM:

Well-made BM's appreciated Rs.100/-. Best types were a little irregular. Lower end teas however lost Rs.25-50/- per kg.

BOP1A :

Select best BOP1A's firm on last and Best types advanced Rs.20-30/- per kg. Below best teas were lost Rs.25-50/-. Poor types lost Rs.20-40/-.

QUOTATIONS (Rs./kg)	HIGH		MEDIUM		LOW	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Good Fannings (Orthodox)	800-1050	800 - 970	620-700	620 - 700	680-1200	680 - 1000
Good Fannings (CTC)	570-810	570 - 840	550-830	570 - 870	550-600	570 - 730
Other Fannings (Orthodox)	540-700	540 - 700	540-650	540 - 680	520-650	520 - 670
Other Fannings (CTC)	N/A	N/A	N/A	N/A	N/A	N/A
Good BM's	640-720	640 - 710	640-730	640 - 710	800-1400	800 - 1300
Other BM's	500-600	530 - 620	500-580	530 - 640	490-570	530 - 690
Best BOP1As	700-720	700 - 720	700-770	700 - 770	1000-1600	1000 - 1600
Other BOP1As	500-590	560 - 620	500-600	580 - 620	500-620	650 - 750

DUST

DUST/DUST1:

Liquoring High Grown D/D1's were substantially dearer by Rs.100-150/-; others were also following a similar trend. Low Grown Clean Dust/Dust1's were easier by Rs.100/-, whilst Below Best teas were firm on last levels.

PD:

PD's from High & Medium elevations declined by Rs.20/- and at times more, whilst Low Grown PD's eased by Rs.100/-.

QUOTATIONS (Rs./kg)	HIGH		MEDIUM		LOW	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Good Primary Dust1 (Orthodox)	950-1650	850 - 1480	850-1100	900 - 1120	1750-2250	1800 - 2350
Good Primary PD (CTC)	1000-1220	1000 - 1240	850-1140	850 - 1160	1000-2950	1100 - 3050
Secondary Dust	700-900	580 - 650	600-700	600 - 700	700-850	700 - 850

WESTERN MEDIUM

*Harangalla	BOP	++	2450/-
Craighead	BOP	++	2450/-
*Dartry Valley	BOP		2400/-
*Hatale	BOPSP	+++	2400/-
*Ancoombra	BOPSP		2350/-
Dartry Valley	BOPF/BOPFSP		1800/-
Harangalla	BOP1		3250/-
Dartry Valley	BOP1		3250/-
Doombagastalawa	FBOP/FBOP1	+++	3400/-
Craighead	FF/FF1		2550/-
*Harangalla	FF/FF1		2500/-
Dehiwatte Super	OP		1950/-
*Uplands	OP		1850/-
Meezan	OPA		2200/-
Dartry Valley	OP1		2500/-
*Harangalla	PEK/PEK1		2100/-
*Uplands	PEK/PEK1		2000/-
*Dartry Valley	PEK/PEK1		1950/-

WESTERN HIGH

Wattegodde	BOP		1800/-
Queensberry	BOP SP	+++	2300/-
Dessford	BOPF/BOPFSP		1650/-
Wedamulla	BOP1		2000/-
Bambrakelly	FBOP/FBOP1		3200/-
Bambarakelle	FBOPF/FBOPF1	+++	2400/-
Bambarakelle	OP/OPA		1900/-
Inverness	OP1		2350/-
Bogahawatte	PEK/PEK1		1950/-

NUWARA ELIYA

Kenmare	BOP		2400/-
Mahagastotte	BOPF/BOPFSP		1220/-
Court Lodge	FBOP/FBOP1		1950/-
Mahagastotte	PEK/PEK1		1420/-

CTC TEAS**HIGH GROWN**

Ulugedara CTC	PF1		1300/-
Mount Vernon	BP1		630/-

MEDIUM GROWN

New Peacock CTC	PF1		1220/-
Delta CTC	BP1		1000/-

LOW GROWN

Kalubowitiyana CTC	PF1	+++	2950/-
*Kalubowitiyana CTC	PF1		2900/-
Cecilian CTC	BP1		1550/-

UVA MEDIUM

Dickwella	BOP		2350/-
Demondara 'S'	BOPSP	+++	2500/-
Dickwella	BOPF/BOPFSP	++	2350/-
Demondara 'S'	BOP1	++	3450/-
*Halpewatte Uva	BOP1		3250/-
Glen Alpin	FBOP/FBOP1	++	3350/-
Glen Alpin	FBOPF/FBOPF1		2500/-
Demondara 'S'	FBOPF/FBOPF1		2500/-
Maratenne	OP/OPA		1950/-
Tiniyoa	OP/OPA		1950/-
Aruna Keppetipola	OP/OPA		1950/-
Glen Alpin	OPI		3050/-
Aruna Keppetipola	PEK/PEK1		1950/-

UVA HIGH

Glenanore	BOP		2350/-
Ranaya	BOPSP		2400/-
Uva Highlands	BOPF/BOPFSP	+++	2250/-
Glenanore	BOP1	+++	3350/-
Aislabay	FBOP/FBOP1	+++	3500/-
Ranaya	FBOPF/FBOPF1		2500/-
Glenanore	FBOPF/FBOPF1		2500/-
Ranaya	OP/OPA		1950/-
Spring Valley	OP/OPA		1950/-
Glenanore	OPI		2500/-
Ranaya	PEK/PEK1		1950/-

UDA PUSSELLAWA

Gampaha	BOP	+++	1950/-
Delmar	BOPSP		1950/-
Kirklees	BOPF/BOPFSP		1360/-
Alma	FBOP/FBOP1		2550/-
Delmar	FBOPF/FBOPF1	+++	2450/-
Blairlmond	OP/OPA		1460/-
Gordon	OPI		2200/-
Alma	PEK/PEK1		1750/-

OFF GRADES

Hidellana	BP	+++	2200/-
Hingalgoda CTC	PF		1850/-
Brombil CTC	PF		840/-
*Florence CTC	PF		830/-
Gunawardana	BM		1750/-
*Avisawella	BM		1460/-
Chandrika Estate	FNGS/FNGS1	+++	1600/-
*Allen Valley	BOPIA	+++	1900/-

LOW GROWN LEAFY GRADES

New Vithanakande	BOP1		4150/-
*Sithaka	BOP1		3900/-
Pothotuwa	OPI		4100/-
Lumbini	OPI		4100/-
New Deniyaya	OP		2850/-
Liyonta	OPA		2650/-
Lumbini	PEKOE		2600/-
Galatara	PEKOE1		2600/-

LOW GROWN TIPPY GRADES

Pothotuwa	BOP		2850/-
Cecilian	BOPSP	+++	2800/-
*Hidellana	BOPF	+++	3150/-
Broadlands SH	BOPFSP	+++	2850/-
Gunawardana	FBOP		3800/-
Golden Garden	FBOP1		3850/-
Sihara	FBOPF		4600/-
*Hidellana	FBOPF1		3400/-

PREMIUM FLOWERY

New Deniyaya	FBOPFSP		9800/-
Uruwala	FBOPFEXSP		9850/-
Brombil	FBOPFEXSP1		9650/-

Dust

Cecilian CTC	DUST/DUST1		2250/-
Cecilian CTC	PD		2950/-

COLOMBO AUCTION – WEEKLY GROSS SALE AVERAGES
SALE NO.26 OF 06TH JULY, 2022

	2022			2021	
	Weekly	Month to Date	Year to Date	Weekly	Year to Date
Uva High Grown	1,160.56	1,158.24	926.89	527.08	560.91
Western High Grown	1,168.61	1,161.89	915.96	551.10	607.38
High Grown	1,165.63	1,160.54	919.42	543.08	594.01
Uva Medium	1,312.58	1,314.03	996.16	549.82	574.75
Western Medium	987.57	980.34	835.33	500.53	554.22
Medium Grown	1,098.60	1,091.57	884.51	515.29	560.28
Low Grown (Orthodox)	1,574.84	1,574.84	1,180.70	630.72	664.77
Combined L.G. (Orthodox + CTC)	1,557.90	1,552.90	1,151.86	622.38	655.82
Total	1,401.12	1,393.47	1,055.05	585.88	626.24

Private Sale Figures (04.07.2022 – 09.07.2022) - 75,276.50 Kgs

Cumulative - 2,345,127.58 Kgs

DETAILS OF TEAS AWAITING SALE

	<u>Sale of 19th/20th July'22</u>		<u>Sale of 26th/27th July'22</u>	
	<u>Lots</u>	<u>Qty. (Kgs)</u>	<u>Lots</u>	<u>Qty. (Kgs)</u>
Low Grown Leafy	2,107	877,585	1,976	819,749
Low Grown Semi Leafy	1,337	573,787	1,315	550,367
Low Grown Tippy	1,785	895,788	1,850	927,195
High & Medium	1,426	698,757	1,379	671,061
Off Grade/BOP1A	2,381	1,331,504	2,138	1,171,602
Dust	421	391,182	394	350,856
Premium Flowery	436	74,746	485	76,559
Ex-Estate	<u>503</u>	<u>561,381</u>	<u>494</u>	<u>541,797</u>
Total	<u>10,396</u>	<u>5,404,730</u>	<u>10,031</u>	<u>5,109,186</u>

FUTURE CATALOGUES CLOSURE

Sale No.30 of 02nd/03rd August, 2022

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on 14th July, 2022 at 04.30 p.m. .

Sale No.31 of 08th/09th August, 2022

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on 21st July, 2022 at 04.30 p.m.

Sale No.32 of 16th/17th August, 2022

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on 28th July 2022 at 04.30 p.m.

BROKER'S SELLING ORDER

SALE NO.28

Auction of 19th & 20th July, 2022

Leafy/Tippy/BOP1A/Premium Flowery

1. Forbes & Walker Tea Brokers (Pvt) Ltd
2. Mercantile Produce Brokers (Pvt) Ltd
3. Bartleet Produce Marketing (Pvt) Ltd
4. Asia Siyaka Commodities PLC
5. Eastern Brokers PLC
6. Ceylon Tea Brokers PLC
7. **Lanka Commodity Brokers Ltd**
8. John Keells PLC

High & Medium/Off Grades/Dust

1. Ceylon Tea Brokers PLC
2. Eastern Brokers PLC
3. John Keells PLC
4. Asia Siyaka Commodities PLC
5. Mercantile Produce Brokers (Pvt) Ltd
6. Forbes & Walker Tea Brokers (Pvt) Ltd
7. Bartleet Produce Marketing (Pvt) Ltd
8. **Lanka Commodity Brokers Ltd**

Ex-Estate

1. **Lanka Commodity Brokers Ltd**
2. Ceylon Tea Brokers PLC
3. Bartleet Produce Marketing (Pvt) Ltd
4. John Keells PLC
5. Eastern Brokers PLC
6. Mercantile Produce Brokers (Pvt) Ltd
7. Forbes & Walker Tea Brokers (Pvt) Ltd
8. Asia Siyaka Commodities PLC

Crop & Weather

For the period of 04th to 10th July, 2022

Western/Nuwara Eliya Regions:-

Both regions reported showery conditions throughout the week. The Department of Meteorology expects heavy showers in the Western Region, while strong winds and sporadic showers are expected in the Nuwara Eliya Region in the week ahead.

Uva/Udapussellawa Region:-

Showery/windy conditions were reported in both regions throughout the week.

Low Grown:-

Bright mornings and evening showers were reported in the Sabaragamuwa Region, whilst heavy showers are expected in the Low Grown Region throughout the week. Isolated showers are expected in the Ruhuna Region in the week ahead according to the Department of Meteorology.

Crop Intake:

The Western Region reported a decline in the crop intake, whilst the Nuwara Eliya, Uva, Udapussellawa and Low Grown regions maintained.

WORLD CROP STATISTICS (MKGS)

Country	Month	2021	2022	Difference +/-	To-date 2021	To-date 2022	Difference +/-
SRI LANKA	May	31.10	26.03	-5.07	135.64	112.56	-23.08
BANGLADESH	<i>May</i>	6.15	7.42	1.27	12.07	14.48	2.41
KENYA	<i>Mar.</i>	48.70	46.30	-2.40	141.00	135.80	-5.2
NORTH INDIA	<i>May</i>	78.20	100.2	22.00	179.60	225.40	45.80
SOUTH INDIA	<i>May</i>	24.40	26.90	2.50	97.50	94.70	-2.80
MALAWI	<i>April</i>	6.40	7.10	0.70	28.60	26.00	-2.6
TANZANIA	<i>Mar.</i>	3.33	7.89	4.56	9.41	13.04	3.6
UGANDA	<i>Mar.</i>	5.56	4.35	-1.2	18.49	15.91	-2.58

- OTHER MARKETS -

SOUTH INDIAN ROUNDUP FOR THE WEEKENDING

09TH JULY, 2022

KOCHI

CTC LEAF

Demand: Good demand. All grades sold around last levels.

ORTHODOX LEAF

Demand: Good demand.

Market: High grown & medium whole leaf and larger brokens sold at dearer levels. Smaller brokens and fannings irregularly around last with some withdrawals.

Buying Pattern: Middle East and CIS buyers operated.

DUST

Demand: Fair Demand.

Market: Prices for the good liquoring popular varieties were fully firm to dearer by Rs2 to Rs3. Plainers are irregular and tending lower with some withdrawals.

Buying Pattern: Major Blenders were active & internal buyers operated.

COONOR

CTC LEAF

Demand: Fairly good.

Market: Market was tending lower by Rs.2/- to Rs.3/- and more sometimes across all grades and categories. The price drop was witnessed mainly because the major portion of teas was reprinted lots from sale No.25. The only bright spot was some quantity of Brighter teas which sold at fully firm to dearer levels.

Buying Pattern: Fair Internal operation was forthcoming with equally good support from Major Blenders with Tata Consumer Products Ltd., being active. Export was also seen participating quite actively.

ORTH LEAF

Demand: Good.

Market: An irregular market mostly easier by Rs.3/- to Rs.5/- and more sometimes following quality. The price drop witnessed almost on all grades and types. However the Whole leaf grades had better enquiry and went on to be sold at fully firm to dearer levels

Buying Pattern: Strong Internal operation was witnessed with RJ Tea Corporation being active and Shah Brothers lending equally good support on the Export front.

CTC DUST

Demand: Fairly good.

Market: Yet again an irregular trend was witnessed with the Bolder dusts dropping in levels considerably. The Red dusts and Super Red dusts have gained momentum and appreciated in prices and more on the Brighter liquoring teas.

Buying Pattern: Strong Internal operation was forthcoming with equally good participation witnessed from the Exporters.

ORTH DUST

Demand: Strong.

Market: Fully firm to dearer on the Primary cleaner popular dusts. The Secondaries and Tertiaries were rather tending irregularly around last levels.

Buying Pattern: Good Internal participation was witnessed with select export operations.

COIMBATORE**CTC LEAF**

Demand: Fair general demand.

Market: Better medium teas were barely steady to lower by Re.1/- to Rs.2/- with some withdrawals. Medium/plainer teas were lower by Rs.3/-. However blacker and grainy BOPF's fully firm to occasionally dearer.

Buying Pattern: Blenders, packeteers and exporters were active. Others selective.

ORTH LEAF:

Demand: Fair demand.

Market : Whole leaf were barely steady. Broken were steady to lower by Re.1/- to Rs.2/- . Secondary broken were irregular with some withdrawals. BOPF's were firm to dearer by Rs.3/-.

Buying Pattern: Blenders, packeteers and exporters were active. Others selective.

CTC DUST

Demand: Good general demand.

Market: Better medium and popular sorts bolder grades were steady to dearer by Rs.2/- sometimes more following quality with few withdrawals. Medium teas were irregular and dearer with some withdrawals. Plainer teas were fully firm to occasionally dearer.

Buying Pattern: All sections were active.

ORTH DUST

Demand: Fair demand.

Market : Lower by Rs.3/- to Rs.4/-.

Buying Pattern: Exporters were active.

Source: Paramount Tea Marketing (SI) Private Limited

12th July, 2022.

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INTERNATIONAL TEA NEWS

ISSUES & TRENDS

Consumers Drive Major Demand for Wellness Teas During the Pandemic – Will It Continue?

By Aaron Kiel Jun 22, 2022

[Tea Issues](#) [tea trends](#) [wellness tea](#)

Wellness tea products (typically with functional benefits) experienced a major rise in popularity during the global COVID-19 pandemic, as well as tea in general for health advantages and self-care. Thus, the tea industry and beverage developers catered to the growing trend (which really began before the pandemic) over the last two years. Will the strong interest continue? What's next?

In November 2020 – amidst the early phase of tea's newfound popularity during the COVID-19 pandemic – writer/reporter Rebecca Deczynski summed it up at [Refinery29](#): “Right now, tea culture is at its peak. You've likely found yourself scrolling past targeted ads for herbal elixirs or swiping through endless Instagram stories depicting still-steaming mugs. You've heard celebrity endorsements for choice brews, and you've read about 'wellness tea' in magazine roundups devoted to self-care. The stuff is more popular than ever...”

John Lenz, the vice president of sales and president of hospitality at [Intelligent Blends](#) in Southern California, reported that while coffee is still considered a relatively healthy beverage, tea boasts the most benefits over any other type of beverage.

“Wellness teas were already on the rise before the pandemic, but as more people looked for solutions to boost immunity, they found tea,” said Lenz. “Living through a pandemic has made many people realize the importance of immunity-boosting food and beverages.”

Heightened Demand for Functional Teas, Beverages

Chicago-based [ADM](#), a leader in nutrition and a partner to the world's leading consumer brands, regularly looks at consumer trends through its proprietary “Outside Voice” consumer insights platform. The organization's 2021 research found that 31 percent of consumers were purchasing more items tailored for their health, and 50 percent reported a preference for foods and beverages that naturally contain beneficial ingredients.

ADM also noted that the desire to influence health and wellness through foods and beverages was creating new opportunities for nutrient-dense products with functional health benefits aimed at supporting immune systems, enhancing mood and sustaining energy.

Vince Macciocchi, senior vice president and president of ADM's Nutrition business unit, and the company's chief sales and marketing officer, explained, “The global health crisis has changed consumer preferences in new and unexpected ways. We are seeing a heightened demand for foods and beverages that support immune systems, enhance our mood and reduce our environmental impact, driven in part by emerging human tensions. This has provided a unique opportunity for brands to develop disruptive new products that will forever change the way we eat and drink.”

Maria Uspenski, founder and CEO of [The Tea Spot](#) – which offers numerous premium teas focused on wellness and functional benefits, shared, “Consumers are seeking natural ways to support wellness, whether it’s strengthening immunity, helping reduce stress, or bringing oneself ‘back into balance’ with a cup of tea. In fact, consumers are seeking all varieties of tea – including traditional teas, functional teas, botanicals and herbal blends. We expect that premium tea and specialty wellness teas will continue to stay in the forefront of consumers’ minds.”

Shabnam Weber, the president of [The Tea and Herbal Association of Canada](#), a leading authority on all things tea in Canada, representing members from bush to cup, agreed. “The need to take care of one’s well-being, both physical and emotional, remains a strong driver for consumers,” she noted during the pandemic. “Today, 58 percent of consumers are actively looking for healthy products when they shop, resulting in a 171 percent increase of functional food and beverages introduced to market in the past 10 years. This trend will continue, and it provides the tea community with an opportunity to boost its growth by focusing on tea as a healthy beverage.”

Indeed, consumers are eagerly seeking products that they believe support wellness. For example, Whole Foods Market global buyers and experts recently unveiled their top 10 anticipated food trends for 2022, and functional beverages – including teas or beverages made with botanicals – are still expected to rise in popularity.

“Last year, we saw tremendous pandemic-related shifts in grocery buying habits as the world adjusted to spending more time at home,” said Sonya Gafsi Oblisk, chief marketing officer at Whole Foods Market in a statement. “As the food industry slowly adjusts to a new normal, we expect to see consumers prioritize food and drink products that deliver additional benefits – like functional sodas and tonics – and products that support their sense of well-being...”

Major Brands Launch Wellness Teas, Ad Campaigns

Boulder, Colo.-based [Celestial Seasonings](#), the specialty tea brand and subsidiary of Hain Celestial Group, launched TeaWell during the pandemic, a line of organic wellness teas that couples daily health benefits with flavor. TeaWell blends include Mood Tonic, Sleep (the first tea with melatonin sold in the United States), Laxative and Gut Health (featuring a blend of prebiotics, probiotics and fiber).

“Beyond the mental health benefits of sipping a warm cup of tea, many consumers choose tea for its health benefits,” said Tim Collins, vice president and general manager at Celestial Seasonings in an announcement. “We want to make sure we are delivering on this promise with products that go above and beyond in providing the benefits you'd find in your typical cup of tea.”

In addition to the Tea Well line, Celestial Seasonings' "Taste the World of Celestial Seasonings" ad campaign highlighted the feel-good benefits of drinking tea. Video vignettes focused on Celestial Seasonings Green Tea for energy, Vitamin C tea for immune support, and Sleepy time tea to wind down. Through whimsical imagery and narration, the campaign was designed to introduce hot tea as a healthy and flavorful choice.

"This campaign captures the essence of how Celestial Seasonings brings balance and benefits every day," said Melinda Goldstein, chief marketing officer at Hain Celestial.

John Boyd, co-founder of Colorado Springs, Colo.-based [Buddha Teas](#), said he noticed that more customers discovered tea during the pandemic. "We saw a huge spike in our herbal teas that boost the immune system. Our pure Elderberry had an astronomical increase in sales, and we attribute that to the amount of elderberry in each tea bag – 2,000 mg. Everyone seemed to jump on the immunity boosting teas bandwagon. Also, our lung health teas – such as Mullein and Eucalyptus – have gained tremendous momentum."

Boyd shared that Americans have traditionally been coffee drinkers, however people are leaning towards drinking tea. "Society is becoming more health conscious and most people know that green teas are much healthier than coffee, and they still provide the same caffeine kick that people are looking for to start their day," he said. "Not to mention the fact that some of our caffeinated teas contain an ingredient that totally takes the edge off that jittery feeling while still kicking you into overdrive. Specifically, I'm talking about matcha and L-theanine."

[Twinings](#), a leading wellbeing drinks brand, also focused on an ad campaign to attract consumers to the healthy tea lifestyle. Their "Drink in Life" campaign showcased the company's new Super blends collection, demonstrating how these new products help consumers "feel good, live well and enjoy life.

"Twinings' Super blends – at the heart of their "Drink in Life" campaign – feature several new flavors that are fortified with vitamins and functional additives. "Our 'Drink in Life' campaign is rooted in the idea that taking even the smallest step counts when it comes to reaching your wellness goals and contributing to your overall health," said Mike Currie, vice president of marketing at Twinings North America.

Currie noted that the wellness segment in tea has been growing for a while, but the pandemic has accelerated the interest in wellbeing and beverages that support this. "Consumers are putting their wellbeing at the forefront and paying close attention to the products that they're consuming," he said. "From an overall industry perspective, this directly correlates to the steady increase in wellness tea sales. These consumers are investing in authentic brands that value transparency and put wellbeing within reach with small steps, making them feel optimistic about their purchases."

Herbal Teas Are Also Big in the Wellness Tea Marketplace

When it comes to wellness teas, it's important to note that herbals teas and herbal blends are among the teas on the rise, in addition to true teas from the *Camellia sinensis* plant.

On the whole, the herbal beverages market, which includes herbal tea, is experiencing considerable growth, according to a new report from analysts at [Vantage Market Research](#). In fact, the herbal beverages market is expected to reach U.S. 2.45 billion by 2028, growing at a compound annual growth rate (CAGR) of 5.1 percent between 2021 and 2028. Factors like the rising awareness of the advantages of herbal-based beverages – such as replenishing skin from the inside, enhancing health, supporting healthy joints and rejuvenating the body – are facilitating the growth of the market for herbal beverages, according to the research firm. The herbal tea segment, specifically, is anticipated to grow more than 4.6 percent CAGR over the forecast period.

Northern California-based tea author, educator and tea festival organizer Babette Donaldson, owner and publisher of T Ching and the founder of the [International Tea Sippers Society](#), explained, “The sense of helplessness and frustration in this time of COVID-19 motivates many to look to ancient healing lore. Many do this as a way to feel that there are ways to take control of one’s own well-being. In the past, some in the tea industry have focused on the ‘tea and health’ message to include only *Camellia sinensis*. But customers are looking for something more inclusive in their cups. Resources for herbalism are abundant and bridge many cultural divides.”

The Next Wave of Wellness Teas?

In the recent 2022 [World Tea Conference + Expo white paper](#), [Euromonitor International’s](#) Matthew Barry, based in Chicago, pointed out that while not a cure, tea can serve as a valuable temporary oasis in a chaotic world.

“An opportune area in the U.S. market in the near future will be teas designed for relaxation and mindfulness,” said Barry, a senior beverages consultant at Euromonitor. “While many beverage categories are eager to address this growing consumer need, tea starts with a considerable advantage. Tea – herbal tea in particular – is already strongly associated with calming effects. Chamomile, for example, has been used as a calming ingredient in tea since the time of the ancient Egyptians, so herbal tea could be said to have been active in the calming functional space for millennia. Consumers hardly need to know this history to be familiar with the idea that chamomile, mint, valerian or other herbs promote a sense of calm – and there is a new wave of teas targeting this space.”

Barry also noted: “Stress and anxiety levels continue to be at an all-time high. Tea can provide moments of quiet and calm amidst the turbulence. The American tea industry needs to prioritize products and blends that address mental health concerns. If done effectively, the mindfulness space will be the most dynamic in the U.S. tea industry for years to come.”

RETAIL

How to Organize a Virtual Tea Tasting Event That Your Customers Will Love

Grace Lau Jun 29, 2022

[Tea Tasting tea business tea retailer strategies](#)

A virtual tea tasting event is a great way to showcase your teas and engage customers around the world.



(Photo by: PV Productions / Big Stock.com)

The rise of remote and hybrid working over the last few years, plus the increasing globalization of business, means we can now meet customers online rather than in person. You might worry this will make it more difficult to engage with them, but holding virtual events is a great way to connect. These often take the form of a tutorial, such as how to start a business, or how to use a particular piece of software.

As a tea industry professional, you're already well aware of virtual tea tasting sessions. Maybe you've even held one before. It's the ideal opportunity to showcase your teas, tea products and wares, as well as a great way to reach out to new customers around the world. And, happily, we're spoilt for choice when it comes to tech platforms that make it easy to hold mini events and programs online.

However, there might be a few aspects you haven't thought about. In this article, we'll do a quick review on virtual tea tasting events and show you some top tips to ensure your next event is a big success.



What Are Virtual Tea Tasting Events?

Let's begin with a recap of the main features of a virtual tea tasting event. These are a great way to bring luxury, [hotel-style tea tasting events](#) to the comfort and familiarity of your guests' homes (and to your home or offices, too, of course).

Just like most other online events, tea tasting classes consist of a host, a series of participants and a central theme, and they take place via a video conferencing platform.

One advantage of organizing one of these events is the possibility of involving people from across the world. The host, for example, might be launching the event from their home or headquarters in Canada, while other participants might be dialing in from an [NZ domain](#) or other international domains.

Typically, a virtual tea tasting class might include the following phases (but choosing the agenda or "flow" of the virtual tea tasting event is up to you):

- Initial welcome speech by the host
- Introduction to the tea tasting theme (more on this later)
- Description of the different types of teas featured in the tasting event
- Description of the history, brewing techniques or regional insights on specific tea types

Here's a reminder of the benefits of hosting (or attending) this type of event:

- Improving engagement with your audience
- A way to [touch base](#) with your customers
- Promoting your product to a wider audience
- The opportunity to position your brand as a thought leader in the tea industry

Now, let's jump straight into the tips for how to organize a virtual tea tasting event that will wow your guests and leave a long-lasting impression.

Virtual Tea Tasting Events: Your Plan

Once you have decided to run a virtual tea-tasting event for your business, you'll need to consider these key areas:

- The number of guests
- The [video chat](#) or video conferencing platform that you are going to use
- The number and type of teas
- The overarching theme of the event and the key messages you want to share
- The length of the event
- Whether or not the event will take place during working days/hours
- Whether or not you will also provide any food pairings

Then, proceed by either purchasing or asking your attendees to purchase all the essential items that will enable them to truly enjoy their tea tasting event. These include, of course, any specific loose-leaf teas or tea bags, tools of the trade, and any snacks or foods that you will use for pairings.



Choose Your Preferred Tea Tasting Theme

Not all tea tasting experiences are created equal – and this applies to virtual ones, too. So, before you move forward, do some research. Make sure that you're aware of some of the other available options (so you can compare and contrast) and so you can create the best event that your customers will genuinely enjoy.

Below are four ideas and suggestions for virtual tea tastings, but the options are, of course, endless. You'll certainly come up with a creative theme that best suits your business, brand and expertise in the tea industry.

1. Around the World in a Cup of Tea

Perhaps a “Teas of the World” theme could work particularly well if you want to highlight the teas you offer from different tea-growing regions. In fact, if you are hosting clients and potential customers from around the world, hosting this kind of tea tasting event will undoubtedly pique their interest and make them eager to participate. You might even want to consider some rare or truly unique teas, if possible.

2. Tasting and Decorating

How about combining the invigorating, indulgent act of drinking a delicious, freshly brewed cup of tea with a spot of art and creativity? Let your attendees' imagination run free as they mindfully sip and taste different teas out of their favorite mug – while at the same time decorating a blank mug that you have sent them for the occasion. While everyone is enjoying their tea and mini project, you could give a presentation and open the conversation with a Q&A.

3. Mindful Tea

Meditation and relaxation can really enhance your virtual tea tasting events. If you opt for this theme, you might want to involve someone who is either a mindfulness expert, a yoga teacher or a similar expert with solid knowledge of and experience in guided meditation. Want to do it yourself? Then, make sure you find a suitable guided meditation for your attendees to experience. Be sure to couple the experience with tea and conversation (or a wrap-up overview of your tea offerings).

4. Discovering Bubble Tea

Will you and your guests be up for a bit of fun? Then how about a virtual bubble tea tasting event? Your customers will have heard the name, but they might not know that this tea style is also known as boba or how it's made – and that it can include premium or specialty tea.

Because it's usually best to enjoy bubble tea cold, this makes it the perfect tea tasting theme for the summer months. Again, you can decide whether to send your participants all the necessary items for their bubble tea or ask them to purchase their own kits individually.

Consider the Best Teas for Your Virtual Tasting

Now that you've picked your favorite theme for your tea tasting event (I'm sure you'll come up with something wonderful and creative that ties into your brand), it's time to decide which teas you will be (virtually) offering. Although it might be tempting to showcase everything you have in your online or brick and mortar store, you don't want to overwhelm your guests – or make the event too long or complicated.

It's better to choose around three or four of your best-selling teas, which will allow everyone to fully appreciate and learn about what they're tasting (and you don't want them to have to purchase too much, if you're not sending out the product complimentary). If this event is a success, there will be plenty of future opportunities to present more of your product range at a future virtual tasting.

So, which teas should you start with? You'll be catering to a diverse range of tastes, so it's a good idea to do a mix of tea types. You could offer one green, one black, an oolong and a herbal blend such as hibiscus. If you're considering food pairings, put some thought into which flavors will complement each other.



It's also worth bringing out something unique for the tasting, to ensure your event (and your brand) stand out from the rest. For instance, if you sell a lot of tea from a particular region, you could do a virtual tour of that region, linking each cup to information about the area and the local culture. If you're constantly launching new tea products, why not focus on the [latest trends](#) in tea instead? Whatever your theme, make sure it relates to you and your brand.

Create Your Guest List and Send Out Invites

The next steps on your tea-tasting to-do list are choosing who to invite and when to host the virtual event. Finally, you will also need to send out invites and reminders closer to the event.

When creating your guest list, be sure to consider:

- Potential professional or personal commitments of the attendees
- Your attendees' time zones and any potential clashes with yours (and with each other's)
- Do you want to invite your entire database or just a selection of customers? Or, do you want to open the invite to the world via social media (this works well for business to consumer businesses (B2C), but you may want to be more select with your invites if you're a business to business (B2B) tea company)?

Prepare for the Event

You don't need to be a super tech expert in complex things to pull your event off, but a bit of technology knowhow can help you a lot with your virtual tasting. Make sure you're familiar with [the top remote work tools](#) and practice with them in advance.

It's important to ensure all your attendees have the correct link and any other meeting details they might need (this includes meeting names, passwords, and all security information). Sounds basic, but it's critical and sometimes little details can be overlooked). Then, you might want to run a quick check that your connection is in good shape before you launch the event – even do a test run. Running an efficient meeting or event involves ensuring that both your audio and your video quality are top-notch, as well.

Importantly, you'll also want to make sure that your attendees will have a clear view of your own tea tasting station. It is particularly crucial if you are offering lots of different types of teas, as your guests will want and need to look at how you prepare and consume them. Also, make sure that whatever platform you use for the virtual tea tasting, the event is seamless for all groups of attendees.

Lastly, once everyone has joined the event, remember to ask them to mute their microphones. It is essential if you want to be able to run a smooth event. Of course, once the floor is open to questions, comments, and feedback, people can “raise their hand” (virtually) and interact with you and with each other.

The latter is a very important aspect of your virtual tea tasting event, regardless of the specific theme that you went for. At the end of the day, you're looking to create a space where everyone can feel relaxed and comfortable enough to learn something new, informally enjoy themselves, and share their thoughts and impressions.

Connect, Taste and Share: Virtual Tea Tasting Events

Creating and hosting a virtual tea tasting event can be a fantastic and original way to enhance engagement and interactions with existing and potential customers, and showcase your range of teas to a global audience. Even when it's not possible to meet in person, virtual tea tasting events combine something as sensorial and indulgent as the smell and taste of tea with the amazing connecting power of technology. It really is the best of both worlds. Give it a try if you haven't already!