

# Analysis of Xinyang Tea Export Trade Problems and Countermeasures

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## Abstract

Tea is an important drink in the 21st century and one of China's main export products. Xinyang is an important tea production base, which has become the main tea production base in our province. Therefore, Xinyang tea has become the industrial pillar of Xinyang characteristics. Based on the analysis of the current situation of Xinyang tea industry, this paper focuses on the problems existing in the process of production, product quality, brand creation and export of Xinyang tea, and puts forward corresponding suggestions and countermeasures. So that Xinyang tea better out of the country, to the international development path.

## Keywords

Xinyang, tea, export, problems, Countermeasures.

## 1. INTRODUCTION

China is the hometown of tea and also a big country in tea production and consumption. China's accession to the WTO has brought good opportunities for the development of China's tea industry, as well as unprecedented challenges. Some famous international tea brands have entered the Chinese market, while China's tea exports have declined in recent years, which is the first negative growth in recent years. Xinyang is located in the southern part of our province, with three provinces and the same street. It is a strategic location between Jianghuai River and Han River. Because of its special geographical location, Xinyang has become the main tea production base in our province, and Xinyang tea has thus become the industrial pillar with Xinyang characteristics. However, in recent years, Xinyang tea export trade is also facing many bottlenecks. How to effectively solve these problems, in order to enhance the international market competitiveness of Xinyang tea, has become an important issue to be solved by the local government. In view of this, this paper intends to carry out research on this issue.

## 2. PRODUCTION AND EXPORT OF XINYANG TEA

### 2.1. Planting Situation of Xinyang Tea

According to the data of China Customs in 2019, there are 865 tea export bases in China, mostly in Fujian, Yunnan, Jiangxi, Anhui, Zhejiang, Hubei and other places. There are only five in Henan Province, including the export tea planting base of Henan Lushi Tea Company, the export tea planting base of Xinyang xinyang red Tea Co., Ltd., the export tea planting base of Xinyang Jianglong Tea Co., Ltd., the export tea planting base of Xinyang Chenlong Co., Ltd., and the export tea planting base of Xinyang Shanchuan Dadi Food Co., Ltd. At present, in Xinyang City, the total area planted in tea gardens is about 600,000 mu, while only about 480,000 mu are put into

production and cultivation. The total amount of tea harvested by tea growers is over 14 million kilograms each year, with a total market value of about 600 million yuan. Tea planting brings Xinyang 250 million yuan of financial revenue every year, while tourism and other additional industries driven by tea bring about 120 million yuan of revenue. There are 1235 tea producing villages in Xinyang city, 12 tea gardens with more than 10,000 mu planted in 128 villages and towns, 15 tea gardens with more than 1,000 mu densely planted, 10 tea producers owned by the state, and more than 1200 individual businesses and professional tea producers. Tea has become an indispensable characteristic industry in Xinyang city.

## **2.2. Development Status of Xinyang Tea Production Enterprises**

As of 2018, there are hundreds of tea producing enterprises in Xinyang. As Xinyang's first tea export company, "Jiu Tuo" brand Xinyang tea has won the unanimous recognition of most countries in the world. Many tea export companies, with huge capital investment, have greatly promoted the production and development of Xinyang tea, and the cultivation and development of high-quality new tea has received unprecedented attention. Xinyang tea production enterprise has become the leading enterprise to promote the development of Henan tea industry, and is an important force to accelerate the development of Henan province.

The position of tea production in southern China cannot be underestimated and cannot be replaced for a long time. Among the top 100 tea enterprises in China, Fujian Province is the top one, while Fujian's famous tea enterprises account for 17 of the top 100 tea enterprises in China. The second place is Anhui Province, with 11. Although our province has made great efforts to develop and popularize Xinyang tea in recent years, Xinyang tea's position in China's tea production cannot be changed in a short time. Xinyang tea still cannot compete with the powerful southern tea enterprises, not to mention some famous tea production enterprises in the international market.

## **2.3. Export Situation of Xinyang Tea**

According to customs statistics, China's tea exports rose slightly in 2018, with a cumulative export of 289,000 tons, up 1% from the previous year, with a total value of 610 million US dollars, up 11% from the previous year. China's tea exporting countries are mainly Morocco, Japan and EU. In 2018, China exported 58,000 tons of tea to Morocco and 20,000 tons to the European Union, up 1.4% and 13.6% respectively, and exported 25,000 tons of tea to Japan, down 8.4%. The above three markets together accounted for 35.6% of China's total tea exports in that year. Zhejiang Province accounts for half of these exports, while Henan exports only a very small portion. For Xinyang tea, Algeria was the main exporter at first, and then expanded to Mali, Libya, Vietnam and other developing countries. These countries are tea consumers in the Middle East and Africa, but their strength is relatively weak, their marketing volume is limited, and their sales risks are also very high.

## **3. ANALYSIS ON THE PROBLEMS AND CAUSES OF XINYANG TEA EXPORT TRADE**

Tea is an important economic crop in Xinyang area, with great development potential. In recent years, the position of Xinyang tea in the international market has slightly improved, but there are still many problems. The following is a related analysis of Xinyang tea industry development.

### **3.1. Problems in Xinyang Tea**

(1) Low quality and safety standards of tea products

With the development of the society and the progress of the times, various food safety issues emerge one after another. People pay more and more attention to food safety issues while living

a rich life. It is not only necessary to eat well, but also important to eat safely. Like most domestic teas, Xinyang tea also has the problem of improper use of pesticides. Through interviews, we learned that tea farmers often use pesticide spraying to prevent and control diseases and insect pests, which in turn will lead to pesticide residues in Xinyang tea. Pesticide residues in Xinyang tea mainly come from direct spraying and indirect transfer of pesticides. Compared with the indirect transfer of pesticides, direct spraying usually means that when tea growers are preventing and controlling diseases and insect pests of tea trees, the tea growers directly spray pesticides on the surface of tea trees with machines, which will cause pesticide residues on the surface of tea leaves and affect the quality of Xinyang tea leaves. In addition, part of the pesticide sprayed on the surface will enter the internal tissues of the tea tree as the tea tree grows, which is indirect transfer. Although this part of pesticide will be decomposed along with the decomposition of tea tree itself, it will take a long time and can hardly be completely decomposed. These harmful substances have not been completely decomposed when Xinyang tea farmers start picking tea. This has led to the fact that the tea picked by the tea farmers always contain pesticide residues that have not been completely decomposed, the tea produced by the tea enterprises does not meet the export standards, the safety and quality standards are low, and the income level of the tea farmers is affected.

Since the reform and opening up, the production methods of various enterprises have changed greatly, from traditional manual labor to large-scale machine production. This is not only reflected in other industries, but also in the tea industry. The industrialization trend of Xinyang tea production is more and more obvious, but for consumers, machine production is always not as good as hand-made tea. This has prompted the tea production is still mainly manual frying, mostly semi-mechanical and semi-manual, which in turn will promote Xinyang tea quality and hygiene can not be well protected. Nowadays, people pay more and more attention to education. With the improvement of education level, many young people choose to stay in first-tier cities. This leads to the risk that the process of making Xinyang tea may be lost. Most of the people who run Xinyang tea business are the elderly. These people did not take part in professional technical training, mostly relying on ancestral crafts, plus their accumulated experience, which will also make the quality of Xinyang tea produced uneven. And with the progress of science and technology, the update speed of machines is extremely fast. Most Xinyang tea farmers cannot update the tea-making machines and equipment in time in order to save costs. This makes their own tea-making technology can not be improved and the quality of tea cannot be effectively guaranteed.

## (2) Backward management of tea trade

Compared with other provincial tea enterprises in China, Xinyang tea enterprises are generally backward in business management mode, the concept of business management can not keep up with the development of the times, and lack of innovation in business management activities. This series of problems lead to Xinyang tea enterprises have no unique advantages, it is difficult to compete with other tea enterprises in the domestic and international market. With the progress of the times and the development of science and technology, compared with most backward tea enterprises in Xinyang City, some tea enterprises in Xinyang City have begun to pay attention to the improvement of the business management mode of tea enterprises, but this is not achieved in a short time, and there are still many problems. First, Xinyang small and medium-sized tea enterprises lack reasonable management mechanism and innovation. The second is the lack of scientific management methods, internal organization of the enterprise has great defects. This is why Xinyang tea enterprises cannot compete with other tea enterprises.

Under the current situation, the management mode of Xinyang tea enterprises is put forward higher requirements, which need to be managed as a whole in production technology, human resources of tea enterprises, internal audit of tea enterprises, etc. Xinyang's tea enterprises

generally lag behind other tea enterprises in terms of operation and management mode. The management concept cannot keep pace with the development of the times, and the management activities do not attach importance to innovation, resulting in the lack of market competitiveness of most tea enterprises in the international market. Xinyang tea enterprises need to innovate the management system in the new situation, so as to improve the management system and ensure that tea enterprises can obtain more management benefits, so as to promote the continuous development of enterprises and better march into the international market.

### (3) Single export structure of tea products

Green tea is the main tea products exported by Xinyang tea enterprises. China's tea products mainly include green tea, black tea and special tea. In these three major parts, the export volume of green tea ranks first in the world. But in the world, black tea is the most popular, in the past trading records, black tea trading has accounted for more than 90% of the world's tea trading volume of amazing data. Before 2010, the production of black tea accounted for a small proportion in Xinyang tea production, but with the emergence of "Xinyang red" brand, the low production of black tea in Xinyang tea enterprises gradually began to improve. Xinyang tea production enterprises pay more and more attention to the production of black tea. For Xinyang tea enterprises, this is only the beginning. Xinyang tea producers should enrich their product structure according to the needs of domestic and international markets, improve their own advantages, and further improve their international status.

The variety of Xinyang tea is too single, mainly because Xinyang tea farmers are only superficial in tea processing and have no technical requirements. However, most of the products required by the market have been deeply processed. These tea leaves have great innovations. The tea leaves produced through deep processing have a great advantage in price and taste and are widely welcomed by consumers. In order to obtain more profits, some areas only plant high-grade tea, ignoring the cultivation of medium and low-grade tea. However, for consumers in the tea market, most of them consume medium and low-grade tea, which results in Xinyang tea not facing the general consumers better. In addition, because spring tea is more valuable than summer tea and autumn tea, some tea farmers only pick spring tea when picking tea. Tea farmers will only return to Xinyang to pick tea when picking spring tea. In summer and autumn, due to the relatively low value of tea in this season, some tea farmers will choose to go out to work to earn money. This will lead to the phenomenon that tea trees in summer and autumn are not well used, and the phenomenon of tea waste is more serious. Xinyang tea enterprises want to get better development, these problems must be solved in time. If it can't be solved, it will seriously affect the development of a series of tea industry chains, such as planting, production, processing and sales of Xinyang tea, and then hinder Xinyang tea enterprises to develop domestic and international markets.

### (4) The proportion of exports in China is small and the position is low

In recent years, although the export quantity of Xinyang tea in Henan Province has been greatly improved, it is still a rapid growth at a low level in general. Compared with other big tea export provinces, Xinyang tea has a lower status. In 2013, the national tea export was 32.58 tons, Xinyang only accounted for 1%, which did not enter the top ten of the national tea export. Compared with Zhejiang, which has a higher tea export volume, it was only 1% of its export. According to customs statistics, in 2018, China's tea was mainly exported to the European Union, Morocco, Japan and other places. The export volume of tea in the European Union, Morocco and other places increased compared with the previous year, but the export volume of tea to Japan decreased compared with the previous year. And in these exports of tea, more than half are exported from Zhejiang Province, Xinyang exports only a small part of the tea. For Xinyang tea, its export country was mainly Algeria at first, then expanded to some developing countries such

as Libya and Vietnam, which are tea consumption places in the Middle East and Africa. However, their strength is relatively weak, their marketing volume is limited, and their sales risks are also very high.

#### (5) Restricted by green trade barriers of developed countries

In recent years, with the continuous improvement of people's economic level, food safety has gradually become a topic of increasing concern. The quality and safety of tea has also attracted much attention. More and more attention has been paid to the quality and safety of tea products in international trade. The testing standards for tea products are getting higher and higher. In July 2000, the EU formulated and implemented a new maximum residue limit for agricultural pesticides. The types of pesticides tested increased a lot and the limit index became more stringent. Since the implementation of the EU, other developed countries have also followed suit, raising testing standards. For tea, testing standards for aflatoxin, non-tea impurities, heavy metals and other items have been added. European tea testing standards have increased from more than 100 to more than 2,000, Japan has added 61 new standards for pesticide residues in tea, and even some importing countries have set strict standards for certification, labeling, packaging, etc. Although our country is continuously strengthening the requirements of quality and safety standards for tea exports, with the more and more severe trend of tea exports, the establishment of high standards and strict quality requirements will all cause certain obstacles to China's tea exports. If we can meet the challenge and do a good job in the construction of tea export brands, Xinyang tea will be in favor of internationalization.

### 3.2. Analysis on the Reasons of Xinyang Tea Export Problems

#### (1) Xinyang tea foundation is relatively weak

From 1960s to 1970s, Xinyang began to have tea garden. Over the years, with the joint efforts of Xinyang people, Xinyang tea garden base has been expanded to 160000 hm<sup>2</sup>, and the number of people engaged in the tea industry has increased to 1.2 million. The production, processing and decentralized operation of family-based workshops continued to expand, with a wide area of tea cultivation. Although the scale of clonal improved tea cultivation has expanded and the popularization rate of improved tea has increased in recent years, it still does not reach the standard of more than 30%. Compared with Fujian, China's major tea export province, this figure is still very low, not to mention compared with other major tea producing countries in the world. This problem seriously restricts the sustainable and healthy development of Xinyang tea production.

Moreover, Xinyang tea production enterprises are generally small in scale, with only a few large-scale leading enterprises, mostly small-scale, small-scale workshops and decentralized operations. The production equipment of these enterprises is relatively backward, and the prices of new machinery and equipment are relatively high, so they cannot be updated in time. When these enterprises produce tea, the tea processing is only limited to the surface and cannot be further processed. The quality of the tea produced is low and there is not much technical content. Most of the tea products exported by these enterprises are primary tea products. When frying the picked tea, most of them are traditional methods and crafts. They only pay attention to the production of excellent, fragrant, tasty and well-shaped tea, ignoring the health and safety problems in the tea production process. Although the tea thus produced is delicious, it cannot guarantee the quality and safety of the tea.

#### (2) Lack of innovation in the management of tea enterprises

Most of the tea growing areas in Xinyang are located in mountainous areas. Affected by geographical factors, transportation is not very convenient, which is the main obstacle to the development of Xinyang tea enterprises. With the progress of the times and the development of science and technology, e-commerce appears in front of the public. Xinyang tea enterprises have

gained more profits through online sales mode in the process of operation and management. However, not all Xinyang tea enterprises are suitable to use e-commerce as a platform for tea sales. Due to the poor geographical location of most Xinyang small and medium-sized tea enterprises and the lack of third-party logistics, it is difficult to carry out online sales. Therefore, this model is only suitable for a small number of tea enterprises, most of which still sell tea offline. Under such circumstances, Xinyang tea enterprises selling on-line monopolize the market of Xinyang tea enterprises selling on-line and obtain high monopoly profits.

### (3) Insufficient extension of industrial chain

Most of the tea produced by Xinyang tea enterprises are green tea, with relatively single varieties, mainly loose tea and relatively few whole tea. Due to the good benefits of spring tea, tea farmers generally like to plant spring tea, and the output of summer tea and autumn tea is not high, resulting in a single export structure of tea, a small quantity of medium and low grade tea, which cannot be better targeted at ordinary consumers. Most of the tea exported from Xinyang is green tea, but the international demand for black tea is relatively high. Xinyang tea enterprises can't improve their international competitiveness only by green tea, and can't give attention to spring, summer and autumn tea. It is difficult to make full use of tea resources and can't transform them into economic advantages.

Xinyang tea enterprises are weak as a whole and cannot make full use of tea and carry out deep processing. Tea exports are mostly primary tea products with low added value. Moreover, most of the tea production enterprises are family-type scattered planting and small-scale processing enterprises, with backward machinery and equipment, and no good cooperative relations have been formed among the enterprises. The comprehensive utilization level of tea is not high, and there is no complete industrial chain. It is difficult to compete with large tea enterprises in the market.

### (4) Less leading enterprises and weak brand effect

Most tea planting bases in Xinyang City are relatively concentrated, but the management rights are relatively scattered and various production factors are not fully utilized. At present, there are 306 enterprises engaged in tea processing in Xinyang city, but "leading enterprises" only account for a small part, only a few dozen. These leading enterprises can only process 1,000 tons of tea per year on average, which does not reach 5% of Xinyang's total tea output. The low level of industrialization of tea enterprises is mainly manifested in the following aspects: First, tea processing plants are relatively backward in years, mostly before the 1970s and only accounting for three-tenths after the 1980s. The primary processing conditions are unqualified, the starting point is not high, the foundation is thin, there is no standard processing technology, and the machinery and equipment are aging. This series of reasons lead to the production of tea products with different specifications, uneven quality and low scientific and technological content. Second, a large number of newly established private tea enterprises have not realized the original accumulation of capital and are in the primary stage. Some tea enterprises depend entirely on the government for survival, and the tea products produced have a large gap with the tea products in domestic and foreign markets, and the utilization rate of tea is low. Third, the lack of talents in business management and marketing hinders the improvement of entrepreneurs and quality of enterprise. Fourth, the enterprise system and organization lack innovation, and some leading enterprises cannot develop healthily. Fifth, the enterprise lacks professionals in tea making. Due to the lack of tea-making machinery and equipment, many tea farmers can only send newly picked tea to large tea production and processing enterprises. However, these enterprises will stop purchasing and processing in June each year, so these tea farmers have only one month to process spring tea and only sell fresh leaves at other times. Summer and autumn tea cannot be picked and the income of tea gardens will decrease accordingly.

#### (5) Major developed countries set up green trade barriers

In recent years, the problem of environmental pollution has become more and more serious, which makes people pay more and more attention to environmental protection. Most developed countries rely on their own advanced technology and set extremely strict import standards for the countries they trade with. The World Trade Organization objectively allows this practice. In recent years, Japan, which has close ties with China in the tea market, has also raised corresponding standards to ensure the safety of imported food. Although the European Union hardly produces tea and mainly imports it from abroad, it has also formulated and implemented extremely strict standards for the safety of its residents, which has brought a serious blow to Xinyang tea market. In January 2008, the newly revised and adjusted pesticide residue standards in food were formally adopted by the EU. A total of 290 requirements were put forward for tea, and 170 new pesticide testing items were added, mostly new pesticides. From 2008 to the second half of 2012, the European Union revised its limit standards several times, a total of 24 times and 16 times related to tea.

## **4. PROMOTING THE DEVELOPMENT OF XINYANG TEA EXPORT TRADE**

### **4.1. Improve the Quality and Safety Index of Tea Products**

If Xinyang tea enterprises want to develop better, they must first improve the quality of tea and on this basis expand the tea garden area and processing scale reasonably. Xinyang tea enterprises, especially large-scale tea enterprises, should re-plan the planting area according to the actual situation in Xinyang and the planting environment suitable for different teas. When necessary, formulate corresponding policies and incentives to improve the enthusiasm of tea farmers and realize the full utilization of various resources. In order to realize the sustainable and healthy development of tea industry, all enterprises need to standardize systematic testing standards and set scientific output. All tea enterprises should increase investment in scientific research internally, enrich the export structure of tea products and develop new products. Foreign countries should pay close attention to the actual needs of domestic and foreign tea consumers and formulate corresponding marketing strategies.

### **4.2. Strengthen the Reform of Business Management Mode**

Under the current situation, it is far from enough for tea enterprises to innovate only in concept, but also in the way of operation and management, so as not to be eliminated by the market. When Xinyang tea enterprises innovate their management mode, only based on the information theory of the new era can they come up with feasible methods and tap their own potential.

Through the analysis, we found that Xinyang tea enterprises need to combine the actual situation of Xinyang to innovate their management methods. In addition, tea enterprises also need to use big data and information technology to analyze the management mode of tea enterprises, in order to realize the integration of modern information into tea management, and extract the advantages of the two, in order to realize the innovation of management mode.

### **4.3. Optimize the Export Structure of Tea Products**

Xinyang's tea varieties are too single and the industrial chain is not extended enough. Therefore, a diversified development strategy should be implemented. First of all, tea enterprises should cultivate and develop new varieties, actively introduce all kinds of famous tea varieties suitable for Xinyang planting, fully expand the sales market, increase the investment in time and technology, so that tea can be fully utilized. The government should also strengthen support for tea enterprises and tea farmers, actively encourage leading tea enterprises to drive the development of small and medium-sized tea enterprises, increase the

income of tea farmers and enterprises, and improve the living standard of residents. Secondly, tea cultivation should be diversified, not only the cultivation of spring tea but also the cultivation of summer tea and autumn tea should be neglected, and the balanced production of spring, summer and autumn tea should be realized. At the same time, in order to make Xinyang tea more consumer-oriented, tea farmers should pay more attention to the middle and low grade tea, most of which are middle and low grade tea consumers in the market. Although high-grade tea has good benefits, it is in less demand. Finally, tea enterprises should pay attention to the deep processing of tea, produce more high-quality tea and actively expand new products. This can not only make full use of tea, but also improve the income of tea farmers and tea enterprises, better mobilize the enthusiasm of tea farmers and improve the comprehensive benefits of tea.

#### **4.4. Carry Out the Brand Strategy and Build the Brand of Xinyang Characteristic Tea**

Under the current situation, the comprehensive strength of Xinyang tea enterprises is lower than that of their domestic counterparts, and the leading enterprises at all levels in tea enterprises are smaller in scale, weaker in strength and less in output. The market share and development of Xinyang tea basically depend on the development scale of Xinyang tea leading enterprises. Therefore, the government should vigorously support Xinyang tea leading enterprises, tap the development potential of enterprises, introduce corresponding measures to support vulnerable enterprises, restructure vulnerable enterprises and optimize the internal structure of enterprises. At the same time, the specification and quality of tea should be strictly controlled to improve the product quality and enhance the comprehensive strength of tea. Finally, we should establish a unique brand of Xinyang tea, brand is the best business card, through the creation of tea brand, improve the visibility of enterprises, so that Xinyang tea can better enter the domestic and international markets.

#### **4.5. Improve the System of Export Inspection and Strengthen the Awareness of Trade Protection of Enterprises**

Xinyang tea enterprises should actively establish demonstration bases for the development of pollution-free tea, green tea and organic tea. On this basis, give full play to the demonstration role of the base and develop and produce pollution-free tea, green tea and organic tea. Tea farmers should strengthen the management of tea gardens, prohibit the use of any pesticides, replace inorganic fertilizers with organic fertilizers, reduce chemical control, actively guide tea farmers to carry out biological control, protect the ecological environment of tea gardens, and ensure the production of pollution-free, green and organic tea. Tea enterprises should always pay attention to the formulation and promulgation of relevant international laws and improve their early warning skills. The government should also actively cooperate with tea enterprises to improve the production standards of tea products under the guidance and assistance of professionals, so as to ensure the conformity with international standards. Tea enterprises should have a certain sense of crisis, respond to the latest changes of foreign technical standards and rules in time, find out which countries encounter real trade barriers when tea products are exported, and feed back these information to relevant departments in time, and take corresponding countermeasures.

## **5. SUMMARY**

To sum up, it can be seen that there are some major problems in Xinyang tea export trade, such as low quality and safety standards of tea products, backward management methods of tea trade and single export structure of tea products. Tea enterprises should solve the existing problems in time by improving the quality and safety indicators of tea products, strengthening the reform of enterprise management and optimizing the export structure of tea products. Tea is an important drink in the 21st century and one of China's major export products. Xinyang is



an important tea production base. In today's diversified tea products, Xinyang tea can only make Xinyang tea a world-renowned brand if it takes a suitable path. It can also make continuous progress and better adapt to the international development trend.

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