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Featured tea industry contributes to rural revitalization in Chaozhou of China

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Chaozhou boasts a Fenghuang Mountain hidden in mist, where villages of Fenghuang Town locate. As tens of thousands of tea farmers are busy shuttling through local tea gardens, people here, though live deep in the mountain and were once so poor that townsfolk from their neighborhood always tried to avoid contact with them, are quite well off now. All the mystery however, lies in the oolong tea named Dancong (meaning single cluster) planted here all over the mountain.

According to the Information Office of the Peopleâ??s Government of Chaozhou Municipality, Chaozhou integrates tea cultivation with cultural tourism to improve the standardized cultivation and the modern management level of tea gardens. With a large number of tourists comes increased comprehensive benefits of the Fenghuang Dancong Tea. The tea is planted in single cluster, picked and processed separately. With enduring fragrance, a sweet and mellow taste, and a nice aftertaste, it has been highly praised by tea drinkers.

In recent years, the Fenghuang Dancong Tea industry has developed rapidly and become one of Chaozhouâ??s dominant agricultural industries. Fenghuang Town, with its tea plantation area exceeding 70,000 mu (about 4666.7 hectares) and an annual output value of about 1 billion yuan, is the core production area of the tea.

At present, the construction of the Provincial Modern Agricultural Industrial Park for Fenghuang Dancong Tea is stepping up. The tea trading market is also being planned, with a tea cultural space and other functions such as intangible cultural heritage inheritance, skills training for Kung Fu tea. The tea has made the people here rich, and Fenghuang Town has embarked on the road of prospering agriculture with science and technology and enriching farmers with industries.

"The tea industry in Fenghuang Town, apart from pursuing quality development, consolidating and improving the primary industry, shall also make for integrated development by connecting with the secondary and tertiary industries," saidHuang Zhigang, Secretary of the Party Committee of Fenghuang Town, confidently introducing that by creating a unique town featured with tea and tourism, the secondary and tertiary industries will also be improved. Tea gardens are turned into parks, and farmers become investors. In this way, ecology is well protected, farmersâ?? income increased, and rural characteristic industries revitalized.

Image caption- Tea leaves drying in the Provincial Modern Agricultural Industrial Park for Fenghuang Dancong Tea, Chaoâ??an District, Chaozhou City, Guangdong, China (Aerial photo).