



eco-cha TEA CLUB

Lugu Farmers' Association Spring 2015 Dong Ding Oolong Tea Competition — Third Place Category Prize

Harvest: Hand-picked,
Spring 2015

Region: Alishan,
Chiayi, Taiwan
Elevation: 1200m

Batch Size: Medium
Light-medium Oxidation
Medium Roast

Flavor: Complex, balanced, vibrant. Toasted cashew, dried apricot, subtle pine notes. Lingering, heady aftertaste.

ABOUT THE COMPETITION:

Batches of tea receiving Third Place Category Prize rank within the top 16% of over 6000 entries. Third Place Prize Category is within the 9th — 16th percentile. The tea judging process is conducted in stages. The first stage employs dozens of licensed professional judges (mostly local tea makers) who determine which entries are disqualified, and also which entries will receive lower ranking awards of two plum blossoms and three plum blossoms. This first stage accounts for 80% to 85% of all entries.

The remaining entries that ranked higher are passed on to the Tea Research And Extension Station's nationally qualified team of judges for another several days of tea tasting. So in this final stage, this carefully selected and roasted batch of Qing Xin Oolong was given a place within the top 1/6 of more than 6,300 entries. This award was given by Taiwan's leading Oolong Tea judging professionals in the most prestigious Oolong Tea competition in the world.

ABOUT THE TEA:

Eco-Cha appreciates the fact that this award-winning tea was grown at 1200m in Ruifeng Village, Chiayi County. Why? Because these farmers are mostly living on or very near their farms. In significant contrast to remote, large-scale high elevation farms, this area is mostly farm-and-factory-owned-and-run by the resident families. The integration of a more traditional, family-run, small-scale production using skilled, hands-on methods and resulting in a lot less environmental impact than remote high

elevation farming is what we consider to be most sustainable in the current industry.

This award-winning competition tea represents an exemplary preservation of a local specialty. This competition has sustained and evolved the quality and value of a Traditional Oolong Tea to the extent that it has become a model for all other competitions in Taiwan and abroad. The award this tea received also represents our brand orientation. While recognizing the exemplary value of the highest ranking teas, we simply want to share a fine example of what leading professionals determine to be some of the best Dong Ding Oolong Tea in the world. This award winning batch offers top quality tea while bypassing the prestige and promotional efforts of the local competition.

The selling prices for this competition's award-winning teas are determined by a free market rather than the Farmers' Association. Basically, it's based on supply and demand. The Champion Prize sells for about US\$10,000 per 600g. So the participants are highly motivated to put all their resources into winning an award. Especially Third Place Category prizes and above warrant a significantly higher selling price than the normal market price. Given that we can source small amounts of this competition tea directly from the artisan, we are able to share it with you outside its local market value.