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ANNOUNCEMENT OF DEPARTMENT OF INTELLECTUAL PROPERTY

Subject: Registration of Geographical Indication

DOI CHAANG COFFEE

Registration No. Sor Chor 50100018

In order that the Registration of Geographical Indications complies with the Protection of Geographical Indications Act B.E. 2546 (2003), by virtue of section 32 of the Administrative Organisation of the State Act B.E. 2534 (1991) amended by the Administrative Organisation of the State Act No. 5, B.E. 2545 (2002), the Department of Intellectual Property hereby announces that

The registration of Geographical Indication of Doi Chaang Coffee, Application No. 49100025, Registration No. Sor Chor 50100018 has been accepted, with the particulars of registration as attached herewith.

The announcement takes effect as of 27 September 2007.

Announced on 24 October 2007

Puangrat Asavapisit
Director-General
Department of Intellectual Property

Registration of Geographical Indication

DOI CHAANG COFFEE

(1) Application Number 49100025 **Registration No. Sor Chor** 50100018
(2) Application Date: 28 July 2006 **Registration Date:** 28 July 2006
(3) Applicant The Doi Chaang Coffee planters' group, consisting: Mr. Anuchit Pisailert-Doi Chaang Coffee Production Group 1, Mr. Kunakorn Pisailert-Doi Chaang Coffee Production Group 2, Mr. Panachai Pisailert-Doi Chaang Coffee Group, Mr. Krisdatan Wuiyue-EGO Coffe Group, Mr. Noppadol Pisailert-Doi Chaang Coffee AAA Group, Mr. Winai Pisailert-Doi Yama Coffee Group, Mr. Wanchai Saisawangthammakul-Phu Sawang Coffee Group, Mr. Somsak Pisailert-Yama Korjor Coffee Processing Group and Mr. Chanchai Ponganurakpoom-Lormee Akha Doi Chaang Coffee Processing Group. Address: moo 3, Tambon Wawee, Mae Suai District, Chiangrai Province 57180

(4) Quality, Reputation, Specification or Specific Characteristics of Goods

Definition

Doi Chaang Coffee refers to major Arabica varieties: the Catura, Catimor and Catuai, obtained from fresh coffee cheeries grown on the slopes of Doi Chang, at an altitude of 1,100-1,700 meters above sea level. Doi Chaang Coffee is grown within the area of Doi Chang and Ban Mai Pattana villages in Tambon Wawee, Mae Suai District of Chiangrai Province. It is produced by a standard process, creating high quality green beans and roasted coffee.

Characteristics of Goods

Green Beans: bluish green or grayish green with less than 10% undeveloped beans and a moisture content of no more than 12-13%, classified into three sizes.

- big size larger than 6.95 millimeters
- medium size from 6.1 – 6.95 millimeters up
- small size smaller than 6.1 millimeters

Roasted and Ground Coffee: are roasted and ground beans that are aromatic, have a unique and harmonious taste with a caffeine content of no more than 1.5% of the weight.

(5) Production Process

5.1 Cultivation

(1) Coffee variety used: Major Arabica varieties-Catura, Catimor and Catui
(2) Coffee seeds are cultured in prepared plots.
(3) Seedlings are nurtured from 7 months to 1 year.
(4) Strong seedlings which are free from disease and pests are selected..

(5) The coffee is planted in designated plots at altitudes of 1,100-1,700 meters above and under the shade of trees.

5.2 Production Process

Care

(1) Weed regularly, especially for young plants 1-3 years of age.

(2) Apply fertilizers for the leaves and cheeries and enhance soil periodically as needed.

(3) Trim regularly.

Harvesting and Production of Parchment

(1) Harvesting fresh cherries: Hand pick only ripe and strong cherries between November – February of every year.

(2) Washing and sorting strong cherries: Wash and sort the cherries in water. Ripe and strong cherries will sink to the bottom of the tank while lame cherries will float on the surface to be removed and used as fertilizer.

(3) Pulping: Remove the pulp with a pulping machine within 24 hours after the harvest

(4) Fermenting: The pulped parchment is fermented in clean water for 48 hours.

(5) Soaking: Water is used to wash the fermented parchment before it is soaked in clean water for another 20-24 hours.

(6) Drying: Before drying, the parchment needs to be washed and drained, making it as dry as possible. Then, it is spread out on a clean patio to dry.

(7) Storing: Dry parchment can now be stored.

Packing and Storing of Parchment

Parchment of no more than 8% humidity are stored in hemp sacs and put in a clean dry ventilated place. The storage house is situated at a high altitude.

Production of Green Beans

Dried parchment is milled to remove its skin and sorted according to diameter. The quality green bean obtained will be grayish green or bluish green and have a moisture content of 10-12%.

Green beans sorted by diameter come in three sizes:

- big size: larger than 6.95 millimeters
- medium size: between 6.1- 6.95 millimeters
- small size: smaller than 6.1 millimeters

Production of Roasted and Ground Coffee

Experienced roast masters roast green beans for about 20 minutes in a quality roaster, producing the Doi Chaang quality roast.

Packaging

Doi Chaang Coffee is packaged in valved bags, which allow ventilation from inside the bags and prevent outside air from going in. The label bears the words "กาแฟดอยช้าง and/or Doi Chaang Coffee"

(6) Relation between the Product and the Geographical Location

Geography Overall, the area consists of high mountains at slope gradients of more than 35%. There are narrow strips of flat land rising along mountain ridges and valleys. The slope gradients here are between 8-35% and there is approximately a 500 meter difference in area altitude level. The soil is fine sandy loam or loam resultant from the degeneration of stones and minerals combined with particle pile ups carried down from higher areas to lower lying spaces. The soil is high in organic matter and provides good drainage. It has a pH of around 6.0 – 6.5. Doi Chang is the water source for many brooks and streams including the Huai Krai stream which provides water year round. In addition, there are large and small natural wells scattered throughout and providing water year round.

Natural and human factors play important roles in the production of Doi Chaang Coffee. Doi Chang is a high mountain rising to an altitude of 1,100-1,700 meters from sea level and is suited for the cultivation of Arabica coffee. The carefully selected coffee strains, the strict maintenance and the meticulous harvesting combined with the high standard production processes are attributes to the production of Doi Chaang Coffee.

History Previously, the farmers on Doi Chang were growing poppy and engaging in slash and burn agriculture. In 1969, His Majesty the King initiated a project to have the hill tribe people on Doi Chaang give up poppy cultivation and the government implemented a program to seriously reduce the number of poppy fields. In 1983, the Department of Public Welfare, through the Hill Tribe Development and Welfare Center, introduced the planting of cold climate crops to the farmers in place of the poppy they were previously growing. Crops such as macademia nuts, plums, peaches, pears as well as premium strain Arabica coffee which had undergone testing and research by relevant offices, were introduced. It has now been over 20 years and time has proved that Doi Chang is capable of producting one of the world's best coffees.

(7) Scope of Geographical Area

The production area for Doi Chaang Coffee is within Doi Chang and Ban Mai Pattana villages in Tambon Wawee, Mae Suai District, Chiangrai Province. The production area is situated at an altitude of between 1,100 – 1,700 meters above sea level as detailed on the map.

(8) Proof of Origin

(1) Doi Chaang Coffee is produced in the areas of Doi Chang and Ban Mai Pattana villages in Tambon Wawee, Mae Suai District, Chaingrai Province.

(2) The production process must be controlled and monitored through the registration of member who produce and process coffee and the use of accompanying documents, making the product traceable to its origin.

(9) Conditions for Registration under Section 15

(1) There shall be the establishment of a monitoring and control system throughout the production process, at the producers' level and at the provincial level.

(2) There shall be a registration of planters/producers of Doi Chaang Coffee and sellers wishing to use the Doi Chaang Coffee geographical indication.

(3) The registration applicants shall produce a direction manual to be observed by planters/producers of the Doi Chaang Coffee geographical indication.