





# TA'ANG PEOPLE

Two thirds of Ta'ang people (total estimated to be between 500,000 and 800,000, mostly living in Shan State and representing 1% of Myanmar's population) rely on tea production as a source of viable income.



Map Showing Location of Shan State Within Myanmar

# ORIGINS OF TA'ANG PEOPLE AND THEIR TEA

According to stone inscriptions and storytelling which travelled through centuries, the cultivation of tea among Ta'ang People began in 1300 AD during the Pegan Dynasty.

Ta'ang people believe a very large bird gave the tea seed to them.

As early as 1200 AD, stone inscriptions revealed there were tea trades in the early Pegan Dynasty.



### TA'ANG PEOPLE



Ta'ang People, called "Palaung" in Myanmar, are part of the Mon Khmer ethnic groups. They are one of the earliest ethnic groups who entered into Burma (Now Myanmar), alongside with Mon and Karen.

Before 1948, there were the Federated Shan States which was Absolute Federal Monarchy governed by Counci of Shan States Saophas and became a part of Union of Burma after 1948. Before the abolishment of Federated Shan States and abdication of Saophas in 1959,

Ta'ang People had their own specific region known as Tawngpeng State ruled by Ta'ang Saopha who was also president of Federated Shan States. After transforming the Shan States into Shan State, the role of Ta'ang people was getting disappeared in the history.

In 2010, Palaung Self-administrative Zone including Manton and Namhsan Townships was created in Northern Shan State. Ta'ang people live in mountainous regions including Kyaukme, Mongngawt, Mai Ione, Mogok, Nantkam, Kutkai, Hsibaw, Monghsu, Mongkung, Laikha...

### THE GIFTED LAND OF TEA

If there are Ta'ang people, there are tea farms. Farming and making tea form an integral part of their life. Namhsan is the primary region where tea is cultivated, at an altitude of more than 5300 ft (1625 m). Only tea farms are found in Namhsan. No pesticides or fertilizers are ever used.

The soil in Namhsan is both clay and sand, making it an ideal place to grow and cultivate tea.

Both Assamica (Assam Tea) and Sinensis (Chinese Tea) of Camellia Sinensis are found in Namhsan.







# SHWE PANLAW... OUR STORY





Shwe Panlaw is a third-generation company producing organically grown black tea from the Ta'ang ethnic people of Myanmar. Shwe means "gold" and Panlaw is the name of our childhood village.

We have been one of the leading national black tea and green tea companies since 2010. We produce 100 tons of premium tea a year and also the very first Myanmar tea company to be HACCP (2016), EU, and USDA organic certified (2015).

Our teas are grown high in the clouds, bringing many different tastes from white, red, green, pu'er and black. Over time, we have grown, producing different types of teas, and we are still growing every day. Shwe Panlaw Company was founded to improve the livelihood of Ta'ang tea farmers and producers. We are a Ta'ang family who have been in the tea business for generations.

We sell our tea through "Miphayar" brand. The "Miphayar" brand is our core backbone. It comes from the word "queen's consort". Like the queen consort, tea serves many roles. It demands devotion to duty, meeting customer's needs, and being reliable.



#### **CURRENT AND FUTURE GOALS**

- Improve the living standards of Myanmar tea growers and producers
- Develop high quality raw tea materials and tea growing technologies
- Be a bridge between domestic and international markets and local tea producers
- Produce high quality natural and organically grown tea for international consumers
- Work with the government trade department to promote *Miphayar* tea to international markets
- Source green leaf from long-term farming relationships
- Operate systemic management and financial systems
- Upgrade food product development (packaging, designing, labelling)
- Develop high quality green, red and black tea products
- Expand our markets with digital marketing and ecommerce

# We Built Together ....



**U** Tun Myaing



**U** Thein Htwe



U Win Zaw



U Aike Kyaung



Daw Mya Thaung



Daw Thant Thiri Thet



Daw Nang Htwe Nge



Daw Tin Aye Mu



#### OUR BEGINNINGS

Our factory and our "Miphayar" brand were founded in 2010. Our black tea is produced and being supplied to over 500 tea shops in Myanmar. We operate as a unique and well-known tea brand in Myanmar. Technically, we buy fresh tea leaves from local tea farmers, pay them double price and produce black tea to increase the income of tea farmers.

In 2015, our black tea was certified as organic under Control Union and we became the first organic tea company in Myanmar. In 2017, we added red tea, green tea and orthodox tea production units to expand our product line and reach new markets.







- Green tea
  - ⊅ Pu'er
- Red tea

- Green tea
  - Red tea
- White tea

- Green tea
- Laphet (pickled tea)
  - Red tea



# OUR BLACK TEA

Tea leaves from pure natural grown tea plants are used.

Specific tea farmers group called "Shwe Kwan Hal Organic Farmers Group" pluck these fresh tea leaves and deliver them to factory traditionally.

Black tea is produced under crushing, tearing and curling technology. Black tea has antioxidant properties and good health benefits.





# NAMHSAN RED TEA

Red tea is produced under rolling, fermentation and drying technology. Red tea has similar characteristics as black tea. It also has antioxidant properties and good health benefits...

It has a similar aroma and taste to black tea but contains a lower amount of caffeine. It also has a sweeter flavour.



# GREEN TEA

Our Ta'ang green tea is made traditionally with modern technology. Ta'ang green tea is made in each Ta'ang people's household.

Traditionally, Ta'ang people dried the tea under the sunlight and then roasted the tea when they wanted to drink it. Technological innovation has enabled us to preserve the same high quality and exquisite flavor and aroma as what were found in traditional drying and roasting.



# PU'ER TEA

We use the larger leaves of the Camellia sinensis to make this special tea. In our region, we have tea trees that are hundreds of years old, which is most valuable for this tea as it has bud leaves. Pu'er tea is the most oxidized, it mellows and improves over time like wine with a very high caffeine content. We age our pu'er teas in cakes. It dates back thousands of years originating in China along the Silk Road. As it is a fermented tea, it has an earthy taste with a lovely, deep, red brown colour.



Let's Make Special Tea



#### WE INNOVATE

In Myanmar, tea is called "Laphet". While the rest of the world drink tea, we in Myanmar eat tea. We ferment it and eat it as salad. This makes our tea unique. Among the many tea regions in Myanmar, Namhsan's Zayan region is the best place for pickled or fermented tea.

In 2016, we created a pickled tea factory to process and ferment the tea, taking the traditional fermentation method and updating it with technology. With the help of Control Union, the factory is HACCP certified and tea is perfectly edible.

We are the very first company to be HACCP, EU and USDA organic certified in the Myanmar tea sector.



#### **EU & USDA ORGANIC CERTIFICATES**





#### **HACCP & LOCAL FDA CERTIFICATES**









#### CORPORATE SOCIAL RESPONSIBILITY

The company is working to improve the everyday lives through support of the local Ta'ang (Palaung) communities.

For the benefits of local farmers and tea producers, we **created** the "Ta'ang Tea World Myanmar Co., Ltd", a cooperative which has 100 shareholders who are farmers.

It has been established since March 2015 to upgrade the quality of the pickled tea. It can now access international markets as well as enhance the quality for domestic consumption. Unlike other tea processing units, we have supported the cooperative internationally.





We take a leading role in training our tea farmers and the Palaung Tea Growers and Sellers Association.



In 2015, the Palaung Tea Growers and Sellers Association collaborated with WHH (Welthungerhilfe) and we selected 50 farmers to grow 5 seasoning-related vegetables to increase their additional income by selling those vegetables.

In 2018, we both also recruited farmers who are interested in gingers and trained them to grow gingers to increase their additional income by selling those gingers



The following training was also given in collaboration with the Palaung Tea Growers and Sellers Association(TTA), Myanmar Tea Growers, Exporters and Sellers Association(MTA) and our company:

- 1. Training on fosterage and cultivation methods.
- Training on trimming, safety, quality and phythosanitary standards and general management skills. (home-based processing for green tea and pickled tea)
- 3. Training for skills development for staff and management.
- Training for standardized label and packaging.
  ( e. g nutrition facts, ingredients , manufacturing date, expired date, label, product code)





# Feel Free to Contact Us

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We have a long history of packaging for the safety and integrity of our product. We package according to our customer's needs, protecting it during shipment between facilities and the retailer. Our factories use standard packaging, recycable plastic and rice paper with striking designs. Tea is a joyful product, and part of daily rituals, making packaging very important.









