

TEA MARKET REPORT

SALE NO: 49

December 10 & 11, 2024



LANKA COMMODITY BROKERS LTD

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COMMENTS

This week's Tea Auction, namely Sale #49 of 2024 was held on December 10th /11th, 2024 (Tue./Wed.). A total weight of 6.2 MKGS was on offer, which shows a noticeable increase when compared to the previous week's quantity. The Low Grown Leafy, Semi Leafy, Tippy/Small Leaf & Premium Flowery catalogues totaled 2.7 MKGS, while the Main Sale High & Medium segment had 0.83 MKGS. The Ex Estate category had 0.88 MKGS.

Demand at the Ex-Estate sale was mostly easier. A few select best Western BOP/BOPF's were firm and up to Rs.20/- per kg lower whilst the others declined by Rs.50-100/- per kg. Below best category teas too declined by Rs.50/- per kg and more whilst at the lower end, prices were up to Rs.100/- easier and more towards the latter part of the sale. Nuwara Eliya teas were mostly unsold again this week. Uda Pussellawa's teas were Rs.20-40/- per kg lower whilst Uva's too declined up to Rs.100/- per kg and more. CTC Teas- High & Medium PF1's declined by Rs.20-40/- per kg whilst Low Grown teas were firm to Rs.20/- per kg dearer. There were hardly High & Medium BP1's on offer whilst Low Grown varieties appreciated whilst select Low Grown varieties appreciated on last levels. The majority of the buyers were very selective in their purchases this week.

The overall demand for both Leafy and Semi Leafy teas was sustained and remained fully firm to dearer when compared with the previous week. Traditional buyers continue to be operative.

Sale No.50 will be held on Monday 16th and Tuesday 17th December, 2024.

This week's auction comprised of 12,154 lots with a total quantity of 6,160,454 kgs.

The catalogue wise breakdown was as follows:-

	<u>Lots</u>	<u>Qty. (Kgs)</u>
Low Grown Leafy	2,043	779,963
Low Grown Semi Leafy	1,765	776,265
Low Grown Tippy	2,256	1,071,589
High & Medium	1,827	826,003
Off Grade/BOP1A	2,341	1,203.963
Dust	631	564,694
Premium Flowery	389	55,346
Ex-Estate	<u>902</u>	<u>882,631</u>
Total	<u>12,154</u>	<u>6,160,454</u>

In Lighter Vein

TRAGEDY BEING A SALESMAN

A little old lady answered a knock on the door one day, to be confronted by a well dressed young man carrying a vacuum cleaner.

'Good morning', said the young man. 'If I could take a couple of minutes of your time, I would like to demonstrate the very latest in high powered vacuum cleaners.

'Go away!' said the old lady. "I am broke and haven't got any money!" and she proceeded to close the door.

Quick as a flash, the young man wedged his foot in the door and pushed it wide open. Don't be too hasty! He said. "Not until you have at least seen my demonstration".

And with that, he emptied a bucket of horse manure on to her hallway carpet. "Now, if this vacuum cleaner does not remove all traces of this horse manure form your carpet, madam, I will personally eat the remainder".

The old lady stepped back and said, "well let me get you a fork, 'cause they cut off my electricity this morning".

LOW GROWN TEAS

LEAFY/SEMI LEAFY

BOP : Select best and best varieties were firm whilst the balance were appreciated.

OP1 : Teas in the select best category were firm, whilst balance tended irregular. Stalky invoices were firm.

OP : Well-made teas were fully firm, whilst best and below best varieties were dearer. Shorter varieties tended irregular.

OPA : Best OPA's held firm, whilst the balance were firm to irregularly dearer. Teas at the lower end appreciated.

PEK/PEK1: Bolder PEK varieties held firm. PEK1's in general were easier.

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	1700-3250	1700-3100	1300-1550	1200-1350	900-1100	850-1000
OP1	1500-3350	1450-3250	1100-1350	1100-1350	750-850	780-900
OP	1800-1900	1220-1800	1100-1250	1050-1150	800-900	750-850
OPA	1300-1800	1250-1900	1100-1250	1050-1150	800-900	750-880
PEK/PEK1	1500-2300	1550-2300	1250-1400	1250-1400	950-1100	950-1100

TIPPY/SMALL LEAF

BOP/BOPSP : BOP's in general, were lower.

BOPF/BOPFSP : Well-made BOPF's together with Below Best varieties were easier. However teas at the lower end sold on last levels.

FBOP/FBOP1 : Select Best and Best FBOP's were firm, whilst the balance appreciated. FBOP1's in general were firm.

FBOPF/FBOPF1 : Very Tippy teas were firm, whilst the Best and Below Best too followed a similar trend. The balance were irregular following quality. A few select Best FF1's were firm, whilst the Best and Below Best were easier. However teas at the lower end were firm.

FBOPFSP : Select best teas gained by Rs.200-400/- per kg whilst others were firm.

FFEXSP/SP1 : Select best invoices were dearer by Rs.350/- per kg. whilst others maintained on last week's 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>
BOP/BOPSP	1700-1850	1750-2300	1500-1650	1700-1900	1400-1550	1500-1650
BOPF /BOPFSP	1650-1850	1850-2100	1500-1600	1700-1800	1350-1500	1400-1650
FBOP/FBOP1	2100-2450	2100-2450	1800-2050	1800-2050	1600-1750	1550-1750
FBOPF/FBOPF1	1550-2050	1550-1700	1250-1450	1300-1500	1150-1300	1150-1350
FBOPFSP/EXSP	4550-4950	4500-4900	3200-4250	3000-4150	1800-3100	1700-3000

MEDIUM GROWN LEAFY/SEMI LEAFY TEAS

FBOP : Select best FBOP's were firm, whilst the balance appreciated marginally.

FBOPF/FBOPF1: Best FF1's held firm and the balance were irregular following quality. Teas at the lower end were firm.

PEK/PEK1 : In general al-round easier market.

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	1300 - 2000	1400 - 1900	1240-1370	1300-1400	950 - 1280	1000-1300
FBOPF/FBOPF1	1280 - 1600	1300 - 1700	920 - 1250	1000-1300	820 - 980	900 - 1000
PEK/PEK1	1300 - 1700	1400 - 1800	1000 - 1350	1100-1400	980 - 1150	1000-1100

HIGH GROWNS TEAS

BOP : Best Western's – A few select invoices were firm and up to Rs.20/- per kg lower, whilst the others declined by up to Rs.100/- per kg. In the Below Best category, a few select invoices were firm, whilst the others declined by Rs.50/- per kg and more. Teas at the lower end were up to Rs.100/- per kg easier. Nuwara Eliya's were mostly unsold. Uda Pussellawa's were Rs.20-40/- per kg lower. Uva's – High-priced teas were substantially easier, whilst the others declined by Rs.100/- per kg and more.

BOPF: Best Western's – A few select invoices were firm and Rs.20/- per kg easier, whilst the others declined by Rs.50-100/- per kg and more. In the Below Best category, a selection of teas were firm to marginally dearer, whilst the others declined by a similar margin and more following quality. Plainer sorts which commenced firm to marginally easier, declined further as the sale progressed. Nuwara Eliya's were mostly unsold. Uda Pussellawa's were barely steady. Uva's – Better sorts were Rs.20-40/- per kg lower, whilst the others were substantially easier.

Quotations (Rs./Kg)	BOP		BOPF	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
Best Westerns	1360 - 1420	1380 - 1420	1320 - 1400	1340 - 1480
Below Best Westerns	1220 - 1320	1240 - 1360	1220 - 1300	1220 - 1320
Plainer Westerns	1020 - 1220	1020 - 1220	1060 - 1180	1100 - 1200
Nuwara Eliyas	N/A	N/A	N/A	1220
Brighter UdaPussellawas	1100 - 1180	1040 - 1080	1140 - 1200	1140 - 1180
Other Uda Pussellawas	1040 - 1080	1060 - 1100	1100 - 1120	1080 - 1120
Best Uva's	1100 - 1180	1180 - 1400	1140 - 1180	1200 - 1240
Other Uva's	N/A	1080 - 1120	N/A	1080 - 1160

MEDIUM GROWN TEAS

BOP : Large leaf teas declined by Rs.100-150/- per kg and more, whilst the others declined by up to Rs.50/- per kg.

BOPF : Better sorts commenced firm and eased towards the close, whilst the other poorer sorts sold 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	760 - 1700	730 - 1260	720 - 1200	710 - 1220

CTC TEAS

HIGH GROWN:-

BP1 - Hardly any offerings

PF1 - Select high priced teas of last week declined by up to Rs.40/- per kg, whilst the others were generally firm.

MEDIUM GROWN:-

BP1 - Hardly any offerings.

PF1 - Best available were Rs.20-40/- per kg easier, whilst the others were irregular.

LOW GROWN:-

BP1 - Select invoices appreciated by Rs.100/- per kg and more, whilst the others were firm and dearer to a lesser extent.

PF1 - Select invoices were firm and Rs,20/- per kg dearer, whilst the others declined by a similar margin and more.

Quotations (Rs./Kg)	BP1		PF1	
	<u>This Week</u>	<u>Last Week</u>	<u>This Week</u>	<u>Last Week</u>
High	N/A	N/A	900	850 - 1280
Medium	720 - 1280	650 - 1160	730 - 1280	720 - 1260
Low	810 - 1260	850 - 1060	820 - 1650	730 - 1550

OFF GRADES

FGS/FGS1 : Select Best Liquoring FNGS/FNGS1 appreciated Rs.20-40/- per kg. Best types advanced Rs.20/- per kg on last whilst poorer teas firm. Well-made Low Grown FNGS/FNGS1 advanced Rs.40/- per kg. Best teas and below best dearer by Rs.20-30/- per kg . Poorer varieties firm on last.

BOP1A : PEK1's reducers' tended irregular on last whilst best BOP1A's lost Rs.50-100/- per kg. Below best teas and poorer advanced Rs.40/- 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)	850 - 1080	850 - 1050	710 - 870	710 - 870	800 - 930	780 - 890
Good Fannings (CTC)	760 - 850	760 - 850	730 - 780	720 - 760	730 - 780	720 - 760
Other Fannings (Orthodox)	650 - 690	650 - 680	650 - 700	650 - 680	660 - 700	650 - 680
Other Fannings (CTC)	N/A	N/A	N/A	N/A	N/A	N/A
Good BM's	790 - 840	790 - 840	790 - 850	790 - 850	800 - 850	800 - 850
Other BM's	720 - 740	700 - 740	710 - 750	700 - 740	710 - 750	700 - 740
Best BOP1As	800 - 860	790 - 840	820 - 880	800 - 850	850 - 1460	850 - 1500
Other BOP1As	770 - 820	750 - 790	750 - 820	750 - 790	750 - 830	750 - 790

DUST

DUST/DUST1: High grown select few liquoring Dust/Dust1's gained Rs.40-80/- per kg whilst their secondaries and below best types were irregular and mostly lower. Mid Grown teas too met with an improved market conditions and gained Rs.30-50/- per kg. Low Growns were fully firm to dearer.

PD : High and Medium category teas gained Rs.20-40/- per kg, whilst the Low Growns were Rs.40-60/- per kg dearer.

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)	760- 1400	720 - 1500	720 - 1300	680 - 1300	700 -1600	700 - 1000
Good Primary PD (CTC)	740 - 1180	730 - 1160	740 - 1260	660 - 1280	720 - 1460	720 - 1480
Secondary Dust	700 - 1220	740 - 1220	720 - 870	630 - 850	730 - 1180	730 - 1060

WESTERN MEDIUM		
*Harangalla	BOP	1700/-
Dartry Valley	BOP	1550/-
* Ancoombra	BOP	1500/-
*Hatale	BOP	1500/-
*Uplands	BOPSP	1600/-
* Ancoombra	BOPSP	1550/-
*Hatale	BOPSP	1500/-
* Uplands	BOPF/BOPFSP	1460/-
*Ancoombra	BOPF/BOPFSP	1380/-
Harangalla	BOP1	1800/-
Kenilworth	FBOP/FBOP1	2000/-
Harangalla	FBOP/FBOP1	1950/-
* Harangalla	FBOPF/FBOPF1	1600/-
Dartry Valley	FBOPF/FBOPF1	1600/-
*Ancoombra	FBOPF/FBOPF1	1550/-
* Hatale	FBOPF/FBOPF1	1500/-
* Hatale	OP/OPA	1340/-
* Meezan	OP/OPA	1320/-
Kenilworth	OP/OPA	1320/-
*Harangalla	OP/OPA	1300/-
Harangalla	OP1	1500/-
* Meezan	OP1	1420/-
*Kurugama	OP1	1400/-
* Hatale	OP1	1400/-
Craighead	PEK/PEK1	1700/-
* Harangalla	PEK/PEK1	1700/-
*Meezan	PEK/PEK1	1650/-
New Rothschild	PEK/PEK1	1650/-
* Meezan	PEK/PEK1	1600/-
*Ingurugala	PEK/PEK1	1600/-
* Kurugama	PEK/PEK1	1600/-
Uplands	PEK/PEK1	1600/-

WESTERN HIGH

Ingestre	BOP	1420/-
Mattakelle	BOPSP	1480/-
Robgill	BOPF/BOPFSP	1400/-
Venture	BOP1	1500/-
Bambrakelly	FBOP/FBOP1	1700/-
*Cymru	FBOPF/FBOPF1	1460/-
Weddemulla	OP/OPA	1300/-
Bambrakelly	OP/OPA	1300/-
Glenloch	OP1	1550/-
Dessford	PEK/PEK1	1600/-

NUWARA ELIYA

Court Lodge	BOP	1160/-
Kenmare	BOP	1100/-
Court Lodge	BOPF/BOPFSP	1120/-
Court Lodge	FBOPF/FBOPF1	1160/-

CTC TEAS**HIGH GROWN**

*Dunsinane CTC	PF1	1220/-
Florance CTC	PF1	1220/-

MEDIUM GROWN

Delta CTC	BP1	1280/-
Strathdon CTC	PF1	1280/-

LOW GROWN

Ceciliyan CTC	BP1	1260/-
Hingalgoda CTC	PF1	1650/-

UVA MEDIUM

*Halpewatte Uva	BOP	1480/-
*Roseland Uva	BOP	1440/-
Demodera "S"	BOPSP	1380/-
Halpewatte Uva	BOPF/BOPFSP	1200/-
Demodera "S"	BOPF/BOPFSP	1200/-
*Roseland Uva	BOP1	1900/-
Dickwella	FBOP/FBOP1	1900/-
*Roseland Uva	FBOP/FBOP1	1750/-
*Roseland Uva	FBOP/FBOP1	1700/-
*Roseland Uva	FBOPF/FBOPF1	1460/-
*Roseland Uva	FBOPF/FBOPF1	1440/-
*Roseland Uva	FBOPF/FBOPF1	1420/-
Misty-Uva	OP/OPA	1320/-
Ury	OP/OPA	1320/-
*Roseland Uva	OP/OPA	1280/-
*Halpewatte Uva	OP/OPA	1280/-
Telbedde	OP1	1800/-
Aruna Keppetipola	PEK/PEK1	1650/-

UVA HIGH

Glenanore	BOP	1340/-
Aislabay	BOPSP	1200/-
*Battawatte	BOPF/BOPFSP	1260/-
Uva Highlands	BOP1	1950/-
Ranaya	FBOP/FBOP1	1750/-
Battawatte	FBOP/FBOP1	1650/-
Mount Uva	FBOPF/FBOPF1	1440/-
Ellathota Uva	OP/OPA	1300/-
Glenanore	OP1	1900/-
Ranaya	PEK/PEK1	1550/-

UDAPUSSELLAWA

Luckyland	BOP	1180/-
Mooloya	BOPF/BOPFSP	1200/-
*Mooloya	BOPF/BOPFSP	1180/-
Delmar	FBOP/FBOP1	1440/-
*Delmar	FBOP/FBOP1	1420/-
*Delmar	FBOPF/FBOPF1	1400/-
Alma	OP/OPA	1320/-
*Delmar	OP1	1400/-
Alma	PEK/PEK1	1700/-

OFF GRADES

Chandrika Estate	BP	1460/-
Hingalgoda CTC	PF	1380/-
New Gurugodella	BM	1280/-
Holyrood	FNGS/FNGS1	1260/-
Wanarajah	FNGS/FNGS1	1260/-
*Chandrika Estate	BOP1A	1460/-
Aldora	BOP1A	1440/-
* Aldora	BOP1A	1420/-

LOW GROWN LEAFY GRADES

Pothotuwa	BOP1	3250/-
New Vithanakanda	BOP1	2850/-
Lumbini	BOP1	2850/-
Kiruwanaaganga	BOP1	2850/-
*Sithaka	BOP1	2800/-
Gunawardana	OP1	3350/-
Miriswatta	OP	1900/-
Miriswatta	OPA	1800/-
Green Lanka	OPA	1800/-
Lumbini	OPA	1750/-
*Makandura	OPA	1700/-
Lumbini	PEKOE	2300/-
*Hidellana	PEKOE1	2200/-
Nilrich	PEKOE1	2200/-
Galatara	PEKOE1	2200/-
*Wattahena	PEKOE1	2150/-

LOW GROWN TIPPY GRADES

*New Hopewell	BOP	1850/-
* Nawagamuwahena	BOP	1800/-
*Andaradeniya Super	BOP	1800/-
*New Mount Carmel	BOP	1750/-
*Selna	BOP	1750/-
*Andaradeniya Super	BOPSP	1800/-
Rajjuruwatta Super	BOPF	1700/-
* Nawagamuwahena	BOPFSP	1850/-
*Andaradeniya Super	BOPFSP	1800/-
* Wattahena	BOPFSP	1650/-
*Sithaka	FBOP	2450/-
*Hidellana	FBOP	2350/-
*Wattahena	FBOP1	2050/-
*Hidellana	FBOPF	2000/-
*New Laksakanda	FBOPF	2000/-
*Sithaka	FBOPF	1900/-
Sineth	FBOPF1	2050/-
Lumbini	FBOPF1	1850/-
*Makandura	FBOPF1	1750/-

PREMIUM FLOWERY

Tea Bank	FBOPFSP	5000/-
*New Nivithigala	FBOPFSP	4950/-
*Green House	FBOPFSP	4350/-
Lions	FBOPFEXSP	4550/-
Kamarangapitiya	FBOPFEXSP1	4950/-

Dust

Wattegodde	DUST	1220/-
Mattakelle	DUST1	1600/-
Hingalgoda CTC	PD	1460/-

COLOMBO AUCTION – WEEKLY GROSS SALE AVERAGES

SALE NO.48 OF 04TH DECEMBER, 2024

	2024			2023	
	Weekly	Month to Date	Year to Date	Weekly	Year to Date
Uva High Grown	1,063.40	1,086.88	1,097.90	994.52	980.65
Western High Grown	1,186.21	1,192.36	1,185.40	1,088.43	1,115.61
High Grown	1,149.88	1,161.38	1,157.25	1,056.39	1,073.00
Uva Medium	1,102.83	1,104.31	1,123.16	1,082.21	1,026.65
Western Medium	1,015.64	1,010.66	1,050.61	964.95	988.03
Medium Grown	1,043.42	1,038.94	1,074.08	999.95	1,000.17
Low Grown (Orthodox)	1,268.56	1,268.56	1,348.66	1,267.04	1,276.47
Combined L.G. (Orthodox + CTC)	1,251.27	1,237.49	1,325.81	1,251.67	1,259.21
Total	1,194.10	1,185.82	1,247.41	1,176.21	1,176.54

Private Sale Figures (02.07.2024 – 07.12.2024) - 213,187.00 kgs

Cumulative - 6,346,346.45 kgs

DETAILS OF TEAS AWAITING SALE

	<u>Sale of 16th /17th Dec. '24</u>		<u>Sale of 23rd Dec. '24</u>	
	<u>Lots</u>	<u>Qty. (Kgs)</u>	<u>Lots</u>	<u>Qty. (Kgs)</u>
Low Grown Leafy	1,949	717,793	1,561	551,320
Low Grown Semi Leafy	1,628	690,348	979	397,906
Low Grown Tippy	2,019	941,767	1,617	745,900
High & Medium	1,718	766,496	1,266	550,043
Off Grade/BOP1A	2,241	1,140,089	1,449	706,637
Dust	626	566,254	466	406,010
Premium Flowery	392	56,629	367	48,579
Ex-Estate	931	932,084	706	676,127
Total	<u>11,504</u>	<u>5,811,460</u>	<u>8,411</u>	<u>4,082,522</u>

NATIONAL ELEVATIONAL AVERAGES – NOVEMBER, 2024

Elevation	MONTH		TO-DATE	
	QUANTITY -KG-	AVERAGE -RS./KGS-	QUANTITY -KG-	AVERAGE -RS/KGS-
ORTHODOX				
UVA-HIGH	945,942	1,026.39	14,694,159	1,100.13
WESTERN-HIGH	2,147,737	1,164.93	28,251,048	1,205.55
UVA-MEDIUM	906,939	1,022.90	13,515,404	1,119.24
WESTERN-MEDIUM	1,711,703	989.38	19,895,959	1,083.87
LOW	11,464,447	1,233.91	129,657,197	1,352.64
TOTAL	17,176,768	1,178.35	206,013,763	1,273.19
CTC				
UVA -HIGH	102,084	1,012.15	1,248,422	1,121.07
WESTERN- HIGH	427,207	1,061.93	3,757,038	1,081.91
WESTERN - MEDIUM	646,833	932.41	7,281,979	962.68
LOW	1,085,094	901.28	12,040,373	984.40
TOTAL	2,261,218	945.54	24,327,812	999.97
ORTHODOX/ CTC (Combined)				
UVA-HIGH	1,048,026	1,025.00	15,942,581	1,101.77
WESTERN-HIGH	2,574,944	1,147.84	32,008,086	1,191.04
UVA-MEDIUM	906,939	1,022.90	13,515,404	1,119.24
WESTERN-MEDIUM	2,358,536	973.76	27,177,938	1,051.40
LOW	12,549,541	1,205.15	141,697,567	1,321.35
TOTAL	19,437,986	1,151.27	230,341,574	1,244.33

FUTURE CATALOGUES CLOSURE

Sale No.01 of 07th/08th January, 2025

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **12th Dec. , 2024 at 04.30 p.m.**

Sale No.02 of 15th January, 2025

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **19th Dec., 2024 at 04.30 p.m.**

Sale No.03 of 21st/22nd January, 2025

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **02nd Jan., 2025 at 04.30 p.m.**

SALE NO. 50

AUCTION OF 16TH /17TH DECEMBER, 2024

BROKERS' SELLING ORDER

<u>Leafy/Semi Leafy/Tippy/BOP1A/ Premium Flowery</u>	<u>High & Medium/Off Grades/Dust</u>	<u>Ex-Estate</u>
1. Mercantile Produce Brokers (Pvt) Ltd	1. Lanka Commodity Brokers Ltd	1. Ceylon Tea Brokers PLC
2. Lanka Commodity Brokers Ltd	2. Ceylon Tea Brokers PLC	2. Eastern Brokers PLC
3. Eastern Brokers PLC	3. Eastern Brokers PLC	3. Mercantile Produce Brokers (Pvt) Ltd
4. John Keells PLC	4. John Keells PLC	4. Lanka Commodity Brokers Ltd
5. Asia Siyaka Commodities PLC	5. Asia Siyaka Commodities PLC	5. John Keells PLC
6. Ceylon Tea Brokers PLC	6. Mercantile Produce Brokers (Pvt) Ltd	6. Asia Siyaka Commodities PLC
7. Forbes & Walker Tea Brokers (Pvt) Ltd	7. Forbes & Walker Tea Brokers (Pvt) Ltd	7. Bartleet Produce Marketing (Pvt) Ltd
8. Bartleet Produce Marketing (Pvt) Ltd	8. Bartleet Produce Marketing (Pvt) Ltd	8. Forbes & Walker Tea Brokers (Pvt) Ltd

Crop & Weather

For the period 03rd to 09th December 2024

Western/Nuwara Eliya Regions:-

The Western and Nuwara Eliya regions reported bright weather throughout the week. The Department of Meteorology expects rain in both regions in the week ahead.

Uva/ Udapussellawa Region:-

Both regions reported sunny weather throughout the week. Misty conditions are expected in the Uva Region in the week ahead according to the Department of Meteorology.

Low Grown:-

Bright weather was reported in the Low Grown Region throughout the week. According to the Department of Meteorology, rain is expected in the Low Grown Region in the week ahead.

Crop Intake:-

All regions showed a decrease in the crop intake.

WORLD CROP STATISTICS (MKGS)

<i>Country</i>	<i>Month</i>	<i>2023</i>	<i>2024</i>	<i>Difference +/-</i>	<i>To-date 2023</i>	<i>To-date 2024</i>	<i>Difference +/-</i>
SRI LANKA	<i>Oct.</i>	23.00	21.10	-1.90	216.50	217.60	1.10
BANGLADESH	<i>Sep.</i>	14.29	12.21	-2.08	68.99	61.74	-7.25
KENYA	<i>Aug.</i>	45.57	38.62	-6.95	363.91	402.75	38.8
MALAWI	<i>Aug.</i>	0.90	1.60	0.70	32.70	36.40	3.7
NORTH INDIA	<i>Oct.</i>	169.25	174.38	5.13	981.32	923.44	-57.88
SOUTH INDIA	<i>Oct.</i>	19.01	24.22	5.21	197.18	188.67	-8.51

HOLIDAY NOTICE

HERITAGE TEAS (PVT) LTD

Please note that the warehouse of the above buyer will be closed for Christmas and New Year holidays from 23rd December, 2024 to 3rd January 2025.

Therefore, please Do not deliver any Ex-estate lines during this period.

Also, note that wherever possible lines can be delivered to them on or before 20th December, 2024

OTHER MARKETS

MALAWI MARKET REPORT

SALE NO.50 HELD ON 11/12/2024

There was less and selective interest at generally easier rates where sold for the 3220 packages on offer.

BP1 – Few on offer sold 5-10 USC below valuation.

PF1 – Single invoice fetched 5USC easier on last, balance were taken out.

PD/PF1SC - were not supported.

D1 – Received selective demand at 1USC easier on last following quality.

Secondary FNGS were 2USC easier were sold, respective Dusts were neglected.

WEATHER/CROP FOR THE WEEK ENDING 08TH DECEMBER, 2024

Hot to very hot during the day with warm nights, apart from the last day of the week that some rainfall were reported in the tea growing districts of Thyolo and Mulanje, the week was generally dry.

Crop intakes continue improving.

BANGLADESH AUCTION

SALE NO. 31 OF MONDAY 09th December, 2024

CTC LEAF : 53,862 packages of tea on offer met with less demand.

BROKENS: Good liquoring Brokens were a fairly good market but mostly eased by upto Tk.5/- . Medium varieties were also easier following quality. Plain types met with much less demand with quite a lot of withdrawals. BLF teas once again met with less demand with quite heavy withdrawals.

FANNINGS : Good liquoring Fannings were a good market but generally eased a little. Medium and plain varieties eased further often by upto Tk.5/- and more particularly the plainest. There were quite fair withdrawals in these categories. BLF teas once again met with less demand with quite heavy withdrawals

DUST: 10,783 packages of tea on offer met with a fairly good demand. Good liquoring Dusts sold well at around last levels. Mediums were an easier market by Tk.5/- to Tk.8/- following quality. Plain and BLF Dusts were an easier market with more withdrawals than last. Blenders were supportive whilst Loose tea buyers were selective.

COMMENTS : There was an easier trend in this week's sale with less competition. Good liquoring varieties were fairly well supported by the market. As for others, buyers strictly followed quality. Blenders gave quite good support whilst Loose tea buyers remained selective.

Dusts were a fair market with some withdrawals.

Quotations – This Week – (In Taka)

Brokens	This Week	Last Week	Fannings	This Week	Last Week	Dust	This Week	Last Week
Best	230-235	235-240	Best	230-240	235-240	PD	205-299	160-292
Good	220-225	220-230	Good	220-225	220-230	RD	170-298	160-277
Medium	200-210	205-215	Medium	205-210	210-215	D	192-315	185-266
Plain	170-180	175-185	Plain	170-180	175-185	CD	210-365	204-370
BLF	160-164	160-162	BLF	160-162	160-162	BLF	220	160-204



SOUTH INDIAN ROUNDUP

FOR THE WEEK ENDING -07th December, 2024

KOCHI

CTC LEAF

Demand : All grades are sold easier by Rs.2 to 3 with fair amount of withdrawals. Medium and plainer sorts were irregular around last levels except for the larger brokens which tended easier and outlisted.

ORTHODOX LEAF

Demand : Good demand.

Buying Pattern : Cleaner blacker whole leaves and primary brokens were steady to occasionally dearer. Other whole leaves and secondary brokens were irregular around last levels. Fannings were fully firm.

Market : CIS & Middle East, buyers operated.

DUST

Demand : Fair Demand.

Buying Pattern : Popular marks and better medium sorts traded at irregular around last levels. Medium and plainer sorts also shared the same market trend.

Market : Major Packeteers and exporters were active, internal buyer purchased cautiously.

COONOR

CTC LEAF

Demand : Good demand.

Market : High-priced teas were steady to dearer Rs.5/- and above. Better mediums irregularly lower by Rs.2/- to Rs.3/- however BOPF noticed a dearer trend. Mediums and plainer teas noticed good demand with the bolder brokens steady to dearer by Rs.3 to Rs.4/- other grades were irregular.

The overall sale percentage is 82% at an average of Rs. 122.94

Buying Pattern: Exporters active on the BOPL and BOP and packerters and blenders fairly good support. Internal being very selective.

ORTH LEAF

Demand : Fairly strong.

Market : Bearing the whole leaves selling around last, the other grades were trading irregularly and mostly easier levels.

The overall sale percentage is 93% at an average of Rs. 141.07

Buying Pattern: Fairly strong export enquiry was forthcoming with select internal participation.

CTC DUST

Demand : Good demand.

Market : High-priced teas steady to dearer by Rs.5/- and above. Better mediums were steady to dearer more appreciated on the RD grade. Mediums and plainers barely steady and occasionally dearer on the cleaner sorts.

The overall sale percentage is 91% at an average of Rs. 126.71

Buying Pattern: Exporters active with fairly good support from packerteers blenders and internal buyers.

ORTH DUST

Demand : Good.

Market: Primary dust were irregularly lower and others were barely steady.

The overall sale percentage is 88% at an average of Rs. 125.55

Buying Pattern: Strong Internal participation with exporters more active on the secondary grades.

COIMBATORE**CTC LEAF**

Demand : Fair demand.

Market : Better medium / popular marks were lower by Rs.2/- and suffered heavy withdrawals. Medium teas were lower by Rs.2/- to Rs.3/- with heavy withdrawals. Plainer teas were barely steady to lower by Rs.2/- sometimes more.

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

ORTH LEAF

Demand : Fair demand.

Market : Whole leaf were dearer by Rs.3/- to Rs.5/-. Better medium brokens suffered heavy withdrawals. Secondary brokens / BOPF were barely steady.

Buying Pattern : Exporters were active.

CTC DUST

Demand : Good demand.

Market : Better medium and popular sorts were steady to firm, however bolder grades were dearer by Rs.2/- to Rs.3/- sometimes more. Medium teas were irregular. Plainer teas were fully firm to occasionally dearer.

Buying Pattern : Blenders, packeteers and internal were active. Exporters were selective.

ORTH DUST

Demand : Fair demand.

Market : Irregular and lower by Rs.2/-.

Buying Pattern : Exporters were active.

December 11, 2024

-/tp

International Tea News

From Clicks to Cart: How New Tea Brands Can Thrive

[Tea Retail](#) [tea packaging](#) [tea retailer strategies](#) [tea retailers](#)



For emerging tea brands, entering retail is both an opportunity and a challenge. While many new brands start out on Amazon and direct-to-consumer (DTC) websites, retail is now the ultimate path for sustainable, long-term growth.

Recent insights from industry leaders indicate that the momentum is shifting. According to Peter Gialantzis, chief merchandising officer at Pod Foods, “the majority of the 104 brands [Pod Foods] onboarded last month were DTC brands just entering retail for the first time.” This shift shows that DTC brands are recognizing the retail channel’s potential to expand reach and drive growth.

Why Retail Matters More Than Ever

Direct-to-consumer once allowed brands to bypass retail gatekeepers, but that advantage has diminished with rising customer acquisition costs (CAC). For brands without a high average order value, this cost challenges profitability. Retail provides immediate consumer visibility in physical stores where they’re already shopping. Martin Forde of Retail Strategist points out that W by Jake Paul, for instance, launched in 4,000 Walmart stores, bypassing DTC entirely to go directly to mass retail.

A Ripe Opportunity for Tea

The [tea segment in retail](#) is ripe for innovation and growth, having largely stayed unchanged for the past few decades. In contrast, the coffee market has evolved dramatically, embracing third-wave coffee trends and higher pricing, capturing consumer interest and premium market share. Now, it's time for tea to follow suit.

Emerging brands can seize the opportunity to innovate with unique blends, health-focused offerings, and single-origin sourcing that appeal to modern consumers. By creating distinct, high-quality products, new tea brands can carve out a niche that stands out in a crowded market.

Making Your Tea Brand Stand Out in Retail

Entering retail requires understanding both the market landscape and your brand's position. Here's how emerging tea brands can prepare to win on the shelf:

1. Define Your Unique Value Proposition

With a crowded shelf, it's essential to have a unique selling proposition (USP). Whether it's certifications like USDA Organic or a distinctive sourcing story, your brand identity should be clear and accessible. As consumers become more conscious, transparent practices such as regenerative organic farming resonate well, appealing to both retailers and shoppers.

2. Invest in Eye-Catching Packaging

Packaging is often the first impression a consumer has with your brand. Strong visual identity matters in driving interest and sales. Design packaging that captures your brand's personality and values, standing out visually while effectively communicating quality. Sustainable packaging, as well as addressing the issue of microplastics in tea bags, will continue to garner interest with environmentally conscious consumers.

3. Leverage Data-Driven Decisions Working with data-driven distributors gives new brands valuable insights into customer behavior, effective price points, and regional demand. This data can shape a brand's retail strategy, helping it to focus on the most promising channels and locations for their target audience.

Standing out on a crowded shelf starts with a unique selling proposition.



4. Plan a Targeted Retail Launch

Starting with a specific region or store type—such as specialty or natural food stores—can build credibility before pitching to larger retailers. These locations often attract consumers interested in health and sustainability, making them ideal for premium tea brands.

5. Strengthen Relationships with Retail Buyers

Retail buyers look for products that will succeed on their shelves. A well-crafted pitch should highlight your product's unique attributes and its potential for foot traffic and sales. Bring in any online metrics, customer testimonials, and media coverage to add strength to your case. As challenging as it is to even get on the shelf with all the competition, it is even harder to get off the shelf, so you need to have a strong in-store demo program and promotions to encourage trial and drive foot traffic to your retail partners.

The Path Forward: Building Your Brand in Retail

As DTC growth plateaus, retail offers an invaluable path to success for emerging tea brands. A strong retail presence can drive profitability and give new brands the visibility they need to scale beyond what DTC alone can achieve. By adopting an Omni channel approach, brands can experience a multiplier effect, amplifying their reach and impact in the market.

With a thoughtful approach, retail can be more than a distribution channel—it has the potential to become the cornerstone of a successful, lasting brand in today's competitive tea market.

Assam Tea Industry Grapples With Rising Costs, Stagnant Prices: ATPA Chairman Shares Deets



Guwahati: Samudra Prasad Baruva, the Chairman of Assam Tea Planters' Association (ATPA), a fourth-generation tea planter and a trailblazing entrepreneur has revealed the market conditions of the Assam tea industry during an exclusive interview with the **Business North East (BNE)**.

Well-known for carrying forward the legacy of his illustrious family in the tea industry, the ATPA chairman highlighted the historical significance of ATPA and shed light on the pressing challenges the tea industry faces today.

"The industry is at a critical juncture. While tea prices have remained largely stagnant over the years—with occasional spikes during COVID-induced shortages—the cost of production has risen significantly. Over the past 7-8 years, while production costs have seen a compounded annual growth rate (CAGR) of 21%, prices have increased merely by 7%. This disparity has made the industry increasingly unviable," he said, speaking to **BNE** reporter Jyotishman Sharma.

Moreover, he acknowledged the state's supportive measures, including waivers on green-leaf taxes, agricultural income tax holidays, interest subsidies of 3% on loans, and incentives for manufacturing orthodox tea.

"The current Assam government, including the Chief Minister, has demonstrated a strong understanding of the industry's issues. Such measures are crucial in addressing rising costs and supporting sustainability," he noted.

Talking about Government engagement and international markets, Samudra Prasad Baruva expressed much optimism about the recent engagements with the Union Commerce and Industry Minister, Piyush Goyal. *"Minister Goyal visited Assam to interact with stakeholders, including planters, manufacturers, buyers, and brokers. His visit and the resulting discussions were constructive, offering potential solutions for the industry's challenges,"* he stated during the interview.

The chairman of ATPA also emphasized the need to promote Indian tea internationally. He said India faces stiff competition in orthodox tea markets, especially from Sri Lanka and Kenya, which have taken over key markets like the UK due to lower costs. Domestically, CTC tea dominates consumption, but production often exceeds demand. Government initiatives promote Indian tea as one of the safest agro-based products, emphasizing minimal chemical usage. However, achieving global success requires consistent efforts.

Samudra Prasad Baruva also highlighted the potential of tea tourism as a supplementary income source for estates. He said, *"Heritage bungalows, sprawling golf fields, and the picturesque charm of tea estates can attract international tourists, enhancing pride and profitability. However, without sustainable tea prices, these efforts may fall short."*

When asked about worker-related issues in the tea sector, Samudra Prasad Baruva clarified that the industry is not against the welfare of tea communities.

"We have always prioritized healthcare, literacy, and infrastructure. The government, too, is stepping in, with plans to contribute to 84 state-run hospitals serving tea estates. Such initiatives reflect a collaborative effort to uplift the sector," the Chairman said, adding that small tea growers have brought a green revolution to Assam. However, they face challenges in securing fair prices for their produce.

ALSO READ: Tea Prices Surge Amid Significant Drop In Production Driven By Climate Change

Explaining ATPA's decision to advocate for 100% auctioning of green leaf, he said, *"Selling through auctions ensures quality-based pricing and prevents exploitation by brokers. However, growers need training in handling green leaf, as quality deteriorates if not processed within 18-24 hours. This is a critical area where support is needed."*

Lauding the state's efforts, Samudra Prasad Baruva further said that with continued support from the government, enhanced international marketing, and efforts to stabilize prices, the tea industry can have a secure and sustainable future. *"The Chief Minister and policymakers are taking these issues seriously, which gives us hope,"* he added during the interaction with **BNE**.