

DEVELOPMENT OF A MANUFACTURING MODEL TO UVA TEA

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By

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ABSTRACT

This paper explores the issues which are relevant to the current Sri Lanka Tea industry, in relation to the global tea market. The concern is focused on the significant structural changes required in the current tea manufacturing processes to enhance the quality of Sri Lanka tea which would minimize the effects of the other tea producing countries. The paper begins with a brief overview of the current situation of World tea trade and the significant role played by Sri Lanka, as well as a brief point on the other competitors of Sri Lanka Tea industry and the setbacks which have influenced the international tea trade. This study also closely monitors the market price fluctuation observed of tea produced by estates in uva region and the considerable increases in the secondary grade percentages. In this study the changes which should be carried out in the current tea manufacturing processes to minimize the above effects are recommended. This study suggests a distinctively identified three processing models based on the quality of green leaf in order to achieve higher profit margins in the Sri Lankan tea industry.

Key Words: World Tea trade, Sri Lankan Tea trade, Average price, Green Leaf quality, Main grade percentage, Tea manufacturing models