



# IFEAT CHINA STUDY TOUR 31 AUGUST – 8 SEPTEMBER 2014

by Peter Greenhalgh, Study Tour Coordinator

On August 31st some 35 participants from 14 countries met up in Guangzhou for the start of IFEAT's 7th Study Tour. China was chosen not only because it is a major producer of a number of essential oils and aromatic chemicals important to the F&F industry but also because it is a beautiful country. China is also one of the fastest growing economies in the world with a rapidly expanding market for F&F ingredients.

After a wonderful Welcome Reception and briefing on an evening cruise along the Pearl River in Guangzhou, where delegates witnessed the remarkable progress made over the past two decades, the first three days of the Tour were based in Guangdong Province, which borders Hong Kong. During this first stage participants travelled by coach to see some of the key essential oils and aromatic botanicals being produced in the province including the wide array of pine derivatives, as well as cassia in its natural context; its harvesting and processing in distillation units and factories, and the production of cassia by-products including natural cinnamic aldehyde and natural benzaldehyde.

We had the chance to visit a number of important organisations within the industry. Our thanks, for showing us the end to end process of cassia oil and by-product production, go to the **Local Government of Tanbin Town**, whose Cassia Corridor measures over 56.5 million square metres, to **Luoding Jiada Perfume Plant**, **Luoding Xingwei Perfume Co Ltd**, **Gaoyao Huaxin Essential Oils Co Ltd**, and the **Luoding Cassia Pavilion**, which took us through the history of cassia growing in Guangdong. Thanks also to **Deqing Wansong Forestry Perfume Manufacturing Co Ltd** for showing us their facility processing pine derivatives.

The second six days of the Tour were based in Yunnan Province, in the far south west of China, bordering Burma (Myanmar), Vietnam and Laos. In Yunnan, we travelled some 2,000 km by coach enabling delegates to see the growing, harvesting, distillation and processing of numerous oils as well as aromatic botanicals. Along the way, we were welcomed and entertained by traditional dancing and music in Binchuan County and Fengyi, and also given wonderful gifts and

shown incredible hospitality by all. This stage of the trip enabled us to see in detail the production of eucalyptus from leaf picking to processing, to see borneol and turpentine processing plants, and visit geranium plantations and distilleries. Time was also devoted to citronella in its natural environment where we were able to see the cut citronella being airlifted directly to the distillery. A visit was made to the **Yingjin company's** litsea cubeba distillation and large cardamom drying operations. For the vast majority of delegates, this was the first time they had seen litsea cubeba being processed. There was also time to visit the **Yunnan Heng Fang Rose Perfumery Co Ltd's** rose plantation and distillery. Here, the owner had established a museum containing a collection of perfumery related products as well as a garden growing a range of perfumery plants. The objective was to popularise fragrances.

Our thanks to **Kunming Jingjing Flavors & Fragrance Co Ltd**, **Dali Jianzhong Flavors and Fragrance Factory** and to **Yunnan Emerald Essence Ltd** where we were able to follow the processing of eucalyptus, citronella, geranium and various by-products, and also to **Yunnan Linyuan Spicery Co Ltd** for giving us a tour of their turpentine and borneol plant.

While most of the waking time was spent visiting fields, distilleries and factories, there was a limited amount of time available to see some Chinese culture. This included a theatre visit to see "Dynamic Yunnan" and the Dance of the Peacock, which traced the history of Yunnan and its diverse ethnic groups. Also there was a late evening tour of Lijiang Ancient Town and the opportunity to bathe in the hot springs at Tenchong.

The days were long and full with early wake-up calls and late check-ins. Many hours were

spent travelling in the coach to visit various essential oil processing operations. Delegates were able to witness first hand not only the dramatic changes taking place in Chinese agriculture, but also the beauty of the Chinese landscapes. One successful innovation during the long journeys was a series of "Bus Lectures" in which the collection of knowledgeable and experienced specialists from around the world on the bus were able to both explain in greater detail what we had seen as well as put it into context. There was also a high level of intra group discussions amongst the participants, each one willing to share information about what is perceived to be a very secretive industry - a very healthy sign for our industry.

The success of the Tour was due to efforts of many people including:

- The farmers, communities and companies who made us so welcome and showed us their production and processing facilities. Their hospitality and gifts were very much appreciated.
- The Local Study Tour Committee chaired by **Winnie Yeung** and supported by local industry members, particularly **Elizabeth Ao** and **Ni Bo**, and CHINAESA, particularly **Li Yi** who played such an important part in the local organisation.
- The IFEAT Study Tour Committee, chaired by **Ravi Sanganeria**, and the IFEAT Secretariat.

Finally, thanks should go to all the Tour participants who made it such an enjoyable and educational experience.

Book up now for the France Study Tour from 5-15 July 2015 (see page 12).

*"Access to so many production facilities was great, made all the better by the collection of knowledgeable and experienced specialists from around the world."*



Removing cassia bark



Cassia distillation



Eucalyptus distillation



Wansong Perfumery Company



Geranium fields



Geranium distillation



Litsea cubeba



Litsea cubeba distillation



Perfume garden

These are just some of the comments from the participants following another excellent IFEAT Study Tour:

*"A wonderful week - It was fascinating learning more about the industry."*

*"Exchanging notes, views and information (technical, commercial and personal) makes these tours so enjoyable and memorable."*

*"I have learned so much more during this trip about the products that I have traded for many years."*

*"What a great Study Tour! Each Study Tour is an adventure in itself. This was a fantastic one!"*

*"The Tour was really an eye opening trip of study + hospitality + friendship."*

*"Considering this is my first study tour I must say that it was extremely informative and overall an enjoyable experience."*

*"Decades down the road people like ourselves in the F&F industry will look at the archives and be amazed at what we did, similar to how we think of Guenther!"*

*"It has been an impressive trip! I came back with great knowledge on products and incredible memories of this new country!"*