



Has Cochin treated her right?

In the fourth Cochin dust sale of the year, 69% of offerings were sold at an average price of \$1.77 (-9¢, -4.83%).

The markets corrected after an exuberant opening to 2014 due to subdued local and upcountry activity, allowing major blenders and exporters to support at lower levels.

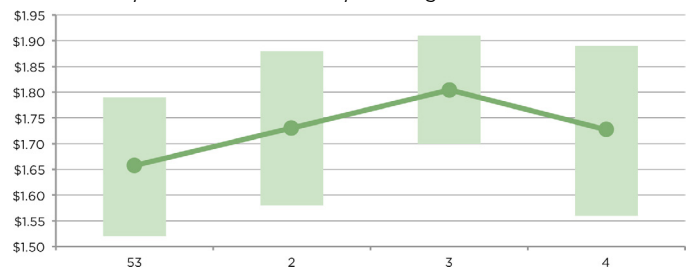
	Sale No. 3 15 Jan 2014 (previous sale)	Sale No. 4 21 Jan 2014 (this sale)	Sale No. 5 28 Jan 2014 (next sale)
Total Qty. Offered	1,239,340 kgs	1,221,928 kgs	1,095,605 kgs
Total Qty. Sold	1,008,761 kgs (81%)	845,190 (69%)	—
Total Qty. Unsold	230,579 kgs (19%)	376,738 (31%)	—
Average Price	\$1.86	\$1.77	—

Key Observations

1. Good liquoring and popular marks dropped 8¢ to 16¢, resulting in heavy withdrawals. The correction was lesser—albeit very much there—for Medium varieties (-3¢-8¢). Plain teas followed the trend.
2. Conspicuous in their very limited presence were local and upcountry traders, leading to a correction despite all the ingredients of a seasonal rally. Following the surge in prices in the past two sales, buyers across genres have colluded to curtail prices by artificially alternating demand among themselves, resulting in unhealthy competition.
3. The above allowed major blenders and packeteers (Active: AVT, KSCS, Tata Global Beverages, Unilever) to support good liquoring teas at lower levels. Better export enquiry, particularly from the CIS, was noticed on Medium and selective Plain teas, though at low levels. Clonal characteristics were much sought after.

Pekoe Dust (PD) - Best CTC Dusts

previous 4 weeks' sale price range and median



We're back to where we started, stifling a much needed recovery.

Forecast

All the fundamentals of a much needed seasonal rally are in place, including a complete halt in North Indian tea production, lower crop intake due to persistent cold and dry conditions, and favorable global cues. However, the market will remain weakened for another 2-3 sales as long as unhealthy competition among buyers can be sustained before crop intake dwindles considerably, reducing supply.

Sale History

Week-on-week and year-on-year comparative low-high prices in US Dollars in the entire Cochin dust market.

Best CTC Dusts

	Sale No. 4 2014	Sale No. 3 2014	Sale No. 4 2013	Sale No. 4 2012
PD	1.56 - 1.89	1.70 - 1.91	1.88 - 1.97	1.47 - 1.88
RD	1.72 - 2.08	1.79 - 2.43	1.92 - 2.08	1.65 - 2.00
SRD	1.89 - 2.38	1.99 - 2.53	1.90 - 2.08	1.68 - 2.02
SFD	2.05 - 2.48	2.15 - 2.63	1.93 - 2.10	1.76 - 2.29

Good CTC Dusts

	Sale No. 4 2014	Sale No. 3 2014	Sale No. 4 2013	Sale No. 4 2012
PD	1.39 - 1.56	1.55 - 1.71	1.82 - 1.86	1.37 - 1.49
RD	1.54 - 1.80	1.57 - 1.83	1.80 - 1.95	1.37 - 1.61
SRD	1.57 - 1.90	1.71 - 1.97	1.80 - 1.95	1.37 - 1.59
SFD	1.77 - 2.05	1.89 - 2.20	1.82 - 1.95	1.51 - 1.76

Medium CTC Dusts

	Sale No. 4 2014	Sale No. 3 2014	Sale No. 4 2013	Sale No. 4 2012
PD	1.33 - 1.46	1.42 - 1.53	1.75 - 2.05	1.31 - 1.43
RD	1.36 - 1.52	1.37 - 1.58	1.73 - 1.86	1.31 - 1.41
SRD	1.38 - 1.74	1.45 - 1.79	1.75 - 1.93	1.35 - 1.40
SFD	1.48 - 1.69	1.55 - 1.89	1.73 - 1.86	1.37 - 1.47

Plain CTC Dusts

	Sale No. 4 2014	Sale No. 3 2014	Sale No. 4 2013	Sale No. 4 2012
PD	1.21 - 1.39	1.26 - 1.44	1.64 - 1.69	1.06 - 1.33
RD	1.16 - 1.34	1.22 - 1.39	1.64 - 1.73	0.98 - 1.33
SRD	1.18 - 1.38	1.24 - 1.40	1.62 - 1.73	1.08 - 1.35
SFD	1.15 - 1.39	1.29 - 1.39	1.67 - 1.77	1.08 - 1.35

Export Catalog

Brooklyn Beverages' prices are fully pegged to the performance of our grades—Chinnar, Periyar, and Haileyburia—at the most recent auction, Dust Sale No. 4, 21 Jan 2014. Prices per kilogram (ex. Kochi) are good till the next auction sale, 28 Jan 2014.

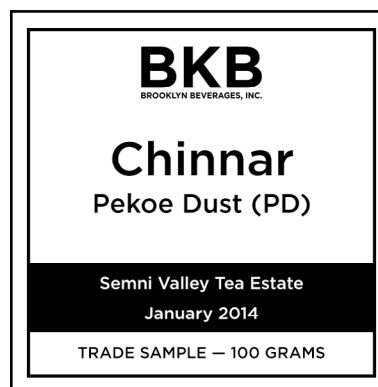
We are able to tailor shipping, packaging, and payment terms to meet your needs. If you require a specific taste or grade profile not listed below, please let us know.

Black Tea

Grade	Per Sack	Mark	Price	Change
Pf1/Fngs/ D2 (Mixed)	55 kg	Brooklyn	\$1.62	-3¢
Pekoe Dust (PD)	55 kg	Periyar/ Haileyburia	\$1.48	-6¢
		Chinnar	\$1.79	-4¢
Red Dust (RD)	57.5 kg	Periyar/ Haileyburia	\$1.52	-8¢
		Chinnar	\$1.84	-2¢
BOPF-CTC	52 kg	Periyar	\$1.55	-5¢
		Chinnar	\$1.92	-8¢
Super Red Dust (SRD)	61 kg	Periyar	\$1.62	-3¢
		Chinnar	\$1.98	-2¢
Super Fine Dust (SFD)	63 kg	Periyar/ Haileyburia	\$1.70	-7¢
		Chinnar	\$2.40	-18¢

Green Tea

Grade	Per Sack	Mark	Price
BOPD	55 kg	Haileyburia	\$1.13
BP	52 kg	Haileyburia	\$1.22



Ask for Samples

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