



<http://tea-grown-in-europe.eu/>

Can Europe produce tea?

Analysis and perspectives

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Hefei, 18th October 2018

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Presentation delivered on behalf of the Association Members: 15 Members from 8 countries



- ✿ President: **Dr Denis Mazerolle**
- ✿ Secretary General : **Ms Nina Gruntkowski**
- ✿ Treasurer: **Mr Nicolas Guyomarc'h**
- ✿ Honorary Member : **Pr Zeno Apostolides**

Individual Members

Name	Country
Ms Stéphanie Chanfreau	France
Mr Alain Guerder	France
Mr Daniel Pina Cabral	Portugal
Mr Michel Thévot	France
Mr Paolo Zacchera	Italy

Representatives of Companies

Name	Company	Country
Mr Nicolas Guyomarc'h	Nicolandes	France
Mr Jean Manac'h	Exploitation agricole Jean Manac'h	France
Mr Wolfgang Bucher	Tscha-Nara	Germany
Ms Haeng Ok Kim		
Ms Nina Gruntkowski	Chá Camélia	Portugal
Mr Dirk Niepoort		
Ms Linda Cebrian-Rampen	Het ZuyderBlad, Theeplantage Soerendonk	The Netherlands
Dr Tobias Denzler	Casa del Tè, Monte Verità	Switzerland
Mr Bernard Pical	Parc Floral de la Prairie	France
Mr Shota Bitadze	Georgian Organic Tea	Georgia
Mr Giorgi Bitadze	Producers Association	

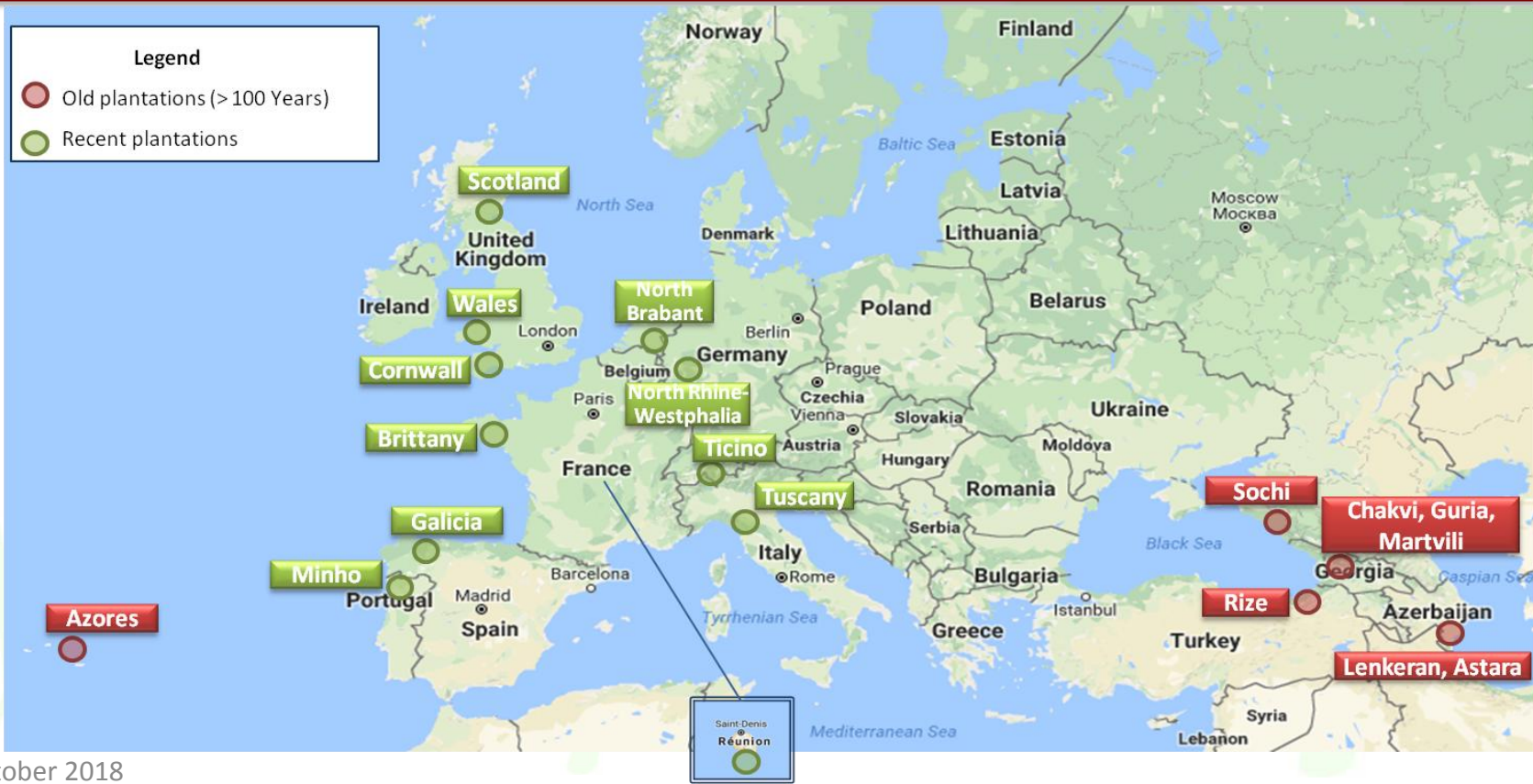
European tea?

What we are NOT talking about



What it is about:

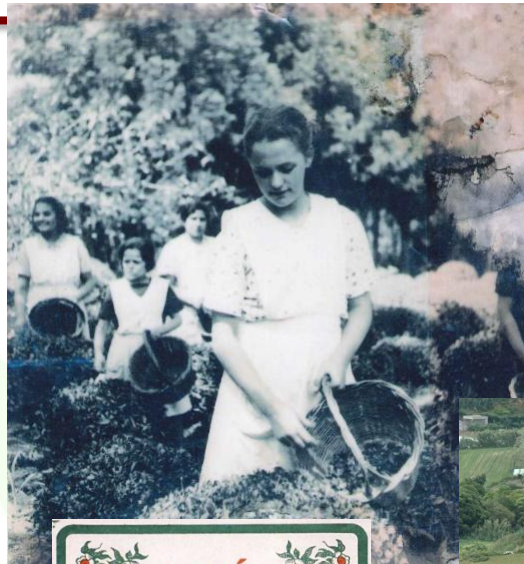
Tea plantations in Europe and surroundings



Two old plantation areas at the edge of Europe: Azores and Georgia



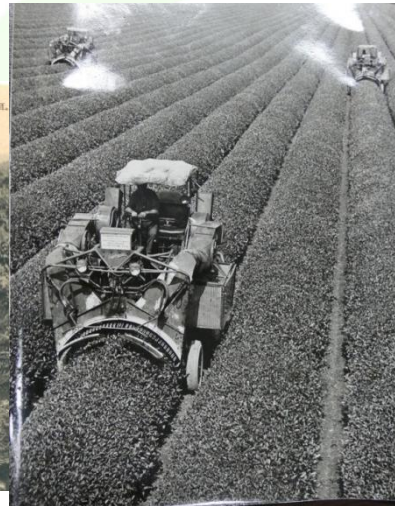
Azores



Two old plantation areas at the edge of Europe: Azores and Georgia



Georgia



Historical point of view: the model followed by European countries in the 19th century



- Why is tea not widely cultivated in Europe?
- Climate? Soil?
- Model followed by European countries over the past centuries:
 - Before the middle of the 19th century, tea consumed in Europe was almost exclusively Chinese;
 - In the first half of the 19th century, tea becoming a strategic product, the idea to control tea production emerged in England and the Netherlands;
 - The most straightforward way was to grow tea in the colonies situated in the neighborhood of China, namely Indonesia and India;
 - The growth of tea in India started in the 1830's, success was met 40 years later;
 - The model was then applied to other colonies : Ceylon, Kenya, Uganda etc.

Emerging trends: possible position of Europe



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联合国
粮食及
农业组织

Food and Agriculture
Organization of the
United Nations

Organisation des Nations
Unies pour l'alimentation
et l'agriculture

Продовольственная и
сельскохозяйственная организация
Объединённых Наций

Organización de las
Naciones Unidas para la
Alimentación y la Agricultura

منظمة
التغذية والزراعة
للأمم المتحدة

COMMITTEE ON COMMODITY PROBLEMS

INTERGOVERNMENTAL GROUP ON TEA

TWENTY-THIRD SESSION

Hangzhou, the People's Republic of China, 17-20 May 2018

EMERGING TRENDS IN TEA CONSUMPTION: INFORMING A GENERIC PROMOTION PROCESS

Emerging trends: possible position of Europe



II. TEA MARKETS: MAIN TRENDS AND CONSUMPTION “RENEWAL”

10. The global tea market expansion is characterized by growing premium and super-premium segments and related health and wellness expectations. Growth in these segments more than offsets declining volumes in black tea, mainly in developed markets.

11. The drive for innovation is evident as consumers increasingly demand natural and organic ingredients, in diversified blends, flavours and environments. There is also growing interest in higher quality speciality teas with particular flavours. In parallel, green, as well as herbal and fruit teas are gaining popularity in different markets, especially in Europe, owing to real or perceived health benefits. At the same time, public interest in organic, locally sourced, specialized premium teas has also intensified. Innovation and “premiumization” are characterising a market, which attracts a growing number of young customers and an emerging middle class.

What business model for Europe ?

SWOT analysis



Strengths

- ✓ Adequate soil and climate in many regions
- ✓ Availability of land
- ✓ Leading position of Europe in the field of high grade organic, traceable, pesticide-free products
- ✓ Strong know-how in the growth / propagation of camellias
- ✓ Strong know-how in the marketing of food products
- ✓ High level of motivation of the actors pioneering tea cultivation in Europe

Weaknesses

- ✓ Weak know-how in Europe regarding tea cultivation and processing
- ✓ High labour cost in Europe
- ✓ Long lead-time needed from the initial plants to the tea production (> 5 years)
- ✓ Sector and related professions not recognised among the farming activities in most of the European countries

Opportunities

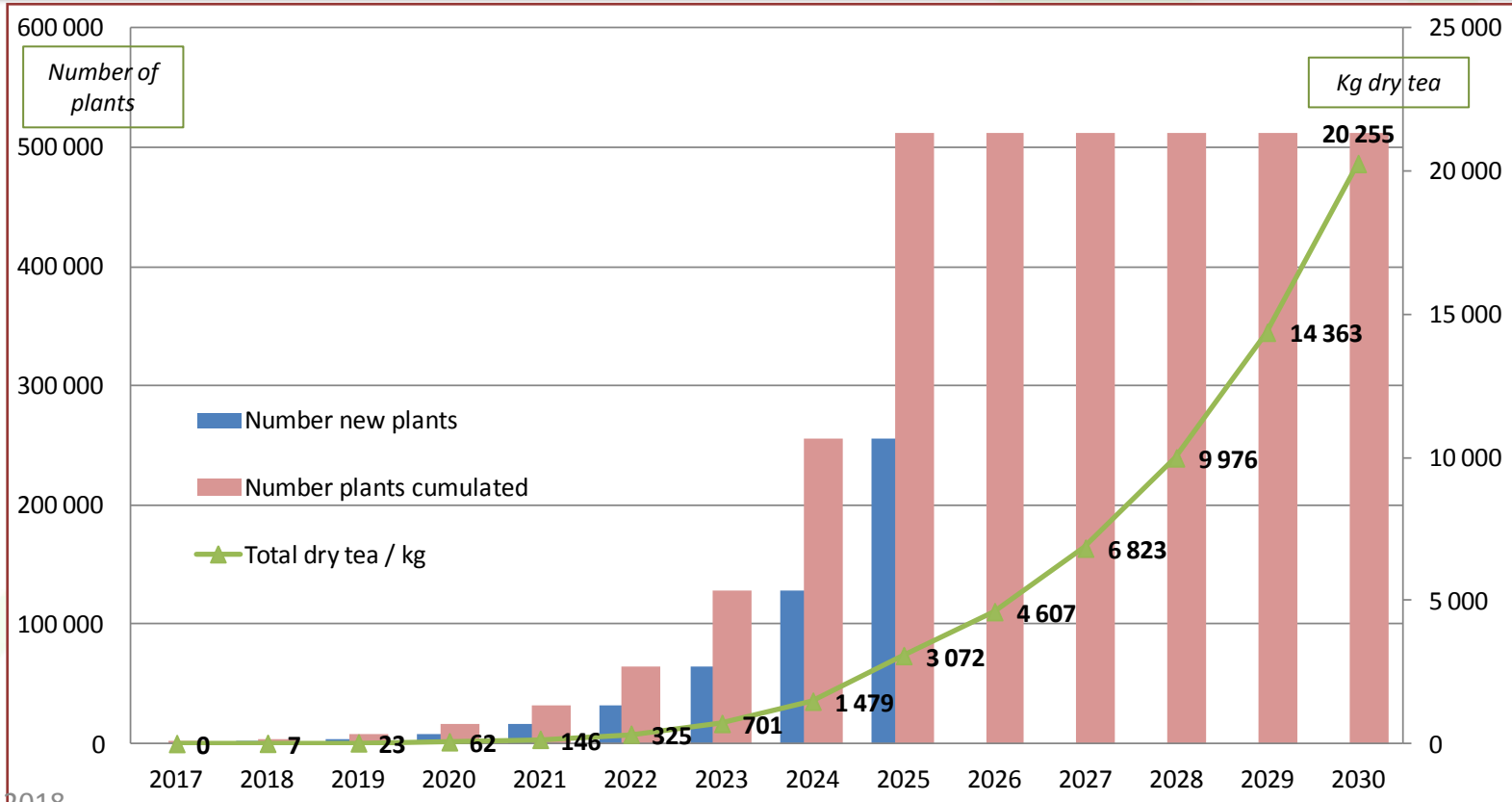
- ✓ Possibility of non-intensive production with positive environmental impact
- ✓ Strong position of Europe in the field of agricultural robots
- ✓ Development of e-commerce of farm products
- ✓ Need for diversification of farm products in some European regions

Threats

- ✓ Possible conservatism of the tea distributors, sticking to their current business model
- ✓ Possible issues relating to the European consumer acceptance of tea coming from “non-exotic” regions
- ✓ Global evolution of the market towards aromas / extracts based products

What business model for Europe ?

Production model: the initial phase



A few pictures about European tea



Tea Grown in Europe (EuT), Association loi 1901



Hefei
18th October 2018

Field of action of the Association: objectives



- Promote the Domain in Europe;
- Set up links between the players of the Domain;
- Represent the Members of the Association towards institutions;
- Support the Members to:
 - acquire knowledge and know-how, especially on the following aspects:
 - Botanic species / cultivars adapted to the various soils and climates across Europe;
 - techniques for cultivation, harvest and processing and their adaptation to the European environment;
 - Deploy the best practices for environment friendly cultivation, harvest and processing;
 - Develop innovating technologies for cultivation, harvest and processing;
 - Obtain labels at National or European level (such as the European “PDO”);
 - Protect botanic species / cultivars considered by the Members as relevant.

Field of action of the Association: Learning



Field of action of the Association: Cooperating



- ✱ Cooperation between Members
- ✱ Cooperation with other European tea players (consumer associations, distributors etc.)
- ✱ Cooperation with tea players worldwide:
 - A few small-scale actions are underway with China, India, Japan and Korea
 - We are willing to strengthen these actions and extend them to other countries

Field of Action of the Association: Innovating



- Agro-forestry, mixed cultivation
- Carbon footprint reduction
- Use of robots for weeding, plucking etc.
- High efficiency processing



Conclusion

- Growing and manufacturing tea in Europe is highly challenging in terms of business model and techniques;
- To meet success and reach a significant scale, learning from the existing practices is important, but adaptation to the European environment and specificities through INNOVATION is key, e.g.:
 - Agro-forestry techniques;
 - Use of tea plantations to the benefit of the environment;
 - Robotised plucking.
- The EuT association will foster these key innovations in close cooperation with the different stakeholders, including European farmers, tea distributors, European industry players and public authorities.

Our hope is to provide tea lovers with the quintessence of the various European “terroirs” in the healthiest stimulating beverage.