

EXPLORING :  
INDONESIAN *Tea*

A photograph showing several workers in a tea plantation. They are wearing traditional green conical hats and blue long-sleeved shirts. Some have aprons and are carrying green woven baskets on their backs. They are crouching in the lush green tea bushes, plucking leaves. The background shows rolling hills covered in tea plantations under a clear sky.



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# Tea

Tea has always been associated to healthy drink. According to multiple researches published on American Journal of Clinical Nutrition in 2014, the Catechins (flavonoid and antioxidant) substance on tea is said to be able to reduce the risk of heart disease, cancer and diabetes. Tea is also known as the beverage that can help control body weight while also maintain the strength of bones and teeth.

In general, all tea comes from the same plant. It is the way the tea leaves are processed that determine the types of tea that we know today, they are:

## Green Tea

Green tea is obtained by heating the tea leaves which prevent oxidation process of the leaves.

## Black Tea

Black tea is also known as red tea is obtained by letting the tea leaves fully fermented itself. This fermentation process will determine the color and quality of the tea.

## Oolong Tea

The processing of Oolong tea stands between Green Tea and Black Tea. During the processing time, the tea leaves are



# Nature's Legacy for The World

only semi fermented which makes the tea taste bitter yet there is sweet flavor after swallow.

## White Tea

White Tea is claimed to be the most expensive tea in the world. The tea is made by harvesting only the youngest part of the tea leaves. Then the leaves are dried using steam or air which maintain the high level of Catechins on the tea leaves.

The majority of tea produced in Indonesia are black tea and green tea, but some local tea producers are also developing Ooolong tea and White tea. Teas from Indonesia are well known among consumers around the world for its premium quality and minimal use of pesticides. Teas from Indonesia also contains the highest catechins substance among other tea products in the world.





# Tea Industry in Indonesia

The origins of tea industry in Indonesia can be traced back from the Dutch colonization era in Indonesia in the year of 1828 where numerous tea plantations were developed for the benefit of the ruler at the time.

After the Independence of Indonesia announced in 1945, the management of tea industry was being taken over by the government of Indonesia and some private companies.

Tea industry has been one of the key sectors that support Indonesia's economy. It contributes to the country's revenue and provide jobs to millions of people. In terms of production, according to data published by Food and Agriculture Organization (FAO) of the United Nations in 2016, Indonesia was the 7th largest tea producers in the world with total production of tea recorded at . The majority of tea plantations in Indonesia are located in West Java



Province (about 67,49% of total tea plantations in Indonesia) while the rest are scattered in Jambi Province, West Sumatra Province, North Sumatra Province, Central Java Province, East Java Province and South Sulawesi Province.

Tea industry in Indonesia hires a total of 350,000 people and supports 1.5 million people. The Ministry of Agriculture of Indonesia recorded that in 2016 about 45.5% of tea plantations in Indonesia were run by smallholders, 30.47% by the government and 24.01% by private companies.



# Keep Calm and Drink Indonesian Tea



Tea production in Indonesia has been evolving throughout the years. Even though in general there are two types of tea produced massively in Indonesia (the Black tea and Green Tea), tea producers have been conducting product diversification for retail market which allow tea being mixed with other materials such as jasmine, rose, mango or apple. The mixture between the tea





leaves harvested in the soil of Indonesia with exotic fruits or flowers creates new and unique taste for the consumers to enjoy.

Apart from producing tea for retail market, some tea producers in Indonesia have also developed premium teas such as the West Java Silver Needle (white tea) which taste sweet and relaxing, Genmaicha which is a tea made out of mixture between green tea and roasted rice and Oolong tea. These tea are often exported to various countries such as to the Middle East, Europe and the United States.

The production of tea in Indonesia is estimated to further increase in the future. The Ministry of Agriculture of Indonesia predicted that production of tea will continue to experience surplus until the year of 2021 with 25.46 thousand tons of surplus in tea production.



From the period of 2012-2016, tea export trend decreased by 8,08% due to various factors namely the decline of global consumers' purchasing power and land conversion issue in Indonesia. However in 2017 this situation changed as export of tea was recorded at USD 117.96 Million or increased by 1.04% if compare to the previous year.

# Balance Between Quantity and Quality

According to the Indonesia Tea Board, improvement in production process plays a big role on the increase of export of tea from Indonesia. Strategies such as stricter control on the use of pesticides n the tea plants, the implementation of Good Agricultural Practices (GAP) or voluntarily apply for international certifications enable tea producers to comply with the high standards set by export destination countries.



The quality of Indonesian tea gets more recognition every year. In July 2018, an Indonesian brand "Bangkit Wangi" which produce black tea won an award at the International Gourmet Tea Competition "Teas of the World" Agency for the Valorization of Agricultural Products (AVPA) in Paris, France. At the international event, 113 tea products from 15 countries competed to win 53 awards.

## Brewed tea

The tea is packed in cans or wrapped in plastic or paper wraps. The amount of tea can be arranged according to taste and is often considered impractical.

## Tea bag

The tea is packed a small, sealed bag or packet containing dried plant material. Tea bag is very popular due to its practical. But instead, heavy tea lovers prefer not to choose this kind of tea. Tea bag is the best-consumed in Indonesia.

## Instant tea

Is powdered tea. Just dissolve in hot or cold water as needed. It was first created in the 1930s but not been produced until the late 1950s. Instant tea has vanilla, honey, fruit taste, or mixed with milk powder. This tea is easy for busy people

## Strain tea

It is powdered tea. It was first created in the 1930s but not been produced until the late 1950s. Instant tea has vanilla, honey, fruit taste, or mixed with milk powder. The Tea is good for busy people.

# WHAT THE WORLD SEES

## TEA EXPORT VALUE

(Ton)	(US\$)
70.840	<b>157.498</b>
66.399	<b>134.584</b>
61.915	<b>126.051</b>
38.253	<b>84.661</b>
38.636	<b>85.508</b>

2013  
2014  
2015  
2016  
2017

Source: Indonesian Plantation Statistic , Tea Commodity, 2015-2017

## INDONESIAN TEA EXPORT BY DESTINATION

Source : Trade statistics for international business development

Russian Federation



Malaysia



Australia



Pakistan



Germany

Poland

Taipei, Chinese

Singapore

United Arab Emirates

China

Viet Nam

New Zealand

Thailand

Japan

etc.

# TEA PRODUCTION IN INDONESIA

Ton

	2013	
PR	51.737	PR
PBN	58.814	PBN
PBS	34.909	PBS
Total	145.460	Total
	2014	
PR	50.856	
PBN	65.343	
PBS	38.170	
Total	154.369	
	2015	
PR	49.473	PR
PBN	46.591	PBN
PBS	36.551	PBS
Total	132.615	Total
	2016	
PR	49.364	
PBN	55.976	
PBS	38.675	
Total	144.015	
	2017	
PR	49.340	PR
PBN	57.486	PBN
PBS	39.342	PBS
Total	146.168	Total

Source: Indonesian Plantation Statistic , Tea Commodity, 2015-2017

PR = Perkebunan Rakyat

PBN = Perkebunan Besar Negara

PBS = Perkebunan Besar Swasta

# Trade with *Remarkable Indonesia*

## ■ INDONESIAN AT A GLANCE

Indonesia's economy is getting stronger with more investors and entrepreneurs doing business with their Indonesian counterparts.

■ INCOME PER CAPITA  
Will grow to more than  
**USD 15,000**  
in 2025

■ POPULATION  
Will increase to  
**300 million**  
people, by 2025 and 50%  
of them will be under the age of 30.

■ SKILLED WORKER  
By 2030, there will be  
**113 million**  
skilled workers



■ MARKET OPPORTUNITY  
**USD 1.8 trillion**  
in consumer services, agriculture,  
fisheries, resources, and education.

■ CONSUMER CLASS  
Will reach  
**135 million**  
members of consuming in 2030,  
and 71% of the population will live  
in cities/rural areas, contributing  
86% to the GDP.

Indonesia is one of the largest countries in the World with an area of 1,922,570 Km Square, and a larger sea area of 3,257,483 Km square. This country is inhabited by a large population with a total of 258.7 million people.

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Currently, with such a huge population, Indonesia has a massive GDP and makes

the largest one in ASEAN. It even has the potential to become the fourth largest in the world by 2050. Indeed, right now USA hold the highest GDP in the world, followed by China, Japan, Germany, UK, France, India, Italy, Brazil and Canada. But China is starting to surpass and becoming the largest economy in the world. Emerging market like Indonesia is following.

**BY 2030, INDONESIA WILL BECOME  
THE 7th LARGEST ECONOMY IN THE WORLD.  
AND THE 4th IN 2050.**

■ EXPORT  
IN 2017



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**Arafatea**

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**PT. Sari Melati Sejahtera (Brand Teh Jawa)**

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A wide-angle photograph of a tea plantation on a steep hillside. The plantation consists of numerous rows of tea bushes, which are trained in a specific growth pattern, creating a distinct grid-like texture across the slope. In the background, more tea fields and a range of mountains are visible through a layer of light fog or mist, giving the scene a serene and slightly ethereal atmosphere.

*Thank you*