



Has the Kerala Model been vindicated again?

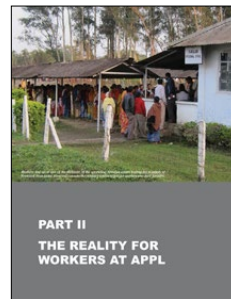
In the eighth Cochin dust sale of the year, 85% of the offerings were sold for an average price of \$1.83 (-1¢, -0.8%). In addition to local and upcountry traders, exporters also were subdued, resulting in weakness.

	Sale No. 7 11 Feb 2014 (previous sale)	Sale No. 8 18 Feb 2014 (this sale)	Sale No. 9 25 Feb 2014 (next sale)
Total Qty. Offered	1,002,640 kgs	1,088,587 kgs	1,091,564 kgs
Total Qty. Sold	879,091 kgs (88%)	921,768 kgs (85%)	—
Total Qty. Unsold	123,549 kgs (12%)	166,819 kgs (15%)	—
Average Price	\$1.84	\$1.83	—

Key Observations

1. In the *Best* category, good liquoring teas held steady, sometimes dearer (+1¢–3¢), continuing the positive trend of the past few weeks. Selective popular marks strengthened, while the rest remained sluggish. *Medium* and *Plain* teas suffered the same weakness, suffering further from subdued interest shown by exporters.
2. The sale opened briskly, as levels held steady, but the momentum completely evaporated as the major buyers (Active: AVT, KSCS, Unilever; Selective: Tata Global Beverages) found themselves alone in supporting the market. Levels averaged declines between 4¢ and 7¢ later in the day, dragging the entire sale down.

Plantations Private Limited (APPL), which employs more than 30,000 people on 24 plantations in Assam and West Bengal. Founded by the James Finlay Company in the 19th century and now owned by Tata Global Beverages,



APPL has conformed to industry standards such as ISO 22000, Social Accountability International's SA8000, Ethical Tea Partnership (ETP), and the USDA's National Organic Program (NOP). In light of this, one wonders who upholds these standards, and whether these are merely tools to keep the industry consolidated among few hands.

Special Note

In a damning indictment of life on a tea plantation, the Human Rights Institute at Columbia Law School released a 110-page report on the labor practices of Amalgamated

Having encouraged labor unionization for decades despite carps from tradesmen in Cochin, the Kerala Government stands vindicated as plantations in the state are spared this indelible stain of human rights abuse. Read the entire report here: <http://bkb.io/1d1ZkxY>

Sale History

Week-on-week and year-on-year comparative low-high Cochin CTC Dust prices in US Dollars.

BEST	Sale No. 8 2014	Sale No. 7 2014	Sale No. 8 2013	Sale No. 8 2012
PD	1.53 - 1.82	1.56 - 1.87	1.93 - 2.13	1.59 - 1.99
RD	1.74 - 2.11	1.72 - 2.13	1.98 - 2.66	1.89 - 2.12
SRD	1.92 - 2.24	1.93 - 2.28	2.04 - 2.74	1.97 - 2.22
SFD	2.03 - 2.44	1.98 - 2.50	2.06 - 2.70	2.03 - 2.38

GOOD	Sale No. 8 2014	Sale No. 7 2014	Sale No. 8 2013	Sale No. 8 2012
PD	1.45 - 1.63	1.46 - 1.71	1.86 - 1.97	1.41 - 1.61
RD	1.56 - 1.71	1.59 - 1.74	1.89 - 2.06	1.41 - 1.75
SRD	1.69 - 2.03	1.72 - 1.90	1.93 - 2.08	1.55 - 1.87
SFD	1.80 - 2.05	1.79 - 2.02	1.95 - 2.08	1.75 - 1.97

MEDIUM	Sale No. 8 2014	Sale No. 7 2014	Sale No. 8 2013	Sale No. 8 2012
PD	1.33 - 1.46	1.32 - 1.45	1.80 - 1.89	1.41 - 1.51
RD	1.38 - 1.66	1.37 - 1.54	1.82 - 1.95	1.41 - 1.51
SRD	1.46 - 1.71	1.38 - 1.67	1.82 - 1.97	1.47 - 1.69
SFD	1.54 - 1.77	1.46 - 1.67	1.84 - 1.97	1.61 - 1.75

PLAIN	Sale No. 8 2014	Sale No. 7 2014	Sale No. 8 2013	Sale No. 8 2012
PD	1.22 - 1.38	1.27 - 1.35	1.62 - 1.76	1.29 - 1.37
RD	1.22 - 1.38	1.30 - 1.38	1.62 - 1.78	1.33 - 1.41
SRD	1.30 - 1.41	1.32 - 1.43	1.69 - 1.86	1.35 - 1.47
SFD	1.27 - 1.45	1.30 - 1.43	1.71 - 1.87	1.39 - 1.57

Export Catalog

Brooklyn Beverages' prices (per kg) are pegged to the performance of our grades at the most recent Cochin Tea Auction, Dust Sale No. 8, 18 Feb 2014. Prices (Ex. Kochi) are good till the next auction sale, 25 Feb 2014. For FOB-Kochi pricing, please see the upcharge estimate at the below right.

In addition, we have introduced two blended standards (BP to BOPF)—*Periyar* and *Chinnar*—which serve as guidance to importers seeking to avail private labeling services. These are based on our own award-winning consumer brand *Chinnar*, which is renowned in the local market.

Black Tea

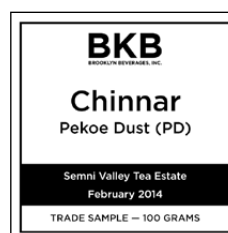
Grade	Sack	Mark	Density (cc)	Price	Change
Pf1/Fngs/D2 (Mixed)	55 kg	Brooklyn	175 - 195	\$1.60	+1¢
Pekoe Dust (PD)	55 kg	Periyar/Haileyburia	185 - 200	\$1.45	+1¢
		Chinnar	180 - 195	\$1.80	-4¢
Red Dust (RD)	57.5 kg	Periyar/Haileyburia	180 - 190	\$1.49	+1¢
		Chinnar	165 - 190	\$1.84	-3¢
BOPF-CTC	52 kg	Periyar	205 - 220	\$1.52	none
		Chinnar	195 - 225	\$1.90	-2¢
Super Red Dust (SRD)	61 kg	Periyar	165 - 180	\$1.60	+2¢
		Chinnar	160 - 175	\$1.97	-8¢
Super Fine Dust (SFD)	63 kg	Periyar/Haileyburia	155 - 165	\$1.72	+2¢
		Chinnar	150 - 160	\$2.39	+3¢

Standard Blends

Grades	Packaging	Blend	Price
BP to BOPF	Bulk, 1 kg, 500 g, 250 g	Periyar Std.	\$1.85
		Chinnar Std.	\$2.15

FOB Upcharge Estimate

	1x 20 Foot Container	1x 40 Foot Container
Warehousing	₹ 12,432.00	₹ 24,864.00
Inland Freight	₹ 15,000.00	₹ 20,955.00
THC	₹ 7,800.00	₹ 10,900.00
B/L Fee	₹ 2,000.00	₹ 2,000.00
Custom Clearance	₹ 16,500.00	₹ 21,500.00
Subtotal	₹ 53,732.00	₹ 80,219.00
Service Tax (12.5%)	₹ 6,716.50	₹ 10,027.38
Total (INR)	₹ 60,448.50	₹ 90,246.38
Total (USD)	\$990.96	\$1,479.45
Total Weight (kg)	11,000	22,000
Cost per Kilogram	\$0.09	\$0.07



Ask for Samples

The difference is not only in the price but also in the taste.