

The Telegraph

Hong Kong prize for Assam tea

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Buoyed Naharbari factory eyes China market

Guwahati: Encouraged by the Champion Award for CTC (crush, tear and curl) tea in an international tea fair in Hong Kong, a bought leaf factory of Assam is looking towards the China tea market.

Naharbari Tea Factory in Sonitpur district got the award in CTC tea variety at the three-day Hong Kong International Tea Fair which began on August 16.

The fair organised by the Hong Kong Trade Development Council offers a wide range of tea leaves, processed tea and tea products, tea packaging, teaware, tea technology and other tea-related products to buyers from all over the world.

"It is great news for Assam tea and a great scope for our tea market in China and other countries," Fr Sebastian K.V, a partner of Naharbari Tea Factory and vice-president-treasurer, Tezpur Social Service Society (TSSS), told **The Telegraph** on Sunday. The factory was born out of Tezpur Social Service Society, a social wing of the diocese of Tezpur. The factory sells tea under Archana and Avani brands.

Fr Sebastian said: "We have met a few very important Chinese businessmen who agreed to have some understanding in tea promotion of Assam tea. We are just waiting for their orders. Altogether 2,200 small-tea growers supply green leaf to the factory. We give them a very good price for the leaf supplied and they have been benefited."

Assam CTC tea is slowly making a foothold in the black tea market in China and a few gardens from Assam are getting orders.

The Food and Agriculture Organisation (FAO) of UN says China is responsible for the accelerated growth in global tea output as production increased more than double. The expansion in tea production is in response to unprecedented growth in domestic demand, underpinned by China's economic growth at an average of 10 per cent over the last 30 years.

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