



# INDONESIAN CINNAMON BRINGS SPECIFIC TASTE TO THE MARKET

## WHAT'S INSIDE

Spices have been one of Indonesian export commodities. One of them, cinnamon, has experienced growth in export volume year by year to fulfill the demand on quality cinnamon at the global market.

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Dear Valued Readers,

Welcome to the June edition of Export News. This edition will discuss one type of spices, cinnamon, which has been known since the ancient time and is currently used as additives for food and beverages. Cinnamon can also be used for jamu (traditional herbal drink) thanks to its medicinal properties. Cinnamon grows well in many parts of Indonesia such as Java, Sumatra, Maluku, Nusa Tenggara and Papua.

Indonesian cinnamon with its pungent-sweet taste has proven its quality which is recognized by the international market and complaints on its quality are very rare. Being the world's largest producer of cinnamon, Indonesia had a market share of 24.33% in the world's cinnamon trade in 2014.

The June edition of Export News brings you the updates on cinnamon production and other important information. As usual, this edition also lists cinnamon exporters so that interested readers and prospective buyers can contact them directly for a mutually beneficial trade deals.

Thank You



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## *hot* issue

### THE SEXY CINNAMON FROM INDONESIA

Indonesia has been known since the ancient time as a producer of various spices such as cinnamon, nutmeg, clove, and pepper, to name a few. Spices have high economical values in Indonesia being actively traded. History recorded that Indonesia was colonized due to its abundant natural resources, such

as spices, while Indonesia gets its fame also from spices. One of the spices that propelled Indonesia to the world's stage is cinnamon which comes from the bark of a tree in the genus *Cinnamomum*. The tree is spread in Southeast Asia.



Cinnamon tree can grow well depending on several factors such as altitude, rainfall, soil condition, topography and ground water. Various parts of a cinnamon tree can be utilized including root, trunk, leaves and bark. In general, however, the most used part is the bark which is dried and turned into sticks, quills and ground into cinnamon powder.

Indonesia is exporting cinnamon to the world with a number of advantages such as rich aroma and flavor, higher content of essential oil, specific color, and the thickness and form of quills. In general cinnamon is used for food seasoning, beverages, perfumes, and for medical applications.

### **WHEN INDONESIAN CINNAMON MEETS BRAZILLIAN COFFEE**

Indonesian cinnamon is known to have a pungent-sweet taste, a rarity when compared to cinnamon from other countries. The aromatic reputation of Indonesian cinnamon has made it a primadona in

the global market although many countries have strict cinnamon standards. The United States has one of the strictest standards in which cinnamon has to be free from filths and molds, the color is yellowish brown, a maximum water content of 14%, and an oil content of between 1.5% and 2.75%. The strict quality standard is held because cinnamon will be used as one of additives for food, beverages and oleoresin.

As an acknowledgement for the quality of Indonesian cinnamon, Brazil has increased its import by 63.06%. The processed coffee industry in the world's largest coffee producer needs Indonesian cinnamon as a mixture for its products. The Brazilian public has become aware on health issues and has started to develop a coffee product mixed with cinnamon which has several medicinal properties such as treating cholesterol and diabetes. Cinnamon coffee has become a new menu in Brazilian cafes. The increased demand for cinnamon is being met by a number of major cinnamon producing regions such as West Sumatra and Jambi.





# Cinnamon







# The Growth of Indonesian Cinnamon Export Value

The year 2015 is the time to prove that Indonesian export is growing and developing from the initial target set by the Ministry of Trade. One of the products with prospective value is spice products, an Indonesian natural resource which will always be a favorite in the world's trade.

In the first three months of 2015, data from the Central Statistics Agency (BPS) shows that cinnamon was at the third place of various spices exported from Indonesia, after pepper and nutmeg. Cinnamon product with the largest export value was crushed cinnamon, under the Harmonized System (HS) code HS 090620 (Cinnamon and Cinnamon-Tree Flowers, Crushed or Ground) at US\$13.7 million, followed by HS 090611 (Cinnamon (*Cinnamomum Zeylanicum* Blume) and Cinnamon-Tree Flowers, Neither Crushed/Ground) with a value of US\$9.4 million, and HS 090619 (Cinnamon (Excluding of 090611) and Cinnamon-Tree Flowers, Neither Crushed/Ground) at US\$2.9 million. This period saw an increase of 4.86% in export value when compared to the same period in the previous year.

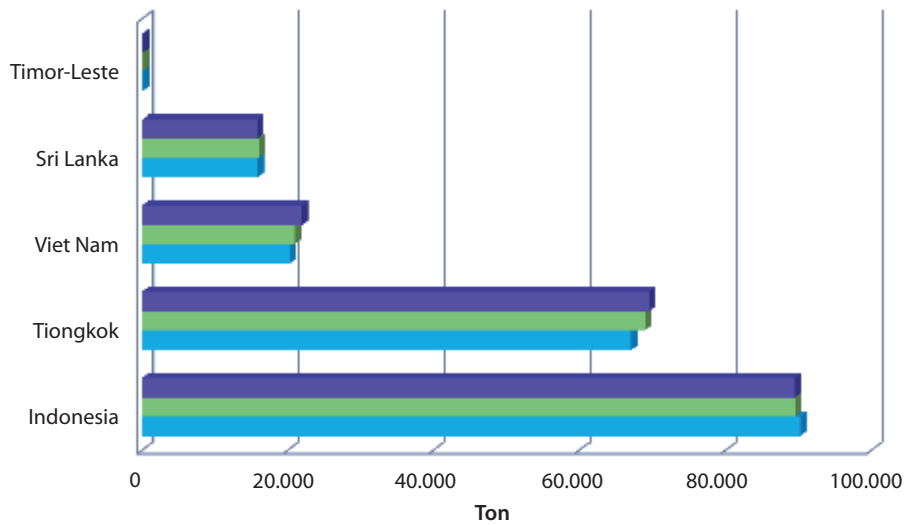
The majority of Indonesian cinnamon was exported to the United States with a value of US\$10.9 million and a market share of 41.88% followed by the

Netherlands at the distant second place with an export value of US\$2.2 million or a market share of 8.66%. Thailand was third with US\$1.2 million (4.48%), Dominican Republic and Brazil at US\$ 1 million (4.03%) and US\$974,000 (3.74%) respectively.

In 2014, the full year export value was US\$61.6 million for products under HS 090620, US\$32 million for those under HS 090611 and US\$13.5 million for HS 090619. The Top 5 destination countries were the United States with an export value of US\$43.3 million or a market share of 40.39% while the Netherlands was at the distant second with US\$13.8 million (12.89%). Following even farther at the third place was the United Arab Emirates with US\$4 million (3.74%), Brazil at US\$3.7 million (3.44%) and Vietnam at US\$3.6 million (3.36%).

Being the world's largest producer of cinnamon, Indonesia enjoyed a healthy growth of 19.37%, as shown by the increase of export value from US\$48.4 million in 2010 to US\$107.1 million in 2014. Indonesia's cinnamon production is much higher when compared to those of other countries, especially in Asia, according to data from the Food and Agriculture Organization (FAO). The comparison can be seen on the following graph:

**Indonesia's cinnamon production compared to those of other Asian countries  
2011-2013**



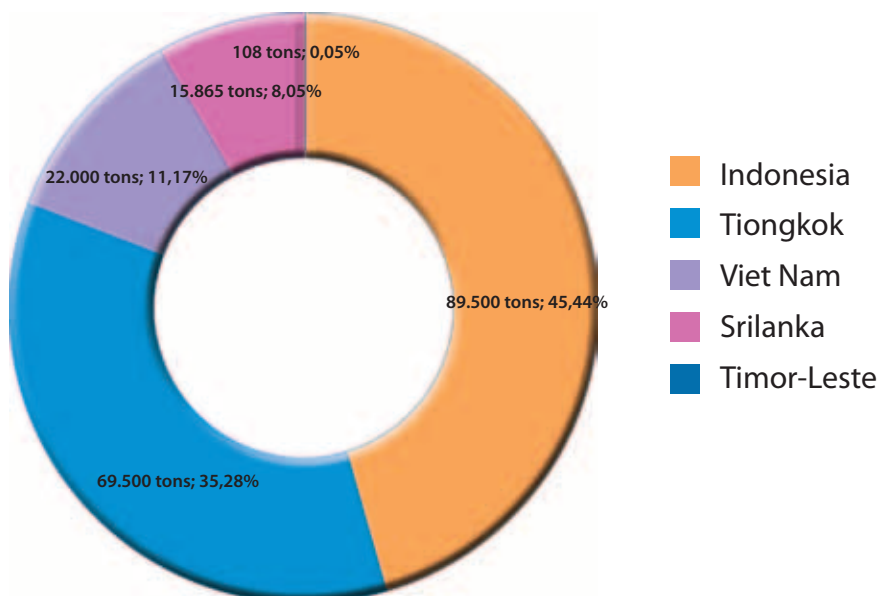
	Indonesia	Tiongkok	Viet Nam	Sri Lanka	Timor-Leste
■ 2013	89.500	69.500	22.000	15.865	108
■ 2012	89.600	69.000	21.000	16.090	108
■ 2011	90.300	67.123	20.258	15.940	105

Source: FAOSTAT data, 2014

In 2013, the volume of Indonesian cinnamon production reached 89,500 tons or some 45.44% of the total production in Asia. Other producing countries were Tiongkok with 69,500 tons or 35.28%, Vietnam with 22,000 tons (11.17%), Sri Lanka with 15,865 tons (8.05%) and East Timor 108 tons (0.05%).

Data from the International Trade Centre (ITC) showed that in 2014, the world's import of cinnamon reached US\$435 million and Indonesia managed to have a market share of 24.33%. The export value increased by 46.81% from the previous year with the United States and the Netherlands being the two largest export destinations for cinnamon.

**Cinnamon production from Asian countries in 2013**



Source: FAOSTAT data, 2014





The fluctuation of Indonesian cinnamon export can also be analyzed from its volume in the past five years, between 2010 and 2014. In the period, Indonesia exported 242,900 tons of cinnamon to the world. Just like the export value, the export volume to the United States topped the list with 43.15%. Netherlands came in the distant second with 8.85% followed by the United Arab Emirates with 4.06%, Brazil with 3.93% and Thailand with 3.16%. Indonesia's export volume of cinnamon grew by 11.06% in 2014 when compared to 2013.

The total export volume to the United States was 23,500 tons with products under HS 090602 dominating the export at 20,100 tons followed by those grouped under HS 090611 at 2,900 tons and under HS 090619 at 385 tons.

Indonesia sent 7,600 tons of cinnamon to the Netherlands consisting of 4,800 tons of products under HS 090620, 2,100 tons of products under HS 090611 and 692 tons of products under HS 090619.

Cinnamon export value to the United Arab Emirates reached 2,800 tons with 1,800 tons consisting of products grouped under HS 090620, 505 tons of goods under HS 090619 and 481 tons of goods under HS 090611.

Brazil was the fourth largest destination countries with 2,100 tons consisting of 821 tons of goods under HS 090619, 747 tons of goods under HS 090611 and 559 tons of products under HS 090620.

Thailand completed the Top 5 destination countries with a total export volume of 1,500 tons consisting of 914 tons of products under HS 090611, 416 tons of goods under HS 090619 and 167 tons of products under HS 090620.



# LIST OF EXPORTERS



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Product : *Cinnamon (Cassia Vera)*

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Fax : (62-751) 34288, 33114  
Email : [sales@natracospices.com](mailto:sales@natracospices.com)  
Product : *Cinnamon (Cassia Vera), Cloves, Gambier*

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Product : *Cinnamon (Cassia Vera), Mace, Nutmeg*

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[inquiries@security-reason-only.com](mailto:inquiries@security-reason-only.com)  
Website : [www.latransa-citra.com](http://www.latransa-citra.com)  
Product : *Areca Nuts, Cardamoms, Cinnamon (Cassia Vera), Cloves, Green Tea, Gum, Resin / Damar, Saffron*

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[sales@nekabogaperisa.com](mailto:sales@nekabogaperisa.com)  
Website : [www.nekabogaperisa.com](http://www.nekabogaperisa.com)  
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Email : [info@jujurmujur.com](mailto:info@jujurmujur.com)  
Website : [www.jujurmujur.com](http://www.jujurmujur.com)  
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Fax : (62-61) 8456024  
Email : [agrim@agrimLtd.com](mailto:agrim@agrimLtd.com)  
Website : [www.agrimLtd.com](http://www.agrimLtd.com)  
Product : *Cinnamon (Cassia Vera)*

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[rasdico@Phonekom.net](mailto:rasdico@Phonekom.net)  
Website : [www.rasdico.com](http://www.rasdico.com)  
Product : *Black Pepper, Cardamoms, Cinnamon (Cassia Vera), Cloves, Gambier, Gambier Extract, Ginger, Gum, Nutmeg*

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Email : [rempah@indosat.net.id](mailto:rempah@indosat.net.id), [rempah@Phonekom.net](mailto:rempah@Phonekom.net)  
Website : [www.rempahsari.com](http://www.rempahsari.com)  
Product : *Cinnamon (Cassia Vera), Coffee, Nutmeg*

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Website : [www.gvi.co.id](http://www.gvi.co.id)  
Product : *Black Pepper, Cinnamon (Cassia Vera), Mace, Nutmeg, Spices*

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Product : *BePhone Nut, Cinnamon (Cassia Vera)*

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