

OTHER ACTS

EUROPEAN COMMISSION

Publication of an application pursuant to Article 50(2)(a) of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs

(2014/C 49/08)

This publication confers the right to oppose the application pursuant to Article 51 of Regulation (EU) No 1151/2012 of the European Parliament and of the Council ⁽¹⁾.

SINGLE DOCUMENT

COUNCIL REGULATION (EC) No 510/2006

on the protection of geographical indications and designations of origin for agricultural products and foodstuffs ⁽²⁾

‘กาแฟดอยช้าง’ (KAFAE DOI CHAANG)

EC No: TH-PGI-0005-0815-27.05.2010

PGI (X) PDO ()

1. Name

‘กาแฟดอยช้าง’ (Kafe Doi Chaang)

2. Member State or Third Country

Thailand

3. Description of the agricultural product or foodstuff**3.1. Type of product**

Class 1.8. Other products of Annex I to the Treaty (spices, etc.)

3.2. Description of product to which the name in point 1 applies

‘Kafe Doi Chaang’ refers to major Arabica varieties: Caturra, Catimor and Catuai, obtained from fresh coffee cherries grown on the slopes of Doi Chaang mountain, at an altitude of 1 100-1 700 meters above sea level. ‘Kafe Doi Chaang’ is grown within the area of Doi Chaang and Ban Mai Pattana villages in Tambon Wawee, Mae Suai district of Chiangrai province. It is produced by a standard process, creating high-quality coffee of the following characteristics: pure, refreshing coffee, sweetly acidic and honey-toned in the aroma, with floral and coffee fruit (tart cherry) notes.

‘Kafe Doi Chaang’ is an exclusive single-estate world-class Arabica that is carefully cultivated and processed to ensure the highest quality. Naturally low in caffeine, it has a complex and flavourful profile, which Doi Chaang coffee growers enhance and release through the cultivating, processing and roasting methods.

⁽¹⁾ OJ L 343, 14.12.2012, p. 1.

⁽²⁾ OJ L 93, 31.3.2006, p. 12. Replaced by Regulation (EU) No 1151/2012.

'Kafae Doi Chaang' refers to both green coffee beans and roasted coffee. Only exclusively 100 % 'Kafae Doi Chaang' irrespective of its state (green beans and roasted) presented to consumers possesses the abovementioned characteristics.

3.3. *Raw materials (for processed products only)*

The coffee plant grown in Doi Chaang mountain is the Arabica species only. The main coffee varieties or plants of the Arabica species cultivated in Doi Chaang mountain are known as Caturra, Catimor, and Catuai. The seeds for planting must be from reliable sources, such as Chiangmai University, Department of Agriculture, or select seed from healthy plants that have no incidence of rust.

Coffee cherries bloom in February and are harvested between November and March. Ripe cherries, whose colour ranges from red to yellow depending on the varieties, are selectively hand-picked to ensure the best quality. To obtain green beans, the cherries are washed, sorted, pulped, fermented, soaked, dried graded and stored in accordance with Doi Chaang specific methods. They have no more than 8 % humidity.

3.4. *Feed (for products of animal origin only)*

None

3.5. *Specific steps in production that must take place in the identified geographical area*

- Harvesting step: harvesting, coffee cherry flowers begin to bloom in February and the cherry fruit is ready for harvesting from November to March. Selectively hand-picking only the ripe cherries ensures minimal damage to the plants and that only the best cherries are processed.
- Fully wet-method processing: this labour-intensive, traditional processing method washes and flushes the bean from its fruit. Although time-consuming, the wet-method helps maintain the inherent qualities of the beans and the workers carefully monitor each step to ensure consistent and optimal taste. Several layers surround the coffee bean: parchment, mucilage, pulp and skin.
- Extraction: firstly, the workers pre-wash the cherries in a tank of fresh spring water where all the ripe cherries will sink to the bottom and any unripe or overripe cherries will float to the top and be removed. Secondly, the workers remove the skin and pulp by putting the cherries through a pulping machine. Thirdly, the beans are fermented in water to remove the mucilage and enhance the beans aromatic and flavour qualities. Finally, the workers thoroughly handwash the beans with fresh flowing spring water to remove all traces of the mucilage and then soak the beans in fresh natural spring water for another 20-24 hours before preparing the beans for drying. The mucilage and fermented by-products will be recycled as fertilizer for the coffee plants.
- Drying: the workers evenly spread the parchment-covered beans on patios to naturally sun dry over the next seven to eight days. During this time, the workers continuously hand rake and re-spread the beans to ensure they fully dry. In the evenings, the worker pile up and cover the beans to protect them from moisture. Once the beans are dried to an 11 % moisture level, they are warehoused until we need them for roasting.
- Hulling: this final stage of processing is done just prior to roasting. The coffee beans are removed from the final parchment layer with the use of a hulling machine. Up to this stage, each of Doi Chaang coffee families have cultivated and processed their own beans under strict quality control. Now, we collectively hull and sort all the coffee beans for roasting.
- Sorting: the coffee beans are initially sorted and graded by shaking the beans through different sized sieves and then hand-sorted to ensure only the finest grade beans are roasted.

- Roasting: finally, the expert roast master freshly roasts only the best quality beans. His attention to detail ensures roasting occurs slowly in small batches in a traditional drum to release the unique and exotic characteristics of our coffee. Our beans are freshly roasted, then cooled and sealed in high-grade valved bags, guaranteeing the freshness of 'Kafe Doi Chaang'. The roasting process does not necessarily occur in the production area. Monitoring of roasted Doi Chaang speciality coffee outside Thailand is traced by the joint venture contracts with roasters in such countries. The agreements indicate that it has to be 100 % Arabica coffee from Doi Chaang only, not to be blended with any other coffee from the other sources. The foreign roasters perform the physical quality control by various kinds of sampling, testing and cupping, which take place before and after the roasting. The cup quality tests are also carried out by many institutions, such as SCAA (Specialty Coffee Association of America), SCAE (Specialty Coffee Association of Europe), Kenneth Davis from <http://www.coffeereview.com>, <http://www.coffeecuppers.com>, <http://www.coffeehabitat.com> and so on.

3.6. *Specific rules concerning slicing, grating, packaging, etc.*

'Kafe Doi Chaang' is packaged in valved bags, which allow ventilation from inside the bags and prevent outside air from going in.

3.7. *Specific rules concerning labelling*

The label bears the words 'กาแฟดอยช้าง' and/or 'Kafe Doi Chaang'.

4. **Concise definition of the geographical area**

The production area for 'Kafe Doi Chaang' is that located at Doi Chaang mountain, Wawi subdistrict, Mae Suai district, Chiangrai province, Thailand at 1 100-1 700 metres above sea level between latitude 19 deg, 48 arcmin, 48 arcsec North and longitude 99 deg, 34 arcmin East.

5. **Link with the geographical area**

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. 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 'Kafe Doi Chaang'. Doi Chaang 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 'Kafe Doi Chaang'.

5.1. *Specificity of the geographical area*

- Geographical: the specific geographical location of the 'Kafe Doi Chaang' growing area, combined with climatic characteristics, distinctive physical relief and soil, give 'Kafe Doi Chaang' its world-class single-estate Arabica coffee.
- Agroclimatic: 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 6-6,5. Doi Chaang 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.

- Topographical: 'Kafae Doi Chaang' growing area is situated on the slopes of Doi Chaang mountain, Wawi mountain range, Wawi subdistrict, Mae Suai district, Chiangrai province, Thailand. The effect of the climate and topography combined with specific cultivation methods, soil in terms of highly organic matters, natural shade and high altitude. All these factors contribute to gradual growth of the coffee cherries, creating an exceptionally complex, dense and intensely flavoured bean.

5.2. Specificity of the product

1. Green bean coffee

Doi Chaang green beans are graded as follows:

- AA grade: green bean has the greyish green colour, diameter larger than 6,96 mm, the moisture content of 10-12 %,
- A grade: green bean has the greyish green colour, diameter between 6,10-6,96 mm, the moisture content of 10-12 %,
- Peaberry: the single, oval-shape bean, the moisture content of 10-12 %.

2. Roasted bean coffee

- Doi Chaang Peaberry: a coffee cherry typically produces two flat-sided beans, yet when the cherry produces only one oval shaped bean, it is called a peaberry. The peaberry bean is much smaller with a higher concentrated flavour and represents only 5 % of Doi Chaang annual crop. Doi Chaang Peaberry is unlike anything you have ever tasted with an intense fruity floral aroma and a heavy full-bodied profile. Rare and highly sought after, Doi Chaang Peaberry is slowly and carefully roasted for a vibrant and distinctive taste. Deep-toned with a hint of earthiness, we are confident this will be your ultimate coffee experience,
- Doi Chaang Premium A grade (medium): Doi Chaang premium beans are roasted to a full medium to produce a fruity, sweet cup with a pleasant flowery fragrance. Well-balanced with a delicate body and rich undertones, Doi Chaang A grade (medium) offers an exceptionally vibrant beginning with a clean finish. A pleasant and well-rounded cup, enjoyable anytime,
- Doi Chaang Premium A grade (dark): Doi Chaang premium beans receive a long slow roast to create a dark, exotic cup with an intensely bold richness. Vibrant with an earthy fragrance, Doi Chaang Premium A grade (dark) roast has a full body with a pleasant, slightly tart acidity. A sweet taste with a hint of smoky flavour, it finishes with a hint of caramel and macadamia nut.

5.3. Causal link between the geographical area and the quality or characteristics of the product (for PDO) or a specific quality, the reputation or other characteristic of the product (for PGI)

According to the specificity of geographical area which is mentioned above, 'Kafae Doi Chaang' is acknowledged to be a coffee of quality whose green beans are characterised by its fresh aroma and average moisture content of 10-12 % and such characteristics are controlled for export purposes, well above the minimum standards for Arabica coffee bean set by the National Bureau of Agricultural Commodity and Food Standards.

Doi Chaang coffee growers naturally cultivate a variety of Arabica plants under the canopy of sun filtered plum, peach, pear and macadamia nut trees at altitudes of 1 100 to 1 700 metres above sea level. The fallen leaves from the various fruit and nut trees create nutritious mulch for Doi Chaang coffee plants providing a subtle fruit and nutty taste to our coffee. The shade and high altitudes slow the growth of Doi Chaang coffee cherries creating a more complex, dense and intensely flavoured bean. The fertilizer is primarily recycled cherry pulp and manure. Doi Chaang coffee growers follow either of the two cultivation methods: (1) organic agriculture method which does not allow any use of chemical fertilizer and pesticides; or (2) conventional method which permits small use of chemicals. Both of them are shade-grown cultivation methods which provide sustainable agriculture, maintain soil quality and eliminate the need for deforestation. The shade also enhances the microclimate of the plantation, creating a balanced ecosystem that mirrors that of a forest setting and provides a natural habitat for numerous animals and plants.

In short, 'Kafae Doi Chaang' growing area is characterised by its production of coffee beans that produce a clean cup drink, of medium acidity and body and floral aroma. These features and qualities can be achieved by using the Arabica species of coffee, combined with climatic characteristics, distinctive physical relief and soil. The qualities of 'Kafae Doi Chaang' also depend on the following factors: wet method, specific cultivation and harvesting methods through selective hand-picking of only the ripe cherries, and the use of traditional processing method. All the attributes of 'Kafae Doi Chaang' are derived from the climate and topography, in terms of highly organic matters, natural shade and high altitude, and not least high production standards.

Reference to publication of the specification

(Article 5(7) of Regulation (EC) No 510/2006 ⁽³⁾)

⁽³⁾ See footnote 2.