	<p style="text-align: center;">Geographical Indication Product Database - Step 1 -</p> <p style="text-align: center;">Darjeeling</p>	<p>SOURCE :</p> <p>Author : D. Marie-Vivien</p> <p>Institution : Cirad</p> <p>Date : 22 July 06</p>
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DESCRIPTION :

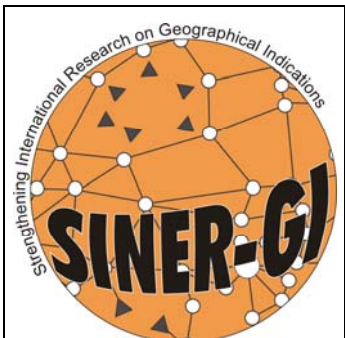


- NAME OF GI :** DARJEELING (WORD) AND DARJEELING LOGO
- COUNTRY AND REGION IN THE COUNTRY:** India, Darjeeling District, West Bengal State
- TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**
Tea from the district of Darjeeling grown in 87 gardens. Substitutes are tea from Sri Lanka, Kenya, Nepal...
- DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :**
Tea produced in the 87 gardens of Darjeeling district has the distinctive and naturally occurring organoleptic characteristic of taste, aroma and mouth feel which have won the patronage and recognition of discerning consumers all over the world. Botanic name is "camellia sinensis". It is a hardy, multi stemmed, slow growing evergreen shrub which if allowed to can grow up to 2.5 meters in height. It takes 4 to 6 years to mature, is able to withstand severe winters, extended drought and the high altitude of Darjeeling. Yield are much more lower than non Darjeeling district. The leaves are small, leathery, dark, glossy green in colour often covered with a downy silvery pubescence. Plucking begins in March and closes by late November. A set of agricultural practices has been developed to sustain growth of shoots, while maintaining bush heights suitable for manual plucking. The substitutes are not grown at such a high altitude.
- LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**
Flavour is a combination of plant genes, soil chemistry, elevations, temperature and rainfall unique to the Darjeeling hills. Darjeeling has acquired substantial domestic and international reputation.
- PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :** 87 gardens in 19,000 hectares, 1 million of kg of tea produced each year. Each kg of fine tea consist of more than 20,000 individual hand picked shoots. 85% of the production is exported. 85% of the gardens have their own factory. 40% are organic tea gardens..
- MARKET AND REPUTATION (size, price premium, attractiveness, growth) :**
Export market is Germany, Japan, US, UK. 4 millions of kg of tea is sold under name Darjeeling whereas only 1 million kg is produced in Darjeeling.
- APPLICANT / HOLDER (IF ANY) :** Tea board of India, Kolkatta

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

First recognised GI in India according to the GI Act. The protection of the Darjeeling Tea is organised trough both the GI of goods act and trough a collective certification trade mark. Moreover the protection is of both the word Darjeeling and the logo. All the process is located in the area of production but the final packaging and thus the risk of blending with other varieties is done in the exporting countries, with problem of counterfeiting.

CATEGORY : <input type="checkbox"/> Origin Product	<input checked="" type="checkbox"/> GI product	<input checked="" type="checkbox"/> Recognized GI
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