

TEA MARKET REPORT

SALE NO: 38

September 24 & 25, 2024



LANKA COMMODITY BROKERS LTD

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COMMENTS

This week's Tea Auction, namely Sale #38 of 2024 was held on September 24th /25th, 2024 (Tue/Wed). A total weight of 5.9 MKGS was on offer, which shows a increase when compared to the previous week's quantity. The Low Grown Leafy, Semi Leafy, Tippy/Small Leaf & Premium Flowery catalogues totaled 2.8 MKGS, while the Main Sale High & Medium segment had 0.83 MKGS. The Ex Estate category had 0.8 MKGS.

This week's Ex-Estate sale met with less overall demand. Select Best Western BOP/BOPF, appreciated sharply on the account of special inquiry. Teas in the Below Best categories where quality was maintained held firm but others together with the plainer teas were irregular easier by Rs.20-40/-. Nuwara Eliya teas yet again remained unsold due to lack of suitable bids. Uda Pussellawa better BOP's gained up Rs.50/- whilst the others were irregular and mostly lower. Their corresponding BOPF's lost Rs.20-40/-. Better Uva's appreciated Rs.20-40/-and more following special inquiry whilst the balance were barely steady. CTC Teas -A few select High & Medium PF1's were firm to marginally dearer whilst the others tended irregularly lower. Low Grown PF1's were fully firm to marginally easier. High & Medium BP1's tended irregular whilst on the contrary Low Grown varieties gained sharply. The limited selection of better liquoring teas continued to be sought after by shippers to Japan and Europe whilst the balance were accounted for by Russia, CIS and China . The majority of the Exporters were once again very selective in their purchases.

Low Grown teas met with good demand this week. There was good demand in both Leafy and Small Leaf catalogues which saw price moving up over the last week levels following renewed interest. Bright Tippy teas appreciated again this week and were quoted dearer. Shipper to the Middle East, Russia and CIS countries were active.

This week's auction comprised of 12,248 lots with a total quantity of 5,946,056 kgs.

In Lighter Vein

The catalogue wise breakdown was as follows:-

THREE CAKES

	<u>Lots</u>	<u>Qty. (Kgs)</u>	
Low Grown Leafy	2,112	760,457	<p>A man reading a magazine in his sitting room sat opposite his son, who was having dinner. He, the son had two cakes in his plate. After watching his plate for a while, he said to his dad,</p> <p>"Daddy, I can prove that there are three cakes in ma plate,"</p> <p>"Go ahead," his dad urged him. So the son pointed at the first cake and said,</p> <p>"This is one," Then, pointing to the third, he said,</p> <p>"This is two. One and two make three."</p> <p>"Genius," his father praised. "Now let me have the first cake, your mother the second and you the third."</p>
Low Grown Semi Leafy	1,800	775,400	
Low Grown Tippy	2,351	1,160,772	
High & Medium	1,956	837,167	
Off Grade/BOP1A	2,104	1,015,962	
Dust	617	540,200	
Premium Flowery	490	72,475	
Ex-Estate	<u>818</u>	<u>783,623</u>	
Total	<u>12,248</u>	<u>5,946,056</u>	

LOW GROWN TEAS

LEAFY/SEMI LEAFY

BOP1 : Select best and best BOP1's were barely steady, whilst their below best varieties appreciated. Teas at the lower end declined.

OP1 : Teas in the select best category were firm, whilst the balance appreciated.

OP : Best teas held firm, whilst the below best together with shorter varieties declined in value. Teas in the lower end appreciated.

OPA : Well made OPA's were firm, whilst the below best were easier. Poorer sorts appreciated.

PEK/PEK1: Well made PEKOE's maintained last week levels. Best types and below best PEKOE'S appreciated by Rs.50/- per kg. PEKOE1's maintained last week levels.

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	1600-3050	1600-3050	1050-1350	1000-1300	850-1000	800-950
OP1	1350-3200	1350-3200	1000-1300	1000-1250	800-900	750-850
OP	1200-1700	1250-1700	1050-1200	1050-1300	750-820	700-750
OPA	1200-1900	1200-1900	1000-1050	1000-1100	800-830	700-750
PEK/PEK1	1600-2300	1550-2250	1300-1550	1250-1500	1000-1200	900-1100

TIPPY/SMALL LEAF

BOP/BOPSP : Select Best BOP's were firm to selectively dearer, whilst the all others were sold around last levels.

BOPF/BOPFSP : Select Best BOPF's were easier, whilst the balance sold around last levels.

FBOP/FBOP1 : Select Best FBOP's were firm, whilst the Best together with the cleaner Below Best were firm to selectively dearer. The balance sold around last levels. FBOP1's, in general, were firm.

FBOPF/FBOPF1 : Few high-priced Tippy teas were firm to selectively dearer, whilst the balance were irregular. The Best together with the clean leaf Below Best were sold around last levels. The balance were easier, however the leafier varieties in general declined. Select Best and Best FF1's were firm. The cleaner Below Best too followed a similar trend. The balance were irregular following quality.

FBOPFSP : Select best met with strong demand whilst the others were irregularly lower.

FFEXSP/SP1 : Select best were firm, best were dearer by Rs.200-300/-.

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	2200-2800	2000-2650	1800-2150	1650-1950	1100-1750	1000-1600
BOPF /BOPFSP	2000-2300	1750-2000	1300-1950	1200-1700	1000-1250	950-1150
FBOP/FBOP1	2300-2950	2000-2550	1700-2250	1500-1950	1000-1650	950-1450
FBOPF/FBOPF1	1700-2050	1600-2000	1300-1650	1200-1550	950-1250	900-1150
FBOPFSP/EXSP	5000-7000	5300-7150	3500-4900	4000-5200	2200-3400	2300-3900

MEDIUM GROWN LEAFY/SEMI LEAFY TEAS

FBOP : Select well made types maintained on last levels. Below best and poorer sorts were selectively dearer.

FBOPF/FBOPF1 : Well made varieties were dearer. Best and the cleaner below best too appreciated.

PEK/PEK1 : Neat well-made varieties met with fair demand and sold at dearer levels, below best and poorer types too followed a similar trend.

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	1700-1900	1650-1900	1360-1700	1350-1650	760-1380	750-1350
FBOPF/FBOPF1	1600-1900	1500-1900	1240-1550	1200-1500	810-1240	800-1200
PEK/PEK1	1500-1950	1450-1750	1250-1500	1200-1450	810-1220	800-1200

HIGH GROWNS TEAS

BOP : Best Western's - A few select invoices gained considerably following special inquiry, whilst the others sold around last levels following quality. Teas in the Below Best category, where quality was maintained, sold at last levels, whilst the others and teas at the lower end declined by Rs. 40-60 per kg. Nuwara Eliya's were mostly unsold. Uda Pussellawa's - Better sorts gained by Rs. 50 per kg and more selectively, whilst the others were irregular and mostly lower. Uva's - Better invoices appreciated by Rs. 20-40 per kg and more following special inquiry, whilst the others too followed a similar trend.

BOPF: Best Western's - A few select invoices appreciated sharply following quality/special inquiry, whilst the others were irregular. In the Below Best and Plainer categories, where quality was maintained, prices were firm, whilst the others were irregular and easier by Rs. 20-30 per kg. Nuwara Eliya's were mostly unsold. Uda Pussellawa's declined by Rs. 20-30 per kg. Uva's - Clean leaf teas were firm and Rs. 20 per kg dearer, whilst the others were barely steady.

Quotations (Rs./Kg)	BOP		BOPF	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Best Westerns	1360 - 1550	1400 - 1460	1360 - 1440	1300 - 1380
Below Best Westerns	1140 - 1340	1180 - 1340	1240 - 1340	1180 - 1280
Plainer Westerns	1020 - 1120	1100 - 1160	1120 - 1220	1060 - 1140
Nuwara Eliyas	N/A	N/A	N/A	N/A
Brighter UdaPussellawas	1180 - 1260	1380	1120 - 1160	1140 - 1180
Other Uda Pussellawas	1100	1160	1080 - 1100	1080 - 1120
Best Uva's	1340 - 1400	1220 - 1320	1300 - 1360	1240 - 1320
Other Uva's	1180 - 1300	N/A	1140 - 1260	1180

MEDIUM GROWN TEAS

BOP : Large Leaf teas were Rs.50-100/- per kg dearer, whilst the others were Rs.20-40/- per kg lower.

BOPF : Better sorts were Rs.20-30/- per kg dearer, whilst the others were barely steady.

Quotations (Rs./Kg)	BOP		BOPF	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Best Westerns	70 - 1950	920 - 1750	800 - 1240	740 - 1200

CTC TEAS

HIGH GROWN:

BP1 - Irregularly easier.

PF1 - A few select invoices in the higher price bracket were firm, whilst the others declined by Rs.20-40/- per kg and more.

MEDIUM GROWN:

BP1 - Better sorts were mostly unsold, whilst the others were generally firm.

PF1 - Select well -made teas sold around last, whilst the others were irregular and barely steady..

LOW GROWN:

BP1 - Few select invoices gained sharply following special inquiry, whilst the others were irregular and barely steady

PF1 - Well-made sorts were firm, whilst the others were marginally easier.

Quotations (Rs./Kg)	BP1		PF1	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
High	-	1200	980 - 1240	980 - 1220
Medium	860 - 1020	820 - 1140	860 - 1300	920 - 1260
Low	860 - 1360	830 - 1500	820 - 1650	810 - 1600

OFF GRADES

FGS/FGS1 : Select Best Liquoring FNGS/FNGS1 lost Rs.20/- per kg. Best types eased Rs.20/- per kg whilst poorer teas were firm on last levels. Well-made Low Grown FNGS/FNGS1 too firm on last. Below best firm on last levels. Poorer types held fully firm.

BM : Well-made teas advanced Rs.10/- per kg. Best teas advanced Rs.10/- per kg. Poorer varieties dearer by Rs.10-20/- per kg.

BOP1A : PEK1's reducers' firm on last whilst best BOP1A's firm on dearer by Rs.25-50/- per kg. Below best teas irregular and poorer types advanced Rs.10-20/- per kg.

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)	920-1120	920-1140	780-830	780-830	850-930	850-950
Good Fannings (CTC)	880-920	880-920	770-850	770-850	770-830	770-830
Other Fannings (Orthodox)	680-720	680-720	680-720	680-720	680-770	680-770
Other Fannings (CTC)	N/A	N/A	N/A	N/A	N/A	N/A
Good BM's	830-860	830-860	820 - 880	820 - 870	820-970	820-950
Other BM's	700-750	700-740	700-750	700-730	700-750	700-730
Best BOP1As	780-840	780-820	760-830	760-820	950-1400	950-1450
Other BOP1As	730-760	730-760	720-750	720-750	710-770	710-770

DUST

DUST/DUST1: High Grown liquoring Dust/Dust1's maintained last levels whilst their secondaries and Below Best types were irregular and mostly lower. Mid grown teas too met with an irregular market conditions, whilst the Low grows were fully firm to dearer.

PD : High & Medium grown teas were fully firm to dearer, whilst Low grows were firm on last levels.

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)	750-1800	750-1850	760-1300	760-1180	750-1020	750-1240
Good Primary PD (CTC)	730-1220	720-1140	740-1160	730-1080	740-1320	730-1220
Secondary Dust	740-1160	740-1160	750-1100	740-810	740-1260	740-1240

WESTERN MEDIUM

*Harangalla	BOP	1950/-
Harangalla	BOP	1950/-
*Ancoombra	BOP	1900/-
Uplands	BOPSP	1650/-
*Hatale	BOPSP	1600/-
Harangalla	BOPF/BOPFSP	1420/-
Craighead	BOP1	2400/-
*Ancoombra	BOP1	1900/-
*Ancoombra	FBOP/FBOP1	1900/-
*Hatale	FBOP/FBOP1	1900/-
Doombagastalawa	FBOPF/FBOPF1	1900/-
Craighead	FBOPF/FBOPF1	1900/-
Dartry Valley	FBOPF/FBOPF1	1850/-
*Ancoombra	FBOPF/FBOPF	1800/-
*Hatale	OP/OPA	1500/-
*Harangalla	OP/OPA	1500/-
Craighead	OP1	2050/-
*Harangalla	OP1	1750/-
Uplands	PEK/PEK1	1950/-
Dartry Valley	PEK/PEK1	1850/-
*Meezan	PEK/PEK1	1800/-
*Hanrangalla	PEK/PEK1	1800/-

WESTERN HIGH

Ingestre	BOP	1550/-
Somerset	BOP	1550/-
Alton	BOP	1550/-
Wattogodde	BOPSP	1600/-
Wattogodde	BOPF/BOPOFSP	1440/-
St. Andrews	BOP1	1800/-
Inverness	FBOP/FBOP1	1750/-
Venture	FBOPF/FBOPF1	1600/-
Bogahawatte	FBOPF/FBOPF1	1550/-
*Cymru	FBOPF/FBOPF1	1500/-
Queensberry	FBOPF/FBOPF1	1500/-
Venture	OP/OPA	1300/-
St. Andrews	OP1	1700/-
Weddemulla	PEK/PEK1	1650/-

NUWARA ELIYA

Kenmare	BOP	1220/-
Kenmare	BOPSP	1180/-
Court Lodge	BOPF/BOPFSP	1020/-
Kenmare	FBOP/FBOP1	1180/-
Court Lodge	FBOPF/FBOPF1	1360/-

CTC TEAS**HIGH GROWN**

Dunsinane CTC	PF1	1260/-
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MEDIUM GROWN

Delta CTC	BP1	1020/-
Delta CTC	PF1	1300/-

LOW GROWN

Ceciliyan CTC	BP1	1360/-
Hingalgoda CTC	PF1	1360/-
*Kalubowitiyana CTC	PF1	1650/-

UVA MEDIUM

Halpewatte Uva	BOP	1650/-
Demodera 'S'	BOPSP	1700/-
Dickwella	BOPF/BOPFSP	1600/-
*Roseland Uva	BOP1	1900/-
Telbedde	FBOP/FBOP1	1850/-
*Halpewatte Uva	FBOPF/FBOPF1	1800/-
High Spring	OP/OPA	1500/-
*Roseland Uva	OP/OPA	1460/-
Telbedde	OP1	1900/-
*Halpewatte Uva	PEK/PEK1	1700/-

UVA HIGH

Uvakellie	BOP	1480/-
Craig	BOPSP	1550/-
Nayabedde	BOPF/BOPFSP	1360/-
Uva Highlands	BOP1	1900/-
Oodoowerre	FBOP/FBOP1	1750/-
Oodoowerre	FBOPF/FBOPF1	1650/-
Mount Uva	OP/OPA	1320/-
Uva Highlands	OP1	1380/-
Ranaya	PEK/PEK1	1800/-

UDAPUSSELLAWA

*Mooloya	BOP	1160/-
Aislaby	BOPSP	1400/-
Liddesdale	BOPF/BOPFSP	1160/-
Alma	FBOP/FBOP1	1650/-
Alma	FBOPF/FBOPF1	1600/-
Uvakellie	OP/OPA	1300/-
Aislaby	OP1	1550/-
Alma	PEK/PEK1	2100/-

OFF GRADES

*Ganganee	BP	1500/-
Bogoda	BP	1500/-
Hingalgoda CTC	PF	1380/-
Gunawardana	BM	1180/-
Clydesdale	FNGS/FNGS1	1200/-
*Chandrika Estate	BOPIA	1440/-
Chandrika Estae	BOPIA	1400/-
*Aldora	BOPIA	1360/-

LOW GROWN LEAFY GRADES

*Sithaka	BOP1	3050/-
Susantha	OP1	3200/-
Bogoda Group	OP	1800/-
Liyonta	OPA	2000/-
Lumbini	PEKOE	2300/-
*Makandura	PEKOE	2000/-
Liyonta	PEKOE1	2650/-

LOW GROWN TIPPY GRADES

*Mahaliyadda	BOP	2800/-
*KDU Super	BOPSP	2350/-
Sithaka	BOPF	2150/-
Palm Garden	BOPFSP	2300/-
*New Galagawa	BOPFSP	2200/-
*Andaradeniya Super	BOPFSP	2050/-
*Sithaka	FBOP	2950/-
*Sithaka	FBOP1	2100/-
*Hidellana	FBOP1	2000/-
Sithaka	FBOP1	2000/-
*Wattehena	FBOP1	1950/-
*Greenwin Super	FBOP1	1950/-
Suwishka	FBOPF	2050/-
Pothotuwa	FBOPF1	2000/-
Lumbini	FBOPF1	2000/-
*Sithaka	FBOPF1	1950/-

PREMIUM FLOWERY

Parakaduwa Super	FBOPFSP	6500/-
Garden Leaf	FBOPFEXSP	7000/-
Kamrangapitiya	FBOPFEXSP1	6600/-

DUST

Pothotuwa	DUST	1260/-
Mattakelle	DUST1	1800/-
Kalubowitiyana CTC	PD	1320/-

COLOMBO AUCTION – WEEKLY GROSS SALE AVERAGES

SALE NO.37 OF 18th September, 2024

	2024			2023	
	Weekly	Month to Date	Year to Date	Weekly	Year to Date
Uva High Grown	1,095.87	1,051.30	1,112.19	954.52	987.81
Western High Grown	1,194.51	1,180.70	1,190.65	1,101.01	1,133.01
High Grown	1,159.21	1,133.05	1,165.23	1,054.93	1,087.07
Uva Medium	1,104.25	1,092.09	1,139.92	1,013.12	1,030.23
Western Medium	1,045.08	1,016.84	1,067.26	980.59	997.36
Medium Grown	1,061.39	1,037.32	1,091.25	988.92	1,007.71
Low Grown (Orthodox)	1,341.59	1,306.36	1,374.09	1,270.76	1,288.24
Combined L.G. (Orthodox + CTC)	1,318.87	1,276.36	1,350.17	1,253.57	1,270.69
Total	1,245.08	1,208.66	1,266.13	1,167.95	1,187.47

Private Sale Figures (16.09.2024 – 21.09.2024) - 136,216.00 kgs

Cumulative - 4,763,679.00 kgs

DETAILS OF TEAS AWAITING SALE

	<u>Sale of 01st/02nd Oct. '24</u>		<u>Sale of 08th /09th Oct. '24</u>	
	<u>Lots</u>	<u>Qty. (Kgs)</u>	<u>Lots</u>	<u>Qty. (Kgs)</u>
Low Grown Leafy	1,883	679,013	1,920	715,861
Low Grown Semi Leafy	1,557	667,654	1,690	740,150
Low Grown Tippy	2,031	991,681	2,090	1,029,711
High & Medium	1,687	739,630	1,741	775,109
Off Grade/BOP1A	2,846	1,468,696	2,386	1,210,554
Dust	540	453,362	556	487,663
Premium Flowery	384	58,322	363	54,279
Ex-Estate	<u>770</u>	<u>713,367</u>	<u>826</u>	<u>786,816</u>
Total	<u>11,698</u>	<u>5,771,725</u>	<u>11,572</u>	<u>5,800,143</u>

FUTURE CATALOGUES CLOSURE

Sale No.41 of 15th /16th October, 2024

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **27th Sep., 2024 at 04.30 p.m.**

Sale No.42 of 22nd/23rd October, 2024

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **03rd Oct., 2024 at 04.30 p.m.**

Sale No.43 of 29th /30th October, 2024

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **10th Oct., 2024 at 04.30 p.m.**

SALE NO. 39

AUCTION OF 02ND /03RD OCTOBER, 2024

BROKERS' SELLING ORDER

Leafy/Semi Leafy/Tippy/BOP1A/ Premium Flowery

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

High & Medium/Off Grades/Dust

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

Ex-Estate

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

Crop & Weather

For the period 19th to 23rd September, 2024

Western/Nuwara Eliya Regions:-

Bright weather was reported in the Nuwara Eliya Region, whilst the Western Region reported sunny weather and intermittent showers throughout the week. The Department of Meteorology expects showers and windy conditions in both regions in the week ahead.

Uva/ Udapussellawa Region:-

Bright weather was reported in the Uva and Uda Pussellawa regions throughout the week. Showers are expected in the Uva Region in the week ahead according to the Department of Meteorology.

Low Grown:-

The Low Grown Region reported bright mornings and evening showers throughout the week. The Department of Meteorology expects showers and windy conditions in the Low Grown Region in the week ahead.

Crop Intake:-

The Nuwara Eliya and Western regions maintained the crop intake. The Low Grown Region reported an increase, whilst the Uva and Uda Pussellawa regions reported a decline.

WORLD CROP STATISTICS (MKGS)

Country	Month	2023	2024	Difference +/-	To-date 2023	To-date 2024	Difference +/-
SRI LANKA	<i>Aug.</i>	18.36	21.28	2.92	174.59	172.03	-2.56
BANGLADESH	June	8.20	4.80	-3.400	13.70	31.40	17.70
KENYA	May	57.88	54.52	-3.36	225.51	277.14	51.6
MALAWI	June	1.60	2.20	0.60	30.50	33.40	2.9
NORTH INDIA	July	150.34	124.16	-26.18	504.10	430.12	-73.98
SOUTH INDIA	July	21.19	22.68	1.49	134.55	122.71	-11.84

OTHER MARKETS

MALAWI MARKET REPORT

SALE NO.39 HELD ON 25/09/2024

There was no interest for the small quantity of 1540 packages on offer, all teas were taken out.

WEATHER/CROP FOR THE WEEK ENDING 22ND SEPTEMBER, 2024

It was generally hot to very hot during the day except the last day of the week which was cold to very cold with some rainfall reported in the tea growing areas of Thyolo and Mulanje, total average rainfall up to 5mm and 14mm respectively.

Green leaf intakes improved this week over last both in Thyolo and Mulanje districts.

TEA BROKERS CENTRAL AFRICA LIMITED

BANGLADESH AUCTION

SALE NO. 20 OF TUESDAY 23rd September, 2024

CTC LEAF : 57,211 packages of teas on offer continued to meet with a good demand.

BROKENS : All good liquoring varieties were again a strong market and these were firm to occasionally dearer following competition. Medium varieties also met with a good demand and sold at around last levels easing slightly in line with quality. Plainer types met with quite a fair demand at slightly easier rates. BLF teas met with fair interest and witnessed little more withdrawals.

FANNINGS : Good liquoring Fannings were quite a strong market and were mostly firm to occasionally dearer. Medium varieties met with a fairly good demand at around last levels. Plainer types met with fair demand at slightly easier rates. BLF teas met with fair interest and witnessed some withdrawals.

DUST : 12,454 packages of teas on offer met with good demand. Good liquoring Dusts sold well at around last levels. Their Mediums were fully firm to slightly dearer closely following quality. Plain/BLF Dusts met with a little more interest with fewer withdrawals. Blenders lent good support with fair interest from the Loose tea buyers.

COMMENTS : All good liquoring varieties continued to witness strong demand this week and were fully firm to slightly dearer. There was a little less competition for Medium and Plainer teas resulting in a fair decline. Blenders continued to lend strong support but Loose tea buyers were a little less active

Dusts sold well.

Quotations – This Week – (In Taka)

Brokens	This Week	Last Week	Fannings	This Week	Last Week	Dust	This Week	Last Week
Best	225-230	225-235	Best	225-230	225-235	PD	185-269	160-225
Good	215-220	215-220	Good	215-220	215-220	RD	160-338	160-316
Medium	200-210	200-210	Medium	195-205	195-210	D	160-369	160-259
Plain	160-180	160-180	Plain	160-180	160-180	CD	183-378	160-285
BLF	160-162 N	160-165 N	BLF	160-162N	160-165N	BLF	160-191	160-182

COURTESY: NATIONAL BROKERS LTD



SOUTH INDIAN ROUNDUP

FOR THE WEEK ENDING - 21ST September, 2024

KOCHI -

CTC LEAF

Demand :

ORTHODOX LEAF

Demand :

Buying Pattern :

Market :

DUST

Demand :

Buying Pattern :

Market :

NO SALE

COONOOR

CTC LEAF

Demand : Strong.

Market : The strong general demand continued with the Mediums and Better Mediums trading at fully firm to dearer levels by Rs. 3/- to Rs. 5/- and upto Rs. 10/- sometime towards the latter part of the sale. The price surge was more noticed on the BOPS and BP across all categories and later continued for the BOPF's.

Buying Pattern: **The overall sale percentage is 96% at an average of Rs. 145.60..** Strong participation from the Major Blenders continued with other Regional Packeteers lending good support. Internal was seen operating quite actively whilst the Export being subdued.

ORTH LEAF

Demand : Strong.

Market : Generally a fully firm to dearer market across all grades and categories by Rs. 3/- to Rs. 5/- and upto Rs. 10/- and more on the cleaner well made teas.

Buying Pattern: **The overall sale percentage is 99% at an average of Rs. 162.48.** Fairly stronger Export enquiry was forthcoming with Internal seen lending good support.

CTC DUST**Demand :** Strong.**Market :** The uptrend sentiments continued this week too as it opened at fully firm to dearer levels by a Rs.2/-. However the latter part of the sale witnessed an upsurge in the price levels as the sale progressed by Rs. 4/- to Rs. 5/- and more sometimes across all grades and categories.**The overall sale percentage is 97% at an average of Rs. 149.02.****Buying Pattern:** Strong Export enquiry was forthcoming with the Internal seen lending equal support. The Major Blenders too covering their quantity whilst Anjaneya Enterprises continued buying major quantity of the brighter liquoring types.**ORTH DUST****Demand :** Strong**Market:** Buoyant demand had reflected in the price levels as the Primary cleaner dusts were trading at fully firm to dearer levels by Rs.5/- to Rs.10/- and more following quality. The Secondaries and Tertiaries were also trading at fully firm to dearer levels.**The overall sale percentage is 98% at an average of Rs. 140.04.****Buying Pattern:** Fairly stronger participation from the Export was noticed whilst the Internal were operating mainly on the Tertiaries.**COIMBATORE****CTC LEAF****Demand :** Good demand.**Market :** Better medium and popular sorts were fully firm to dearer by Rs.2/- to Rs.3/-. As sale progressed smaller brokens and PF's dearer by Rs.3/- to Rs.5/- sometimes more. Medium teas were dearer by Rs.4/- to Rs.5/- with some withdrawals. Plainer teas were dearer by Rs.5/- to Rs.6/-.**Buying Pattern :** Blenders, packeteers were active. Exporters and internal were selective.**ORTH LEAF****Demand :** Strong demand.**Market :** Whole leaf were dearer by Rs.4/- to Rs.5/- sometimes more. Well made brokens were substantially dearer by Rs.10/- to Rs.12/- sometimes more following quality. Secondary brokens / BOPF's were dearer by Rs.2/- to Rs.3/- sometimes more.**Buying Pattern :** All sections were active.**CTC DUST****Demand :** Good demand.**Market :** Better medium and popular teas were steady to lower by Re.1/- to Rs.2/-. Medium teas were steady to occasionally dearer with few withdrawals. Plainer teas were dearer by Rs.2/- to Rs.4/- sometimes more**Buying Pattern :** Blenders, packeteers and exporters were active. Internal were selective.**ORTH DUST****Demand :** Fair demand.**Market :** Irregular and lower by Rs.2/- to Rs.3/-.**Buying Pattern :** Exporters were active.

MOMBASA TEA AUCTION MARKET REPORT

Sale No.38 of 16th & 17th SEPTEMBER, 2024

There was good general demand for the 157,179 packages (10,643,992.00 kilos) available in the market; 43.29% remained unsold.

The multiple reprint (M4) auction had on offer 108,480 packages (7,360,803.00 kilos) with 91.80% remaining unsold.

MARKETS

Pakistan Packers, Yemen and other Middle Eastern countries maintained interest but at lower levels while **Egyptian Packers** showed strong support. There was strong enquiry from **Kazakhstan** and **other CIS states** while **Bazaar** were active but at lower rates. **Afghanistan** reduced participation while **UK** were active. **Iran** and **Sudan** were absent with some interest from **South Sudan** and **Local Packers**. **China** reduced enquiry with **Russia** quiet. **Somalia** maintained activity at the lower end of the market.

OFFERINGS

Leaf Grades - 92,100 packages (6,110,545.00 kilos) – 50.97% unsold.

Dust Grades - 49,920 packages (3,726,942.00 kilos) – 37.58% unsold.

Secondary Grades - 15,159 packages (806,505.00 kilos) – 15.44% unsold.

LEAF GRADES (M2)

BP1:

Best – Were well competed for at firm to USC54 dearer with selected lines advancing by USC162, USC172 and USC197.

Brighter – Appreciated by up to USC84.

Mediums – KTDA mediums were steady to USC9 below last levels where sold while plantation mediums varied between dearer by up to USC24 to easier by USC7.

Lower Medium – Met improved interest and were firm to easier by up to USC45.

Plainer – Steady to dearer by up to USC18.

PF1

Best – Firm to USC42 below previous prices.

Brighter – Shed up to USC32.

Mediums – KTDA mediums were steady to easier by up to USC23 with plantation mediums losing up to USC37.

Lower Medium – Irregular ranging between firm to USC15 dearer to easier by up to USC12.

Plainer – Saw irregular activity with some lines gaining up to USC6 while others lost up to USC9.

CTC QUOTATIONS	BP1 – USC	PF1 – USC
Best	312 – 552	316 – 384
Good	294 – 444	302 – 348
Good Medium	257 – 418	302 – 328
Medium (KTDA)	250 – 259	244 – 277
Medium (Plantations)	156 – 195	145 – 240
4Lower Medium	120 – 208	110 – 178
Plainer	097 – 130	070 – 132

DUST GRADES (M1)**PDUST:**

Best – Steady to easier by up to USC40.

Brighter – Firm to USC30 below previous levels.

Mediums – KTDA mediums were steady while plantation mediums appreciated by up to USC25.

Lower Medium – Were mostly dearer by up to USC13 with a few invoices shedding up to USC14.

Plainer – Varied between firm to USC16 dearer to easier by a similar margin.

DUST1:

Best – Firm to easier by up to USC27.

Brighter – Irregularly easier by up to USC32.

Mediums – KTDA mediums were mainly steady but a few selected invoices lost USC13 and USC25; plantation mediums ranged between USC10 dearer to easier by up to USC12.

Lower Medium – Irregular varying between firm to USC5 above last levels to easier by up to USC4.

Plainer – Saw some teas gain up to USC8 while others eased by up to USC12.

CTC QUOTATIONS	PDUST - USC	DUST1 - USC
Best	310 – 457	295– 339
Good	296 – 347	292 – 322
Good Medium	277 – 338	270 – 322
Medium (KTDA)	258 – 272	245 – 290
Medium (Plantations)	182 – 272	172 – 234
Lower Medium	112 – 201	115 – 180
Plainer	070 – 145	072 – 132

SECONDARY GRADES (S1)

In the Secondary Catalogues, **BPs** gained with **PFs** dearer. Clean well sorted coloury **Fannings** held value while **similar DUSTs** tended easier. **Other Fannings** were about firm to easier with **DUSTs** discounted. **BMFs** were well absorbed.

SECONDARY QUOTATIONS (USC)	BP / BP2	PF / PF2	FNGS1 /FNGS	DUST / DUST2	BMF
Best / Good	167 – 243	206 – 247	075 – 211	130 – 266	082-086
Good Medium / Medium	-	-	125 – 140	125 – 0225	-
Lower Medium	100 – 140	095 – 142	084 – 128	076– 134	070 – 090
Plainer	070 – 091	059 – 114	060 – 105	060 – 106	056 – 077

25th September, 2024

-/ra.

International Tea News

Interview: Ahmad Tea Director Dr Ali Afshar on gifting the love of tea

Gifting plays a key role in Ahmad Tea's strategy in travel retail



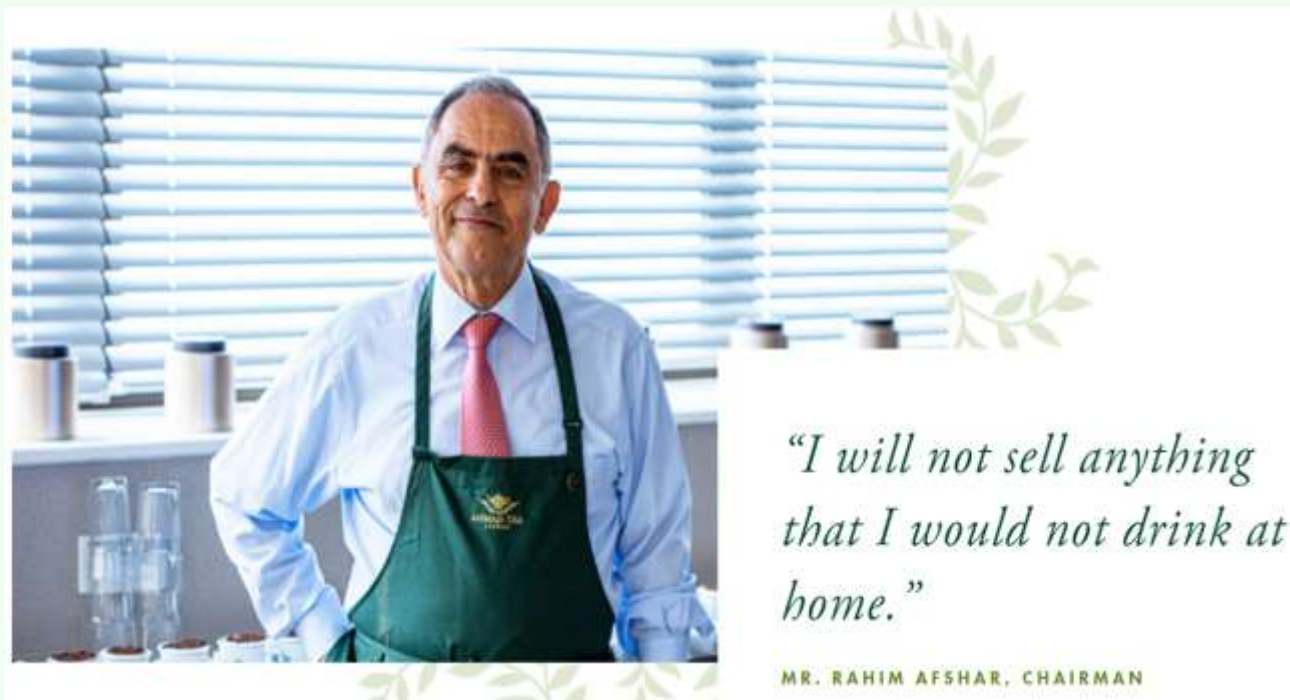
*“It is our belief that everyone deserves an exceptional cup of tea,” says Ahmad Tea Director **Dr Ali Afshar**.*

***Ahmad Tea**, developed from the opening of a small tea shop in Hampshire, England over 35 years ago, now delivers over 30 million cups of tea a day in more than 90 countries. A “family company founded and run on family values”, the brand is set to make its debut at the TFWA World Exhibition in Cannes next week (29 September-3 October).*

*In discussion with **The Moodie Davitt Report**, Dr Afshar highlights the company's background and products, its “obsession with taste”, and delves into its commitment to sustainability and charitable projects.*

Can you tell us the story behind Ahmad Tea and how it has evolved over the years?

Ahmad Tea began as a dream, experienced by our Honorary Chairman, the late Professor A.H. Ganjavian. The family, having a history within tea trading, soon embarked upon a journey with the opening of a small tea shop in Hampshire, England. From there, the dream became a global reality.



Everything we do is based on long-standing beliefs, carried out together, consistently, time and time again. We view our tea growers and other partners as a part of our family. We firmly believe that our friendships allow us to blend great tasting tea and to better look after the people and communities with whom we work. Our Chairman, Rahim Afshar, has been our Chief Tea Taster since the company's beginning, and his promise is to never sell tea he would not drink at home.

We draw upon four generations of experience to seek out the world's finest tea gardens. Our team of world-leading tea blenders and tasters sample each infusion seven times from garden to cup, delivering over 30 million cups of tea a day in more than 90 countries.

It is our belief that everyone deserves an exceptional cup of tea, whether they live in global cities or tiny villages. As a company, we fulfil our sense of responsibility towards others through the 'Infused with impact' platform, which dedicates a percentage of our profits to providing food, healthcare, education and access to drinking water not just in tea but beyond, to vulnerable communities around the world.



Naturally, the brand and our product range have evolved with the times. In the last five years, consumers globally have shown a great interest in products that can support their wellbeing, and we have successfully launched our Natural Benefits range of fortified teas, along with a selection of decaffeinated teas.

As consumers are looking to make healthy choices, tea gifts are also gaining popularity. Interestingly though, this is not new to Ahmad Tea. We've been passionate about and packing tea gifts for over 25 years.

What are some of the key consumer segments you focus on globally, and how do these differ across regions?

Globally, mass, standardised consumption is being replaced by a growing desire to make careful, thoughtful purchases of higher-quality, premium products.

The new status symbol is mindful, health-orientated consumption. Consumers tend to value a brand that shows them where their tea has come from, the people who made it and how a company like Ahmad Tea is giving back to the people and communities it serves.

Our Ahmad Tea target audience is defined by a state of mind and set of values rather than a specific age, gender or income. We define them as 'Pleasure Seekers'.

They're open-minded, energetic, ambitious and like to seek out new tastes, experiences and products because it's these things that add more pleasure to life. They like creative brands who surprise them and bring something different. Quality is important as they are knowledgeable about ingredients and often seek perfection. They are motivated by great flavour and for them, this is one of the most important aspects of drinking tea. They are thoughtful and are drawn to brands who have a strong purpose.

We further segment and target by focusing on:

- ‘Enhancing Taste’ with product-led comms in order to drive familiarity (e.g. Dialling up the health benefits of green teas, infusions etc for the health conscious)
- ‘Culture’ focusing on the tea-drinking occasions (e.g. with milk, loose teas etc)
- Our sustainable impact, with the ethical upgraders who are interested to know where tea comes from, is it ethically sourced and how we do good.



Targeting sense of place and souvenirs: Ahmad Tea’s standout tins

What are some USPs that set Ahmad Tea apart from competitors in the fine foods category?

An obsession with taste. It’s in our DNA. We don’t produce anything other than tea.

Our founder Rahim Afshar also plays a key role.

We don’t compromise on quality. As a testament to that, we’ve gained over 60 ‘Great Taste’ stars over recent years (from the UK-based Guild of Fine Food).

With sustainability becoming more important to consumers, how do you see Ahmad Tea’s commitment to ethical sourcing influencing purchasing decisions in travel retail?

Earlier this year, we won the King’s Award for Enterprise in Sustainable Development. This is the highest honour a company can receive and reflects years of genuine dedication to sustainability.

We're one of our industry's leaders in this area, and work on several fronts, including reducing the living wage gap for tea growers. Our mission is to improve lives through tea, and I hope that buyers and consumers recognise that, when choosing Ahmad Tea, they're choosing more than just a great-tasting cup of tea.

Your charitable programmes, including ChariTea, emphasise giving back to communities. How do these initiatives resonate with customers?

Our commitment to giving back, philanthropy and environmental sustainability is shared with consumers through our 'Infused with Impact' platform.



Infused with impact: Ahmad Tea's commitment to crafting exceptional tea while actively benefitting the planet and supporting the communities involved. Click [here](#) for further details.

Our initiatives resonate strongly with consumers, especially younger ones, who rightly expect and demand brands to do more. This has always been part of our company mission, which is "improving lives through tea".

How does Ahmad Tea tailor its packaging and product presentation to make tea an attractive gifting option in travel retail? And what are your ambitions in terms of visibility and distribution in the channel?

We offer three categories of products for travel retail: gifts, souvenirs and everyday tea. We've been operating successfully in travel retail for over 25 years, so we've learnt along the way what works and what doesn't.



Ahmad

Tea on-shelf in travel retail

There's definitely a sweet spot in terms of size and price that consumers are looking for. Much of what we offer is packaged in beautifully decorated tins, as these can be kept after the tea is enjoyed and generate great perceived value.

Our souvenir range includes both global and bespoke country travel lines. And our everyday teas range from classic black teas to our Natural Benefits range of fortified herbal teas. Something for everyone.

Tea is the world's favourite drink after water and offers immense gifting potential. Without giving too much away in terms of our strategy, I'd say that we want to see Ahmad Tea replicate the success it's had in London, in other major global travel hubs.

For a family-run business, what does a good travel retail partnership look like? How can retailers help enhance the appeal of the fine foods category to travellers?

Family-run businesses like ours have two advantages. First, we plan for the long term which means we're prepared to invest and be patient in opportunities that we truly believe in, like tea gifting.

Second, we're agile – you deal with the decision makers and things can be turned around quickly. So, a good trade retail partnership is when we have a shared vision and an entrepreneurial spirit.

What can we expect from Ahmad Tea at the TFWA World Exhibition this year? Are there any new products or innovations you're particularly excited about?

We'll be showcasing [**Green Village, L39**] a number of new ranges and lines, which are all a first in our category. For instance, our recently launched Tea Bouquet range. With its standout designs and multiple formats, the Tea Bouquet assortment has already been really well received by markets around the world.



We've also developed bespoke country souvenirs, such as a bright France tea caddy decorated with embossed icons. Following the lead of gourmet chocolate brands, we offer a 'global traveller' product that can be sold across international airports. ✈️

Tea Extract Market is Expected to Grow by Over 7%



(Photo: Chiociolla, iStock / Getty Images Plus)

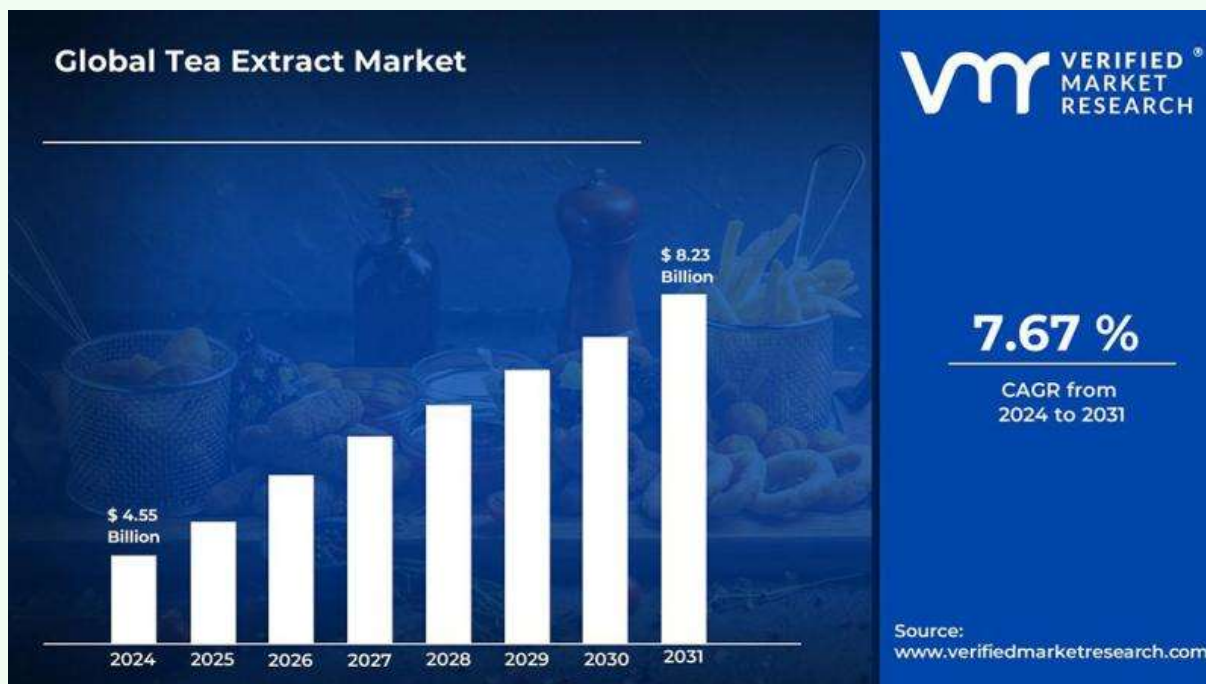
According to a [recent report by Verified Market Research](#), the Tea Extract Market size was valued at USD 4.55 Billion in 2024 and is projected to reach USD 8.23 Billion by 2031, growing at a CAGR of 7.67% from 2024 to 2031.

Tea extract, a concentrated form of bioactive compounds from tea leaves, is used for its antioxidant, anti-inflammatory, and health-promoting properties, and is extracted through various methods. It comes in a variety of types, with green tea extract being the most popular:

- Green Tea Extract
- Black Tea Extract
- Oolong Tea Extract
- White Tea Extract

Tea extracts come in liquid, powder or capsule/tablet form and are used in a wide range of applications:

- Food and beverage sector (natural flavoring agents and health supplements in products like iced teas, energy drinks, and dietary supplements)
- Cosmetics and personal care (for antioxidant and anti-aging benefits, making them common ingredients in skincare products)
- Pharmaceuticals (for potential to support cardiovascular health, weight management, and cognitive function)



Key Market Drivers

What's driving the growth of the tea extract market? A number of things. For one, advancements in extraction technology—such as supercritical CO₂ extraction and ultrasonic-assisted extraction—are ensuring higher concentrations of beneficial compounds. This enhances the quality and potency of tea extracts, making them more appealing to manufacturers. The U.S. Patent and Trademark Office reported a 15% increase in patent applications related to tea extract technologies between 2020 and 2023.

The increased interest in health and wellness is also a major driver of tea extract growth. The clean label movement—where consumers are looking for products with simple, recognizable ingredients—is driving the use of tea extracts in various food, beverage, and cosmetic formulations.

Health Consciousness: Rich in antioxidants and bioactive compounds, tea extracts are sought after for their potential to boost immune health, reduce inflammation, and promote overall wellness. According to the U.S. Department of Agriculture (USDA), tea consumption in the United States has been steadily increasing. As of 2023, per capita tea consumption reached 0.9 pounds per year, up from 0.8 pounds in 2015.

Functional Beverages: Functional beverages, which offer health benefits beyond basic nutrition, is significantly boosting the demand for tea extracts. These extracts are used in a variety of drinks, including energy drinks, iced teas, and wellness shots, to enhance their health-promoting properties. The Food and Drug Administration (FDA) reported in late 2023 that the functional beverage market in the U.S. grew by 7.5% annually between 2020 and 2023.

Natural Cosmetics: Known for their antioxidant and anti-aging properties, tea extracts are key ingredients in skincare formulations, catering to the demand for clean and effective beauty solutions. The Environmental Working Group (EWG) reported in 2023 that products containing tea extracts in their VERIFIED™ program increased by 30% compared to the previous year.

Key Challenges

While much is contributing to the development of the tea extract market, there are challenges to that growth as well.

Limited Raw Material Availability: The availability and quality of raw tea leaves can be affected by climatic conditions, geopolitical issues, and agricultural practices. Fluctuations in supply can impact the consistent production and cost of tea extracts.

Regulatory Hurdles: Stringent regulations and approval processes for food, beverage, and cosmetic products can pose challenges for market entry.

Competition from Synthetic Alternatives: The presence of cheaper synthetic alternatives and other natural extracts with similar health benefits can restrain the tea extract market.

Consumer Awareness and Misconceptions: A lack of consumer awareness about the specific benefits of tea extracts, coupled with misconceptions about their efficacy, can limit market adoption.



Geographic Analysis

Asia-Pacific leads the world in the tea extract market, both in terms of production and consumption, largely due to the region's strong tea culture and increasing disposable incomes. According to the Food and Agriculture Organization (FAO) of the United Nations, as of 2023, Asia accounted for 85% of global tea production. China, India, and Sri Lanka were the top three producers, collectively accounting for 62% of world tea production. The National Bureau of Statistics of China reported that the country's health food market, which includes tea extract-based products, grew by 12.5% in 2023, reaching a value of USD 40 Billion. In February 2024, Tata Consumer Products announced a USD 50 Million investment in a new tea extract manufacturing facility in Assam, India, aimed at increasing production capacity by 40% to meet growing domestic and export demand.
