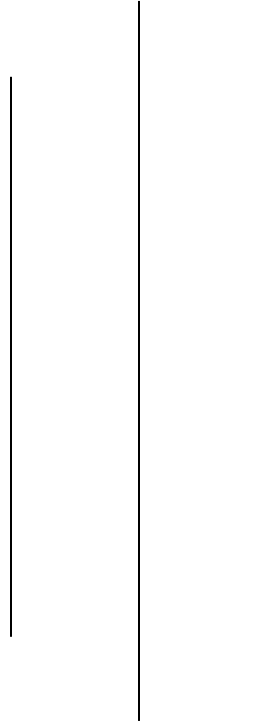


**Procedure Guidelines for the Use of National Logo of
Nepali Coffee**



2010

National Tea and Coffee Development Board

Central Office

New Baneshwor, Kathmandu

Procedure Guidelines for the Use of National Logo of Nepali Coffee-2010

Preamble:

Whereas, it is expedient to establish the national and international identity of Nepali Coffee produced in special environment of Nepal by making more purity in the quality in order to increase competitive power of Nepali exporter in international market by using National Logo for its promotion,

Now, therefore, this Guideline has been issued by exercising the power granted by Section 71 of National Tea and Coffee Development Board Act, 1992 and Rule 10 of National Tea and Coffee Development Board Operation Byelaw, 2009.

Chapter-1

1. Short Name and Commencement:

- (1) The name of this Guideline shall be called as “Procedure Guideline for Use of National Logo of Nepali Coffee-2010”
- (2) This Guideline shall come into effect from the date of approval given by Government of Nepal Ministry of Agriculture and Cooperative.

2. Definition

Unless the subject of context otherwise requires, in this Guideline,

- A. “The Guideline” shall mean the Procedure Guideline for Use of National Logo of Nepali Coffee-2010.
- B. “National Logo” shall mean the logo as mentioned in Sub-Section 1 of Section 3.
- C. “Coffee Exporter” shall mean the firm performing the work as mentioned in Section 5.
- D. “Coffee” shall mean the packaging Ground Coffee/Green bean produced in Nepal having the Logo as mentioned in Section 4.

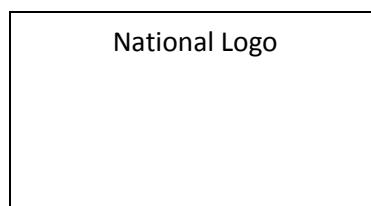
- E. “The Board” shall mean National Tea and Coffee Development Board.
- F. “Quality” shall mean the prescribed coffee having substance and chemical as prescribed by Sub-Section 2 of Section 3.
- G. “Coffee Packing” shall mean the packet as per the Section 4.
- H. “Firm” shall mean the organization, institute, cooperative or company registered and obtained license as per the prevailing laws.

Chapter-2

Introduction of the National Logo

- 3. Introduction of the Logo of Nepali Coffee: The National Logo of Nepali Coffee shall be as mentioned hereunder:

- A. Sample of National Logo



- B. The sky blue color of the logo has indicated the peace, the seed of coffee and picture of mountain in centre of the Logo clearly showed the quality of Nepali coffee and climate of Nepal which is cold and appropriated for coffee production and the symbol of vapor come out from the cup of coffee having the bottom of the logo indicates the fascinating sweet smell of coffee.

Chapter-3

- 4. Quality and Packaging of Coffee

- A. Coffee Production and Processing Standard

- 1. Coffee farming shall have to be conduct in hilly region above 800 m. from mean sea level.
- 2. Organic Certificate: Chemical fertilizer and pesticide should not be used in coffee farming. Organic fertilizer and insecticide shall have to be used.

3. Arabica: The coffee shall have to be the product of Arabica variety which is best coffee.
4. Size of Green Beans: The size of green bean should be above 14mm.
5. Coffee processing method:
 - I. The ripped fresh cherry shall be sun dried after picking up from the coffee plant in case of dry processing method.
 - II. In case of wet processing, fresh ripped cherries shall be pulped within 24 hours of harvesting. After pulping, fermentation should be done for 24-48 hours. Then should be cleaned by clean water, it should be dried on the shed first then to the sun. The moisture content has to be maintained up to 11-12 percent.

B. Standard Quality of Coffee: The external substance or coloring should not be used in coffee and the coffee should have following standard of quality.

S.N.	Details	The standard prescribed by Government of Nepal (Percent)
1	Total ash (Temperature of 100°C) shall have to be dried by making fixed wet.	From 5.5 to 8 %
2	Water soluble ness	Not less than 40% of total ash
3	Ash insoluble in dilute HCL	Not exceeding 1% (on the basis of dry weight)
4	The weight of extract obtained by boiling coffee to be made constant in 100°C by refluxing in 100 parts boiling water in one hour	Not less than 35%
5	The nature of alkalinity of the soluble ash (On the basis of Pa)	From 1% to 2%

6	Caffeine (Arabica Coffee) Content	1 to 1.92 % (On the basis of dry weight)
7	Moisture Green Bean	Maximum 12.

C. Coffee Packing

1. Attention shall have to be given in following points while packing coffee.
 - A. Net weight of coffee and gross weight including packing materials should be mentioned in the packet.
 - B. Manufacturing and packaging date, date of expiry, type, grade, name of coffee estate, factory, place and height shall have to be mentioned clearly.
 - C. Name and address of coffee exporter should be mentioned.
 - D. Name of coffee exporting country and shipping mark should be mentioned.
 - E. If chemical fertilizer and pesticide are used, the maximum residual level of chemical in coffee should be mentioned.
2. Use of following goods shall be prohibited in coffee packing:
 - A. If the goods and color to be used in packing are harmful to human health,
 - B. If the paper, spray quill, jute, wooden box, aluminum box, tin, etc are harmful for human health,
 - C. Pack without logo,
 - D. If matters as per the Sub-Section 1 of Section 4 are not mentioned.
 - E. If such matters have not attained the standard as prescribed by Government of Nepal by publishing in Nepal Gazette.

Chapter-3

Firm/Fee

5. The Firm to export coffee and use the logo

1. The firm as mentioned hereunder shall be eligible to export coffee and to use the logo.
 - A. Having registered in concerned authority as per the prevailing law.
 - B. Having registered in concerned body for the purpose of tax.
 - C. The firm, registered as per the clause A and B, have to be re-registered in National Tea and Coffee Development Board (NTCDB) for the purpose of coffee export.
 - D. Having renewed from concerned authority and NTCDB.
 - E. Not been restricted in the crime as mentioned in Section 6.
2. The firm intended to register in NTCDB should obtain license pursuant to Schedule 2 by submitting application to the NTCDB as per the Schedule 1.
3. The firm intended to register in NTCDB have to submit application by inclosing certificates as prescribed by Part A, B, C and D of Sub-Section 2.
4. The NTCDB may scrutiny the application submitted as per the Sub-Section 2 and 3 and may order to submit further documents.
5. The NTCDB shall grant license for the purpose of logo within 35 days from the date of application. If there is any reason for not to give permission to use logo, information of that should be given to concerned firm with reason within 15 days
6. The firm filing application to NTCDB for logo shall have to pay application fee Rs. 50.00 and in the time of getting license Rs. 1000.00 have to be paid as license fee.
7. The firm operating coffee business by getting license from NTCDB shall have to pay service charge to the NTCDB at the rate of Rs. 0.25 per kilogram.