



TEA

茶叶

Overview

Yunnan, situated in one of the best tea-producing regions in the world (close to 23.5°N with an altitude of 1500-2000 m), is renowned as the cradle of tea plantation. The province is in a good position to develop its tea industry with the following strengths: unique tea varieties (such as the broad-leaf varieties and a large number of ancient tea trees); top-class Pu'er tea (featuring the post-fermentation process and long-lasting fragrance that improves with age); beautiful and enabling environment for tea cultivation; rich and colorful ethnic tea culture; and a sound foundation for the development of tea industry. In 2018, Yunnan saw an increase in both the production and sales of spring tea. In terms of the production scale, 5.85 million mu (1 mu ≈ 666.67 m²) of spring tea have been harvested, an increase of 50,000 mu year on year. Spring tea production totaled 161,000 tons, which is 6000 tons higher than last year. In terms of tea products, the production of

Yunnan tea industry will focus on promoting the construction of green ecological organic tea garden, scientifically studying the health efficacy and mechanism of Pu-undefiner tea, comprehensively developing new healthy products of Puundefiner tea, and innovating and marketing Yunnan tea products. Puundefiner tea will strive to become the worldundefiners first brand tea industry.

Pu'er tea reached 41,000 tons, accounting for 48% of the total. As for the economic benefits generated by the tea industry, the agricultural output of spring tea rose to 16.12 billion yuan, up 29.8% year on year.

Currently, to advance the development of tea industry, Yunnan will continue to facilitate the building of green and organic tea gardens and conduct more research on the health benefits of Pu'er tea and how it works. Yunnan will work to launch new and healthy Pu'er tea products, promote the sales of local tea products through innovation, and strive to make Pu'er tea one of the best tea products in the world.

综述

云南省位于世界茶叶黄金带（北纬 23.5 度附近，海拔 1500–2000 米）上，是世界茶树的发源地。云南茶产业发展具有独特优越的品种资源（大叶种品种，成规模古树茶）、独特优质的普洱茶产品（后发酵工艺，越陈越香的品质）、独特优美的茶树生长环境、独特多彩的民族茶文化以及较好的茶产业发展基础。

2018 年云南春茶产销持续呈现“量价齐升”的喜人成绩，从生产规模上看，全省春茶采摘面积 585 万亩，较去年同期增加 5 万亩；春茶总产量 16.1 万吨，同比增加 0.6 万吨；从成品茶生产情况看，普洱茶产量达 4.1 万吨，占成品茶产量的 48%；从产业效益上看，全省春茶工农业总产值达 161.2 亿元，较去年同期增加 29.8%。

目前，云南省茶产业的发展将会着力于深入推进绿色生态有机茶园的建设，科学研究普洱茶的健康功效及作用机理，全面开发普洱茶健康新产品，创新营销云南茶产品，努力将普洱茶打造成为世界茶业第一品牌。

Development Status

1. The area of tea plantation remains basically stable, ranking the second in China.

In recent years, the scale of tea industry in Yunnan has been expanding steadily. Tea plantation area has remained basically stable. In 2017, the area of tea plantation in Yunnan reached 6.2 million mu, accounting for 13.5% of the country's total, ranking the second in China.

2. Tea production has increased slightly, ranking the second in China.

In recent years, Yunnan has seen a slight increase in tea production. In 2017, tea production reached 390,000 tons, accounting for 14.9% of the nation's total, ranking the second in the country.

3. Tea output has grown rapidly, ranking among the top in China.

Over the past three years, the output of both the first, second and tertiary industry of tea production in Yunnan has grown rapidly (see picture below). In 2017, the annual tea output totaled 74.3 billion yuan in Yunnan.

Industry Mix

1. Main products such as Pu'er Tea remain popular

In 2017, Yunnan produced 294,000 tons of tea products, including 139,000 tons of Pu'er tea, 77,000 tons of black tea, 76,000 tons of green tea and 2,000 tons of other tea products.

2. The industry boasts a wide spectrum of products.

Known as the cradle of tree plantation, Yunnan is home to Pu'er Tea and Dianhong Tea. It has the capacity to produce all types of tea products as listed in the the proposed tea classification standards in China. Currently, the major varieties of tea products include: Pu'er tea, black tea, green tea, white tea, oolong tea, etc., covering almost all categories.

3. Tea processing industries are thriving.

In recent years, the capacity of tea processing industries in Yunnan has been rising. Tea processing enterprises are also thriving. By 2017, there have been over 30 tea processing companies in Yunnan with output exceeding RMB 100 million yuan. Apart from certain enterprises such as TASLY Group, most enterprises are working to increase their tea-processing capacity. Each year, around 100,000 tons of raw tea are sold to other provinces for processing, in which varieties of Pu'er tea such as Brick (Zhuancha), Cake (Bingcha) and Bowl (Tuocha) account for more than 90% of the total. There is an enormous space for developing processed tea products, such as tea drinks, health-care products and daily cosmetic products. There are four major tea production areas in Yunnan, which are located in Pu'er City, Xishuangbanna Dai Autonomous Prefecture, Baoshan City and Lincang City, respectively. Of the four major production areas, Lincang



Ripened Pu'er Tea

is known to be the biggest tea-producing city in Yunnan Province. There are a large number of ancient Pu'er tea trees in Zhenkang, a county located in the western part of Lincang City. Of a particular note, the “Tea Hill Village” in the remote mountainous region of Zhenkang produces excellent ancient tea products. There, the average altitude is 1530 m. The place is endowed with abundant sunshine and rainfall. The four seasons are not so distinct from one another, yet the wet and dry seasons vary significantly. Vertical climate is also a prominent feature in this place. Thanks to the enabling geographical environment, the local ancient tea products excel in quality, hence the products have won many prizes and have brought bright prospects for the development of the industry.

Top 10 Tea Products in Yunnan (2018)

No. 1: “TAE” 7542 Classic Pu'er Tea (Raw Tea) by Menghai Tea Industry Co., Ltd.

No. 2: “Mengku” Pu'er (Raw Tea) by Yunnan Shuang-

jiang Mengku Tea Co., Ltd.

No. 3: “Longrun” Pu'er (Raw Tea) by Yunnan Longrun Tea Group Co., Ltd.

No. 4: “Deepure” Tea by Yunnan TASLY Deepure Biological Tea Group Co., Ltd.

No. 5: “Veteran” Ripened Cake Pu'er Tea by Anning Bay Tea Industry Co., Ltd.

No. 6: “Phoenix” 58 Classical Tea by Yunnan Dianhong Group Co., Ltd.

No. 7: “Yanleng” Pu'er Tea (Raw Tea) by Pu'er Lancang Ancient Tea Co., Ltd.

No. 8: “Chensheng No.1” Pu'er Tea by Menghai Chensheng Tea Co., Ltd.

No. 9: “Gaoligong Mountain” Ancient Pu'er Tea by Tengchong Gaoligong Mountain Ecological Tea Industry Co., Ltd.

No. 10: “Zuxiang” Organic Green Tea by Pu'er Zuxiang High Mountain Tea Garden Co., Ltd.

发展现状

1. 种植面积基本稳定，居全国第二位

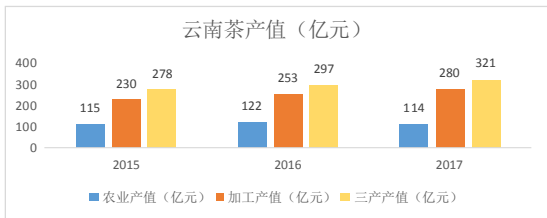
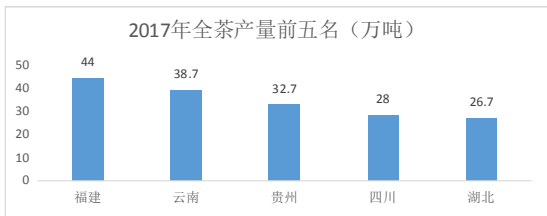
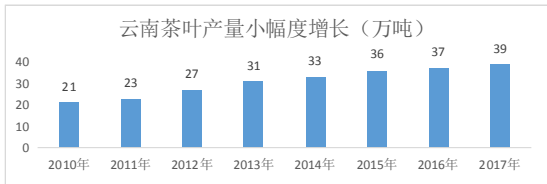
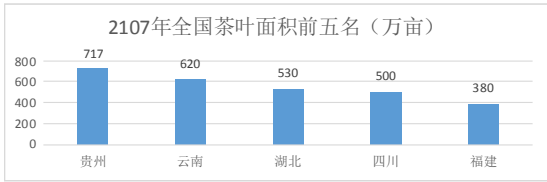
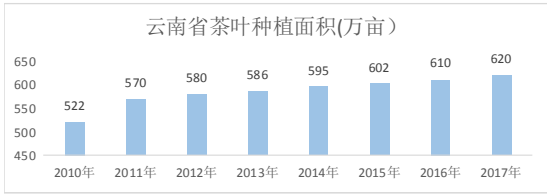
近年来，云南省茶产业规模不断扩大，种植面积趋于基本稳定。2017年，茶叶种植面积620万亩，占全国种植面积的13.5%，居全国第二位。

2. 茶叶产量小幅增长，居全国第二位

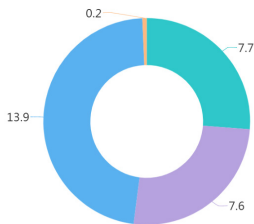
近年来，云南省茶叶产量小幅增长，2017年茶叶产量39万吨，占全国产量的14.9%，居全国第二位。

3. 茶产业产值增长较快，居全国前列

过去三年，云南茶产业一二三产值增长较快（见下图），2017年总产值达743亿元。



云南成品茶产量(吨)



结构

1. 以普洱茶为主的主导产品突出

2017年,云南省成品茶产量29.4万吨,其中:普洱茶13.9万吨,红茶7.7万吨,绿茶7.6万吨,其他茶类0.2万吨。

2. 茶品品类全面

云南是世界茶树核心发源地,是普洱茶的原产地、滇红茶的故乡。从中国茶叶分类建议标准来看,云南茶叶可以做全所有品类。目前云南茶叶主要品类:普洱茶、红茶、绿茶、白茶、青茶等,几乎涵盖了所有茶品品类。

3. 深加工产业正在加强

近年来,云南省茶叶加工能力持续提升,茶企实力日趋壮大。截至2017年,全省产值超亿元的企业30余户。除了天士力等少数企业外,大多数企业深加工能力正在提升,每年约有10万吨毛茶原料销往省外加工,普洱茶中砖、饼、沱等传统产品占总量的90%以上,茶饮料、茶保健品、茶日化品等深加工产品开发空间较大。

4. 产区

云南有普洱、版纳、保山、临沧四大茶产区。其中,临沧又是云南省第一产茶大市,位于临沧西部的镇康县就蕴藏着大量丰富的普洱古树资源,尤其是在大山深处的“茶山村”,具有很好的代表性;这里平均海拔1530米,日照充足,雨量充沛,四季不分明,干湿季明显,立体气候显著,良好的地理自然条件使得当地古茶树的品质异常优良,产品屡获殊荣,发展潜力巨大。

云南省2018年“10大名茶”

第一名:勐海茶业有限责任公司“大益”牌经典7542普洱茶(生茶)

第二名:云南双江勐库茶叶有限责任公司“勐库”牌本味大成普洱茶(生茶)

第三名:云南龙润茶业集团有限责任公司“龍潤”牌润家号普洱茶(生茶)

第四名:云南天士力帝泊洱生物茶集团有限责任公司“帝泊洱”牌茶珍

第五名:安宁海湾茶业有限责任公司“老同志”牌9978熟饼

第六名:云南滇红集团股份有限公司“凤”牌经典58红茶

第七名:普洱澜沧古茶股份有限公司“岩冷(图形)”牌春德金瓜普洱茶(生茶)

第八名:勐海陈升茶业有限责任公司“陈升号”牌陈升一号普洱茶(生茶)

第九名:腾冲市高黎贡山生态茶业有限责任公司“高黎贡山”牌普洱古树茶

第十名:普洱祖祥高山茶园有限责任公司“祖祥”牌无量翠环有机绿茶