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ANNOUNCEMENT OF DEPARTMENT OF INTELLECTUAL PROPERTY

Subject: Registration of Geographical Indication

Doi Tung COFFEE

Registration No. Sor Chor 49100005

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 Tung COFFEE, Application No. 48100009, Registration No. Sor Chor 49100005 has been accepted, with the particulars of registration as attached herewith.

The announcement takes effect as of 18 April 2006.

Announced on 2 May 2006

Kanissorn Navanugraha

Director-General
Department of Intellectual Property

Registration for Geographical Indications

Doi Tung COFFEE

(1) Application No.: 48100009 **Registration No.:** Sor Chor 49100005

(2) Application Date: 15 August 2005 **Registration Date:** 15 August 2005

(3) Applicant for Registration: The Mae Fah Luang Foundation under Royal Patronage
Address Multi-purpose Building, Tambon Mae Fah Luang
Mae Fah Luang District, Chaing Rai Province 57240

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

Definition

Doi Tung COFFEE refers to Arabica coffee obtained from coffee plants grown at the Doi Tung Development Project on the Nang Non Mountain Range in Chaing Rai Province, 800 – 1,200 meters above sea level. The coffee is then made into green beans and roasted at the Doi Tung Development Project, using proprietary methods belonging to the project.

Characteristics of Goods

(1) Coffee: Arabica derived from a cross of three cativars: Catimor, Catura and Catuai and cross bred back to Caturra every 4-6 generations to maintain stable qualities.

(2) Physical Characteristics

- the coffee bean: Ripe beans are red or yellow.
- the green bean: Green beans are bluish green, grayish green with no more than 10 – 12% water.
- roast ground coffee Roast ground coffee is moderately acid and has medium body. Roasting is performed from light medium to very dark. The color is light brown to dark brown. It is aromatic and harmonious.

(3) Chemical Composition

- caffeine: 1.5 – 1.6 % of weight, water: 0.5 – 1.0 % of weight

Production Process

Planting

(1) Seeds are selected from high yielding plants which are free from disease and pests and have high budding percentage.

(2) Seeds are cultured.

(3) Planting fields are located 800 – 1,200 meters above sea level, under natural shade from trees. The planting may also be carried out by first planting shade trees such as pines, *Prunus cerasoides*, acacia or macadamia. Sunlight is allowed to penetrate at 50%.

(4) Plants are planted 2 X 2 meters apart.

Tending

(1) Cutting of grass and weeding is done 3 times a year. The grass cut is used to cover the planting hole at the base of the plant.

(2) Use fertilizers to nourish leaves and fruits and fertilizers for the soil at suitable intervals.

(3) No chemicals are used in preventing or eliminating pests.

(4) Branches are trimmed to make the plant bud new branches.

Harvesting and Producing Parchment

(1) Yearly harvesting time is October – February.

(2) Only ripe red or yellow fruits are meticulously hand picked in the morning.

(3) Immediately after the fruit gets to the factory, it is washed to clean away leaves and other material.

(4) Machinery is used to de-shell the fruit and avoid damaging the bean inside.

(5) Parchment is obtained by putting the beans in a centrifugal machine which removes mucilage. After that, it is soaked overnight in water.

(6) The entire process from harvesting to removing mucilage must be completed within 24 hours.

(7) The next morning, the parchment will be dried. It is first washed clean and sun dried on a cement lawn, turned over every 30 minutes. This is repeated every day until the moisture comes down to 10 – 12%.

Packing and Storing Parchment

Dry parchment with 10 – 12% moisture is packed in burlap sacks and stored on palettes, away from the sunlight in an airy place. Humidity for the storage place is controlled at no more than 60%.

Production of Green Beans

There are 4 steps involved in the process. The shell of the parchment is scraped off and it is then put through a blower to clean away sediments. The green beans are screened by size according to diameter and screened by weight by using gravity force. The Doi Tung quality green beans known as the Peaberry, Extra Fancy, Fancy No. 1 and Prime are obtained from this process. They are bluish green or grayish green in color and have 10 – 12% moisture.

Production of Roasted Coffee

(1) Green beans are roasted in high quality roasting machines by experienced roasters. The roasting can be performed at different levels from light medium to very dark. First, a small batch will be roasted, followed by a cup test before large batches are roasted. Every batch goes through a cup test after roasting and a procedure to eliminate carbon dioxide is carefully performed taking care to maintain the coffee aroma.

(2) The roasted coffee of various sizes and qualities is then mixed according to the different formulae.

(3) Roast coffee is ground at three levels: coarse, medium and fine.

Packaging

The package features a freshness valve which lets out air and prevents outside air from getting into the bag.

Label information shall include the words Doi Tung COFFEE

(5) Relation between the Goods and the Geographical Location

Geography Most part of the area consists of high mountain ranges lying from North to South in the Eastern and Western parts, creating a narrow valley in the middle. The altitude is 478 – 1,509 meters from sea level. The Doi Tung Development Project area consists of complex mountain ranges which are made up of many kinds of stones mostly having the same rate of weather wear resistance. The steep terrain creates many water channels and streams such as the Nam Puen, Huay Pueng, Huey Jalaw, Huay Pa Kluey, Huey Nam Rin, Mae Nam Rai,[1] Nam Dang. There is heavy rainfall in the area with no less than 120 days of rain yearly. The average annual rainfall is 2,266 millimeters and the average temperature is 22.7 degrees celcius. Most of the soil is loam, clay loam, sandy loam and clay, which absorbs water at a moderate level.

Natural and human factors have significant effects on the production of Doi Tung COFFEE. Doi Tung is a high mountainous terrain approximately 800 – 1,200 meters above sea level, a location suited to the planting of Arabica coffee. This setting is complimented by the meticulous selection of coffee strains, careful maintenance, complex harvesting procedure and standard production.

History On 15 January 1987, the HRH Princess Mother stated "I will plant forests on Doi Tung." and initiated the Doi Tung Development Project in 1988 to reforest the mountains. Arabica coffee was among one of the crop chosen to be grown by hill tribes people as poppy substitutes. HRH the Princess Mother herself planted the first coffee plant on Doi Tung on 10 May 1992 and at present, the hill tribes living on Doi Tung are able to permanently stop their poppy cultivation.

Doi Tung COFFEE is resultant from the economic forest scheme in the Doi Tung Development area initiated by HRH the Princess Mother. It creates jobs for the local people and makes them self-dependent, which is in line with the Princess Mother's objective in enabling the people and the forest to co-exist, to prevent the people from cutting down trees and to put an end to slash and burn farming as well as poppy cultivation.

From this royal initiative, the project was commended by the United Nations Office on Drugs and Crime and awarded the UNODC seal for use on all Doi Tung products in conjunction with the message "Proceeds from the sale of this product contribute to a drug-free world, successfully achieved by implementation of a sustainable development project. People who once relied on opium production for a living are now able to earn from honest trade by producing these products."

(6) Scope of Geographical Area

The scope of geographical area for the production of Doi Tung COFFEE is the Doi Tung area (the Doi Tung Development Project), situated on the seam line of Mae Fah Luang District and Mae Sai District of Chiang Rai Province. It consists of a land of 93,515 rai or 149.62 square kilometers from longitude 20 13 45 to 20 26 39 North and latitude 99 43 18 to 99 52 52 East as detailed in the map.

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[1] The Rai River

(7) Conditions for Registration under Section 15

(1) There shall be a monitoring and control system across the entire production system at the producers' level and at the provincial level.

(2) There shall be the registration of planters and producers of Doi Tung COFFEE wishing to use the Doi Tung COFFEE geographical indication.

(3) Registered applicants have to compile an operating manual for member planters and producers using the Doi Tung COFFEE geographical indication.

(8) Proof of Origin

(1) Doi Tung COFFEE must be cultivated in the Doi Tung Development Project area.

(2) The production process must be controlled and monitored through the registration of coffee planting members. The process must be documented for traceability.