



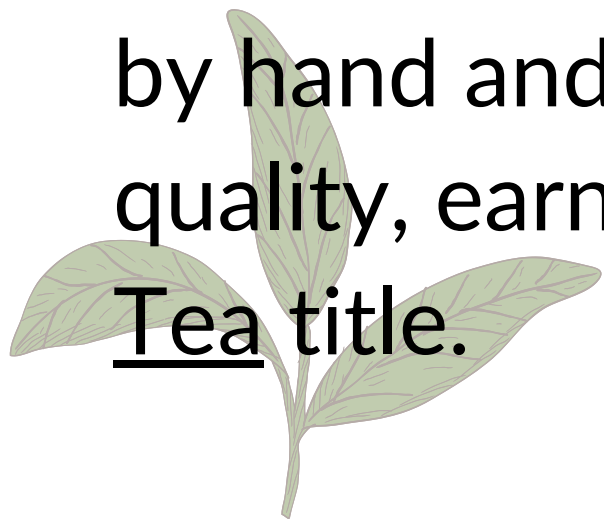
Xihu Longjing

Tea grows in the south of China

Kelly Zhou
12/2023

Intro Info of Longjing Tea

Longjing tea, the protected geographical indication product in China with its features of emerald green color, beautiful shape, rich fragrance, and mellow taste, for instance, the cultivars and the graded protection area. It is produced mostly by hand and renowned for its high quality, earning it the China Famous Tea title.



Products

- Geographical
- Reputation
- Product processing
- Market



Geographical Indications

- Timeline
- Legal system
- Highlights
- Comparison

MAIN PRODUCING AREAS OF LONGJING



Products

Specific geography

- The tea growing region of West Lake consists of **168 square kilometers of designated area**. Only the tea grown here can be called Xihu Longjing.

Exceptional climate

- Climate is moderate and averages around 16 degree Celsius.
- The **misty plantations** is constantly shrouded in fogs and nourished by flowing streams.

Worldwide Reputation

- Used to be **tribute tea** in the 17th century.
- Often regarded as the National Tea and listed as a national diplomatic gift

Rigorous harvesting

- Xihu Longjing tea is only harvested once a year in spring.
- Traditionally, the earlier the harvest(20/03-20/04), the more tender the tea shoots, the higher the quality (and price for sure)

Traditional handicraft

- Roasting is done by bare hands to allow the roaster to feel the wok temperature
- **National specification** of GB/T 18650-2008.



明前狮峰龙井

ShiFeng Longjing Tea
(Early Spring)



Processing



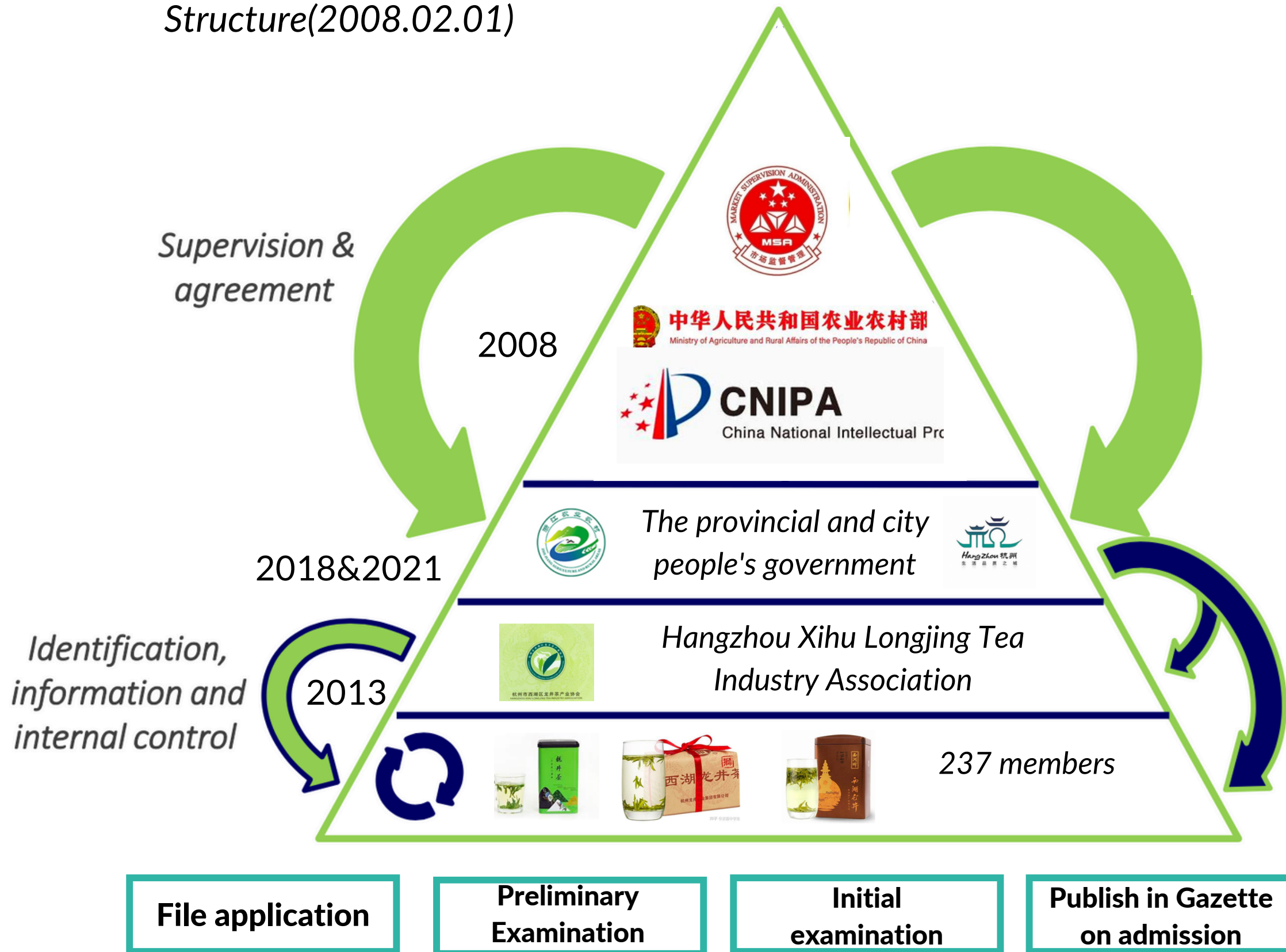
The traditional processing method of Xihu Longjing tea was stir-frying by hand, required a high level of processing method and "See tea do tea" level

- Fresh tea leaves (Strict with high quality leaf as **2.2 cm long without extra sprouts or stems**)
- Spreading out (leaf thickness 2 cm for 4 h at 18-23 °C with a **relative air humidity of 58%**)
- First fixing by hand (200 °C for 10 min) or by machine (210 °C for 4 min)
- spreading cool (30 min)
- Second fixing by hand (190 °C for 10 min) or by machine
- spreading cool (30 min)
- Drying (90 °C for 60 min to make sure **the moisture content is less than 7%**)
- dried tea and ready to drink!

The number of tea deep-processing and production enterprises in Zhejiang reach about 160 in 2021, with an output value of about 742 Million US dollars

Registration system

Structure(2008.02.01)



- CNIPA-responsible for **the registration of geographical indications** of agricultural products
- MARA-Center for Quality and Safety of Agricultural Products-responsible for **the examination and expert review of the registration** of geographical indications of agricultural products.
- MSA- responsible for **market supervision and management**
- The provincial people's government department in charge of agricultural administration-responsible for **the administrative area of the application for registration** of geographical indications of agricultural products acceptance and **preliminary examination.**
 - The expert review committee was established by the Ministry of Agriculture and is responsible for technical examination
- Association-the registrant of the "West Lake Longjing" geographical indication certification trademark, and **enjoys the exclusive right and management right** of the "West Lake Longjing" trademark



地理标志产品 龙井茶

中华人民共和国国家标准

Product of geographical indication—Longjing tea

GB/T 18650—2008
代替 GB 18650—2002

This standard specifies the scope of protection of geographical indication products of Longjing tea, terms and definitions, natural environment and production, requirements, test methods, inspection rules, and marking, labelling, packaging, transport and storage.



索引号:	00100201/2021-779520	发文机关:	杭州市人大及其常委会
成文日期:	2021-12-03	有效性:	有效

杭州市西湖龙井茶保护管理条例

Regulations on the Protection and Management of Xihu Longjing Tea



Authentic Certificate

China issued a major plan on geographical indications (GIs) for the 14th Five-Year Plan period (2021-2025)



Tourism: West Lake Longjing tea area is a revitalized case, benefiting from its favorable conditions, good accessibility, and tourism infrastructure.

Academy: develop methods that accurately recognize the geographical origin, and monitor origin integrity and labeling of tea products.

Agreement between the Government of the People's Republic of China and the European Union on Cooperation on, and Protection of, Geographical Indications

中华人民共和国商务部
MINISTRY OF COMMERCE PEOPLE'S REPUBLIC OF CHINA

协定综述 中国地理标志产品 欧盟地理标志产品

THE MUTUAL RECOGNITION OF GIS BETWEEN CHINA AND THE EU
. ON MARCH 1, 2021

中欧地理标志协定

Agreement between the Government of the People's Republic of China and the European Union on Cooperation on, and Protection of, Geographical Indications

1 Records

Product type, Country, File number, Na... XLS

Product type	Country	File number	Name	Product category	Status	Date	
Food	China	PDO-CN-0621	龙井茶 / Longjing cha	Class 1.8. Other products of Annex I of the Treaty (spices etc.)	Registered	11/05/2011	i

- The **first batch** of 100 GIs mutually recognized by China and the EU will be protected from the date of entry into force.
- The **second batch** of 175 GI products will also be guaranteed within four years, and more are being covered.
- GOAL: protects the mutual recognition of agricultural products **through institutional norms and trade flows, enabling them to leverage their respective comparative advantages** and achieve healthy and steady growth of bilateral trade in agricultural products.

Comparison of GI system between China and EU



the institutional framework

**Specialised
legislative model**

**Coordinated management of
Three parallel systems**

the operational system

**Clear legal
responsibility**

**Strengthening the quality
control of GI**

the operational status of GI

**High degree of trade
protection**

**Setting Internationally
compatible GI standards**

A scenic view of a tea plantation on a hillside. The foreground shows a line of workers wearing wide-brimmed hats and carrying baskets, engaged in tea picking. The middle ground is filled with rows of tea bushes, and the background shows rolling hills under a clear sky. A white rectangular frame is overlaid on the image, containing the text.

Thank You

And do not drink too much tea at night if possible