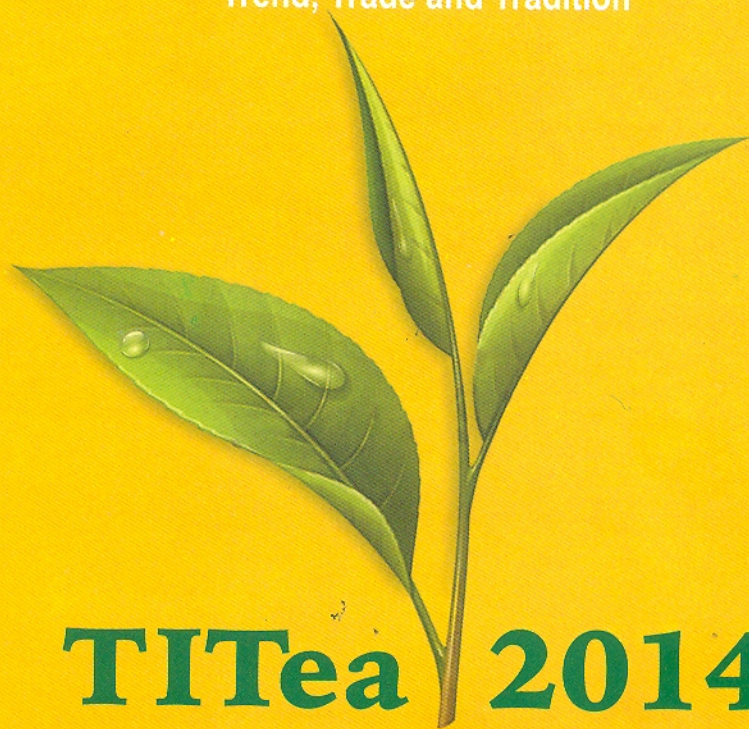




Thailand International Conference on Tea 2014

Trend, Trade and Tradition



TITea 2014

6-7 November 2014

Mae Fah Luang University, Chiang Rai, Thailand

*Message from Chairperson,
The Executive Committee of TITea 2014*

Chiang Rai Province, in which Mae Fah Luang University is located, is the largest tea cultivation area in Thailand. As such, the Mae Fah Luang Tea Institute was established with a commitment to a primary objective of being an academic center for the tea producing community, while providing assistance to producers in Chiang Rai Province. Since its inception, the Mae Fah Luang Tea Institute has been encouraging and facilitating both private and public sector involvement in the Institute's efforts to facilitate, enhance and improve tea production and the development of tea products. To this day, the Mae Fah Luang Tea Institute is the only such institute in Thailand. The Institute continues to pursue its mission of providing academic assistance, advice and support to those involved at every stage of tea production and tea product development in both the public and private sectors.

The "International Conference on Tea Production and Tea Products" was first organized and presented by the Mae Fah Luang Tea Institute in 2008. Nearly 200 participants from 13 countries attended, engaging in meaningful discussions, exchanging ideas and experiences, and solidifying relationships and linkages between tea producers and investors internationally. The enormous success and achievements of that conference will be realized once again as Mae Fah Luang University is hosting the "Thailand International Conference on Tea 2014" (TITea 2014). With the assistance of a variety of domestic and international co-organizers from both public and private institutes, this second conference is being held on the 6th and 7th of November, 2014.

TITea 2014 will provide updates on all aspects of tea production and tea consumer products which are ongoing and developing as a result of the renowned benefits of tea. This conference aims to promote education, science, and research and will involve nearly 150 participants, 18 speakers and 30 presenters from numerous countries including India, the United States, Taiwan, China, Japan, Sri Lanka, Myanmar, Malaysia, Turkey, Singapore and, of course, Thailand.

On behalf of the Executive Committee, it is my distinct pleasure to welcome you to The Second International Conference on Tea (TITea 2014) and to celebrate the 10th anniversary of the establishment of Tea Institute. I hope you can gain in-depth knowledge and unlock the wonders of nature through science to help pave the way for global development and sustainable tea production and consumer products, all amidst the beautiful scenery here at Mae Fah Luang University. Finally, I trust that you will be empowered, motivated and inspired by this conference to create and continue solid bonds to make TITea 2014 both memorable and forever significant.



Assoc Prof Dr Chayaporn Wattanasiri
Chairperson, The Executive Committee of TITea 2014

Congratulation Note

In 2012, the Institute of Thai Studies, Chulalongkorn University had the great pleasure and honour to cooperate successfully with the Tea Institute, Mae Fah Luang University to host a national conference: 'Thai Tea Culture: Trade and Industry'.

In this year, 2014, the Institute of Thai Studies, Chulalongkorn University, would like to express our pleasure, once again, in having the opportunity to cooperate with the Tea Institute, Mae Fah Luang University in this significant international conference: 'Thailand International Conference on Tea 2014: TITea 2014'.

We are confident that the conference will be a great success and an inspiration for more conferences to come.

Assoc Prof Dr Suchitra Chongstitvatana
Director, Institute of Thai Studies, Chulalongkorn University

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Conference Program
Thursday, November 6, 2014

- 08.00-09.00 Registration
- 09.00-09.30 Opening Ceremony
- 09.30-10.00 Keynote Lecture: **Current Status and Future Development of Global Tea**
Prof Dr Narender Kumar Jain
Director of Doi Chang Tea Co., Ltd., Thailand
- 10.00-10.30 Keynote Lecture: **Current Status and Future Development of Tea in Thailand**
Mr Chuchawal Pringpuangkeo
Director of Doi Chang Tea Co., Ltd., Thailand
- 10.30-10.50 Refreshments
- 10.50-11.30 Keynote Lecture: **Possible Health Benefits of Tea**
Prof Dr Chung S. Yang
Director, Center for Cancer Prevention Research Rutgers,
The State University of New Jersey Piscataway, USA
- 11.30-12.00 Keynote Lecture: **Technical Development of Production and Products in Organic Tea Farming**
Assoc Prof Mu-Lien Lin
Tea Research Center of Asia University, Taiwan
- 12.00-13.30 Lunch

13.30-13.50 **Camellia Oleifera – Beyond the Drinking Tea, It Is for Cooking and Cosmetics!**

Mrs Khwanchira Sivayaviroj
Director of Tea Oil and Plant Oils Development Center,
Thailand

13.50-15.20 Country Report: **Current Status and Future Development of Tea Production and Tea Products**

- China:** *Prof Dr Qi Zhu*
Department of Tea Science,
Hunan Agricultural University
- India:** *Dr Subhasish Sannigrahi*
Principal Scientist of Tea Research
Association, India
- Japan:** *Dr Yukihiko Hara*
Tea Solutions, Hara Office Inc.
- Malaysia:** *Dr Mohamad Desa Haji Hassim*
Head of Agriculture Division, Ministry of
Agriculture and Agro-based Industry Malaysia
- Myanmar:** *Mr Tun Myaing*
Chairman of Myanmar Tea Growers & Sellers
Association
- Sri Lanka:** *Dr I. Sarath B. Abeysinghe*
Director/Chief Executive Officer,
Tea Research Institute of Sri Lanka
- Thailand:** *Dr Piyaporn Chueamchaitrakun*
Director of Tea Institute,
Mae Fah Luang University
- Moderator:** *Mrs Peyanoot Naka*
Horticulture Research Institute,
Department of Agriculture, Thailand

- 15.20-15.40 Refreshments
- 15.40-16.00 **Decaffeinated Green Tea Extract to Prevent Metabolic Syndrome**

Dr Sudathip Saetan

Department of Food Science and Technology,
Kasetsart University

- 16.00-17.30 Poster Presentations

Friday, November 7, 2014

- 08.00-08.45 Registration
- 08.45-09.00 Poster Awards
- 09.00-10.15 **Trade: Tea Marketing, Logistics and Supply Chains**
- Myanmar:** *Mr Matthias Plewa*
Senior Advisor, Myanmar-Germany, Private
Sector Development Programme; Deutsche
Gesellschaft für Internationale
Zusammenarbeit GmbH
- Singapore:** *Mr Lee Chee Keong*
Director of Tea Institute, Singapore
- Taiwan:** *Assoc Prof Mu-Lien Lin*
Tea Research Center of Asia University,
Taiwan
- Thailand:** *Mr Jakarin Wangvivat*
President of Raming Tea
- Moderator:** *Asst Dr ML Anothai Choomsai*

- 10.15-10.30 Refreshments

- 10.30-11.00 **Chinese Tea Consuming Culture in Thailand: Symbolic Beverage of Civilization, Honour and Friendship**

Dr Sakaorat Harnkarnchanasuwat

Office of Her Royal Highness Princess
Maha Chakri Sirindhorn's Personal Affairs Division

- 11.00-12.00 Depart to **Boon Rawd Farm**
- 12.00-13.00 Lunch
- 13.00-15.00 Visit **Boon Rawd Farm**
(Tea Plantation and Tea Factory)
- 15.00-15.30 Depart to **Doi Chang Tea Plantation**
- 15.30-16.00 Tea Break
- 16.00-17.00 Visit Organic Tea Plantation
- 17.00-18.00 Depart to Mae Fah Luang University

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Abstract of Keynote Speakers

KS-1

Current Status and Future Development of Global Tea

N.K. Jain

Advisor, International Society of Tea Science

Former Director, Tocklai Experimental Station, Jorhat, Assam, India

Tea is grown on an area of over four million hectares, producing half a billion kilograms of black, green and many other variants of tea. However, tea production exceeds five million kilos in only a handful of tea growing countries. Four such countries are chosen for discussion to illustrate the global trends: China and India are the two largest tea growing countries that consume over 80% of their own production; they export less than a fifth of their production. The leading tea exporters are Kenya and Sri Lanka, which consume only seven per cent and export most of their gross production. In recent years, Kenya has been exporting more tea than its annual production, presumably importing to meet the shortfall for export.

The global tea research institutes focus on developing agrotechnology to increase productivity. Amongst others, crop nutrition and rehabilitation/rejuvenation, play important roles in enhancing crop production. A comparative study of the impact of research over a century in two similar tea growing regions, one that has been supported by R&D, and the other denied this benefit, forcefully brings home the long term advantage of investing in tea R&D.

Short term trends projected over 15 years on global production and consumption indicate that there are larger tea supplies than consumption, making the industry economically unsustainable. A five per cent excess supply over demand of tea, depresses the prices by 25 per cent. If tea growing is to stay profitable, researchers must find ways and means of mopping up the excess supplies through extraction of pharmaceuticals, industrial chemicals and by developing value added products for diversified use, such as instant tea, RTDs and other convenient beverages. China is reported to be earning more from tea bio-chemicals than by selling tea as a beverage.

KS-2

Current Status and Future Development of Tea in Thailand*Chuchawal Pringpuangkeo*

Doi Chang Tea Co., Ltd.

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For many centuries, Thai people have chewed “*miang*” (pickled wild tea) as a refreshment, as well as for their digestive system. Wild tea leaves have been available in the past and present from wild tea forests in the north of the country. In addition to *miang*, wild tea is presently used as the raw material of ready-to-drink bottled tea. The wild tea business survives by exporting to several countries, while cultivated tea is struggling to survive. In order to achieve better taste and fragrance, tea cultivation started in Thailand a half century ago. For economic reasons, tea farmers have been forced to use chemical fertilizers and insecticides, resulting in the detection of toxicants in their tea products. A question arises as how to “turn cultivated tea to 100% pure organic tea”. Together with special human health benefits, the upcoming sustainable innovation of Thai premium tea products, which are to be pure organic tea, will certainly become a promising future. Other alternatives are tailored made blended tea for special markets, such as Earl Grey and chamomile tea, as well as cultivation and cooking-baking tea to suit the preference of special markets. Thai people do not like drinking hot tea because of the climate. Therefore, since tea has many high values of health benefits, fresh tea leaves could be introduced as raw materials for home cooking, such as mixed salads, deep fried in batter, a crispy leisure snack, vegetable dips (similar to Italian pesto), Thai spicy dip, etc.

Keywords: Sustainable innovation of Thai premium tea

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