

# Tea: History, Terroirs, Varieties

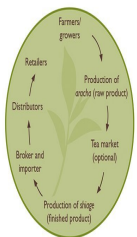
JAPAN

## The Japanese Tea Industry

The Japanese tea industry has gone through several growth phases over time. First established to respond to the tastes of the international market, the industry originally exported a large portion of its production. That is why black tea was still being produced in Japan until the early 1970s. Today almost all production is reserved for domestic consumption and less than 1 percent is exported. Specializing in the production of green tea, most of which (70 percent) is Sencha, Japan is the seventh-largest tea grower in the world today.

While the younger generations are more interested in coffee—and in spite of the fact that tea drinking is still deeply entrenched in Japanese traditions—Japan is currently witnessing an evolution in consumer tastes. Each year Japan imports several thousand tons of granulated tea from Darjeeling as well as wulong tea from the high mountains of Taiwan. Nevertheless, the Japanese tea industry continues to flourish, thanks to, among other things, many tea-based products, such as toothpaste, pharmaceutical products, pasta, cod tea and polyphenol extract in capsule form.

It is rare to find small-scale growers in Japan who carry out all stages of production, from picking to the final processing of the tea, themselves. The very high cost of machinery forces the growers or processors to specialize in a specific stage of production, fragmenting the traditional chain of production. Thus, the Japanese tea industry comprises several sectors as shown in the diagram below.



The tea market in Shinjuku is often bustling with activity as early as the clock in the morning.

Japanese farmers growers maintain their gardens and pick the tea according to the quality and the type of tea desired. Some farmers process the raw themselves, but usually they sell it or subcontract the processing to specialized companies that turn the leaves into sencha (see box below). In turn, these companies take the various batches of sencha to the tea market, where it is sold at auction. Many tasters will sample the batches of sencha, and they will often separate them into various groupings. (As there are corporate groups that offer exclusivity and certain benefits, some companies sell their sencha directly to their partners.) The selected batches of sencha will then be sent to various distributors to undergo the different processes required to turn the leaves into a finished product. Finally, brokers and importers will sell the tea to the many distributors and retailers.

**A BRIEF SUMMARY OF THE JAPANESE TEA TRADE**  
 Production area: 119,100 acres (48,200 ha)  
 Total annual production: 101,500 tons (92,100 t) of green tea  
 Annual production by province or region: Shizuoka, 44,000 tons (39,900 t); Kagoshima, 36,570 tons (34,100 t); Mie, 4,800 tons (7,520 t); Hyogo, 4,220 tons (3,850 t); Kyoto, 3,275 tons (2,970 t); Nara, 2,790 tons (2,530 t); Fukuoka, 2,370 tons (2,200 t); Saga, 2,100 tons (1,930 t); Kumamoto, 1,920 tons (1,740 t); Kochi, 1,860 tons (1,690 t)  
 Average production yield: 1,700 pounds per acre (3,910 kg/ha)  
 Annual exports: 2,165 tons (1,625 t) of green tea; 159 tons (144 t) of other teas  
 Province that exports the most: Shizuoka  
 Principal purchasing country: United States, since 1853

**AMCHA** Processing Japanese green teas involves several stages. *Ancha* is the name given to leaves that have undergone a partial processing that will be completed later. Only 75 percent processed, it is a raw product that includes stems. *Ancha* is used to produce *Sencha*, *Bancha*, or *Sencha* tea. The type of tea produced is usually determined in advance, based on the quality of the leaves picked.

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This second edition has improved and refined tasting notes with updated content about non-herbal tea, the plant *Camellia sinensis*. The book includes varieties of black, green, white, yellow, oolong, pu'er, perfumed, aromatic and smoked teas. Other topics include: An overview of the history of tea. Tea: History, Terroirs, Varieties. Tea is second only to water as the most-consumed beverage in the world. When recent studies revealed green tea's health benefits, North American consumption skyrocketed. Tea is a comprehensive guide to non-herbal tea, the plant *Camellia sinensis*. This species includes three main varieties: *sinensis*, *assamica* and *cambodiensis*. "Sinensis" means "from China," the country where tea was first discovered. This variety is thought to be the most ancient variety used in the cultivation of tea. In its natural state, the *Camellia sinensis* var. Like a fine wine, it is the "terroir" -- a region's soil and climate -- that imparts Topics include: An overview of the history of tea Tea varieties The worldwide. From time immemorial, praised by poets adored by Emperors, tea is not only the most consumed beverage on the planet but also an essential part of the diet of. By *Camellia Sinensis* Tea House. Take a voyage into the teascape of China, Taiwan, India, Japan and other important producing countries. Explore the diverse. It's Back to School Time! Brush up on your Tea knowledge with a copy of Tea: History Terroirs Varieties. This winner of the World Tea Award's "Best Tea. Tea: History, Terroirs, Varieties (Kevin Gascoyne) at evilchimpo.com Beautifully illustrated this definitive guide will appeal to die-hard tea enthusiasts. Learn the influence of terroir and the complexities of the tea leaf from various countries of origin in this important tea textbook from the owners of Montreal's. Tea has been a hallmark of civilization for millennia, having originated in China and spread across the globe. Throughout the years, a rich art. 11 Jan - 36 sec - Uploaded by Benjamin S Tea: Classic Types of Tea - Duration: Blendsforfriends 20, views Egyptian. I had read so many rave reviews of Tea: History, Terroirs, Varieties that I just had to check it out myself. The book itself is fairly large and filled. Buy the Paperback Book Tea by Kevin Gascoyne at evilchimpo.com, Canada's largest bookstore. + Get Free Shipping on Food and Drink books over \$25!. evilchimpo.com: Tea: History, Terroirs, Varieties () by Kevin Gascoyne; Francois Marchand; Jasmin Desharnais and a great selection of similar. The book is a comprehensive guide to the world of tea. An illustrated tour of the world's tea-growing countries: China, Japan, Taiwan, India, Sri Lanka, Nepal. Booktopia has Tea, History, Terroirs, Varieties by MARCHAND, DESHARNAIS, AMERICI GASCOYNE. Buy a discounted Paperback of Tea online from. Price, review and buy Tea: History, Terroirs, Varieties at best price and offers from evilchimpo.com Shop Lifestyle Books at Gascoyne Kevin - Kuwait. ISBN Tea: History, Terroirs, Varieties. Title Tea: History, Terroirs, Varieties. Tea: A History of the Drink That Changed the World. The Tea Book. BOOKS KINOKUNIYA: Tea: History, Terroirs, Varieties (2ND), Gascoyne, Kevin/ Marchand, Francois/ Desharnais, Jasmin/ Americi, Hugo. Malaysia Online Bookstore: Tea: History, Terroirs, Varieties: Kevin Gascoyne, Francois Marchand, Jasmin Desharnais Books. Buy Tea: History, Terroirs, Varieties

2nd Revised edition by Kevin Gascoyne, Francois Marchand, Jasmin Desharnais, Hugo Americi, Jonathan Racine (ISBN: .Tea: History, Terroirs, Varieties (Second Edition) by Kevin Gascoyne, Francois Marchand, and Jasmin Desharnais is great book on tea because.Tea: History, Terroirs, Varieties: Kevin Gascoyne, Francois Marchand, Jasmin Desharnais: Books - evilchimpo.comTea: History, Terroirs, Varieties by Kevin Gascoyne, Francois Marchand, Jasmin Desharnais starting at \$ Tea: History, Terroirs, Varieties.Day - Tea: a [hot] drink made by infusing the dried, crushed leaves of the tea plant in boiling water Several weeks ago, I posted all about my love for coffee;.

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