

沧江茶魂

刘明 著

THE SOUL
OF LANCANG TEA



云南大学出版社

刘 明 / 著

沧江茶魂

高辉题



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(与台湾著名普洱茶专家邓时海先生合影。龚文军摄)

刘明(左), 祖籍云南石屏, 生于云南思茅。在西盟佤族自治县念小学、中学、插队。云南大学国际经济与贸易研究生毕业。历任中共云南省委办公厅财务科长; 省委领导秘书; 中共昆明市五华区委书记; 昆明高新科技产业开发区党委书记兼管委会主任。现任中共临沧市委副书记、市长。

曾经出版摄影集《山的子民》、《金三角·边地行》等。

Liu Ming (the left one), whose ancestral home was in Shiping Yunnan Province, was born in Simao Yunnan Province. He attended primary school, middle school and then worked in the countryside as an educated urban youth in Ximeng Wa autonomous county; and he graduated from Department of International Economy and Trade in Yunnan University. He had been the chief of the financial section under the general office of the Yunnan Provincial Party Committee, the secretary for a Provincial Committee leader, the Party Committee secretary of Wuhua district in Kunming, the Party Working Committee secretary and the Management Committee director of the Kunming High and New Technology Industrial Development Zone. He is now the vice secretary of Lincang municipal Party committees and the mayor of Lincang. He had ever published anthologies of photography, such as *The Filial people of mountains*, *Trip to the verge of the Golden Triangle* and so on. (Taking a photograph with the famous Taiwan Pu'er tea export Mr. Deng Shihai. By Gong Wenjun)



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序 言

近年来，随着普洱茶热潮的兴起，有关介绍普洱茶的各种出版物铺天盖地，目不暇接。但在看了刘明同志《沧江茶魂》的书稿后，却令人耳目一新，被深深地打动了，似乎有话想说，刘明同志邀我写序，我便欣然应允。

认识刘明同志说来已有10多年了，他爱好摄影，虽不是专业，但其敏锐和清新的摄影视角，却透射出独特的艺术修养和审美情趣。最近几年，由于工作的原因，与刘明同志的接触和交谈频繁，对刘明同志的认识也随之逐步加深，特别他“为官”的一面。据我所知，由于历史原因，刘明同志自幼随父母在佤山生活，大学毕业后先在省委机关工作，此后担任过中共昆明市五华区委书记、昆明高新技术产业开发区党工委书记兼管委会主任等职，在不同岗位上均创造了突出的政绩。三年多前，刘明同志到了云南相对偏远、生产力还比较落后的临沧地区担任专员，地改市后继任市长（人们曾亲切地称他为临沧的“末代专员”“首任市长”），担当起了带领236万临沧各族人民奔小康的重任。

可以想象，昆明和临沧、先进和落后的巨大反差曾给刘明同志带来过多么大的震撼、多么大的压力和鞭策。短短的几年里，他几乎走遍了临沧的山山水水。在这块被他称之为“最后的秘境”、“灵魂的栖息地”的热土上倾注了自己的智慧、心血和热情。有两个数字他经常挂在嘴上：一是全市农业人口190万，涉茶人口就达160万，分别占全市人口的近70%和农业人口的84%，这是一个“绝大多数”；二是临沧的茶园面积居全国、全省之首，但2004年，临沧茶园平均每亩产值仅156元，只有全省平均水平的41%，这是一个不小的差距，同时这又蕴藏着巨大的机遇。

为了把握机遇、缩小差距、造福茶农，刘明同志遍行临沧茶山、茶园、茶厂，考察国内、国外茶叶市场，审视临沧茶叶产业的历史和现状，借鉴国内外茶叶产业发展的经验，在秘境临沧挖掘出了茶叶产业发展的大路，提出了“科技提高品质、文化提升价值、品牌开拓市场”的具有临沧特色的茶叶产业发展的路子。

在刘明同志的眼里，临沧不仅是云南第一产茶大市，是云南大叶种茶的故乡，是“茶资源历史博物馆”，同时，又是“民族茶文化博物馆”。

我们曾经一起探讨过这样一个问题，是什么原因使历经了几千年的茶叶至今又放出璀璨的异彩？这应该是一种博大的文化现象。而在临沧，在沧江两岸，12个世居民族都有历史悠久的种茶、饮茶历史。种茶和饮茶早已成为了当地人民的

一种生产方式、生活方式和生存方式。在刘明同志看来，只有这些世世代代生活在沧江两岸的各族人民，才是真正的茶文化的创造者和传承者，他们才是真正的“茶之魂”。看了刘明同志的这本册子，我已经比较认同这个观点了。

应用现代科技，可以提高茶的品质，文化则赋予了临沧茶一个独一无二的灵魂，这就是边地之魂、民族之魂和生命之魂。原生态“茶魂”的挖掘，对提高临沧茶的文化品味和价值，对临沧打开山门，扩大开放，必将起到积极的推动作用。从这个意义上看，刘明同志的《沧江茶魂》，也是他实施的茶产业发展战略中的一颗重要棋子。

刘明同志为人谦虚，作风朴实。文如其人，图亦如其人。在《沧江茶魂》中，文图简约，不事渲染，然而，了解民情的跋山涉水，关注民心的平民视角，改善民生的殚心竭虑，却跃然文中，行于图间，反映出作者深厚的文化底蕴和强烈的民本情怀，令人感动不已。

看刘明同志的图文，感到很少“匠气”。他曾说，我爱好摄影，但准确地讲，摄影只是我搜集资料的一种方式。对于摄影的美，文章的美，刘明同志也有自己的看法：美时时刻刻就在我们身边。平凡最美，真实最美，朴素最美，劳动最美。正是他的这种对美的独特视觉和追求，才使他能够在大家司空见惯的场景当中，在人们生产活动和日常生活过程中，发掘出了沧江茶魂的大美，一种出于自然、出于生活、出于群众、也出于创作者心灵的原生之美。

当然，刘明同志在从文化人的角度审视临沧茶的同时，时时不忘自己作为一个地方领导者的责任。通过考察，他明确提出了临沧茶叶产业发展的三大战略：为弘扬临沧茶文化，宣传茶叶产业，他提议举办了每年一届的中国临沧茶文化博览会；为保护古茶树资源，他主持制定了《临沧古茶树资源保护条例》，甚至亲自过问解决了护林员补助标准偏低的问题。

刘明同志说，临沧市计划到2010年让茶业产值再翻上两番，达到20亿元，真正成为全国产茶大市，让各族人民在奔小康的道路上迈出更加坚实的步伐。

文化铸就灵魂。当今世界，文化已经与经济与社会紧密地结合在一起了。刘明同志能从文化的深度来探求茶叶产业的发展，挖掘它的内涵，从而赋予了临沧茶叶产业更加强大的生命力。有这样的市长，有这样的思路，应该是临沧茶叶产业发展的幸事。祝福临沧。

云南省社会科学院院长 纳麒

2007年3月30日

Preface

Recently, with the upsurge of Pu'er tea, there are many kinds of publications about the Pu'er tea. However, when I have read *The Soul of Lancang Tea* written by Liu Ming, I have been moved and found everything fresh and new. Liu Ming invited me to write a preface for this book, and I gladly consented to do it.

I have known Liu Ming for 10 years; and my first impression of him was that he likes photographing very much. Although he is not professional, his sharp and brisk visual angle expresses his unique artistic culture and aesthetic values. Recent years, because of the job, I always talk and stay with him so that I know him better. For the reason of history, Liu Ming has grown up in Wa Mountain with his parents. After his graduation from the university he worked in the organ of provincial Party committee. Then he has been the Party Committee secretary of Wuhua district in Kunming, the Party Working Committee secretary and the Management Committee director of the Kunming High and New Technology Industrial Development Zone, and so on. He has made great achievements in all different post. More than three years ago, Liu Ming came to Lincang, a remote city with backward productive forces, and assumed office as a commissioner, then be the mayor after Lincang upgrading from a district to a city. (People have ever called him "the last commissioner" and "the first mayor") He has undertaken the important task of leading the 2,360,000 Lincang people to live a relatively comfortable life.

You can imagine how great the shock to Liu Ming when he found the big contrast of advanced and backward, Kunming and Lincang. He has traveled all over Lincang in the short several years. On this land where he called "the last secret land", "the inhabitation of soul", he has thrown all his wisdom, energy and passion. He always speaks of two figures. One is that the whole city's agricultural population is 1,900,000, and the population who relate to tea is 1,600,000, accounts for the nearly 70% of the whole city population and 84% of agricultural population. This is an "overwhelming majority". The other one is that the area of the tea garden in Lincang ranks first in the province, even the country. But in the year of 2004, the average output value per mu is only 156 Yuan, only accounts for 41% of the average level of the province. This is not a small gap; meanwhile, this is also a big opportunity.

In order to seize the opportunity, reduce the gap and benefit to the tea farmer, Liu Ming has traveled all the Lincang's tea mountains, tea gardens and tea factories, investigated the tea market at home and abroad, examined the current situation and history of Lincang tea industry, used the experience of the development of tea industry at home and abroad. On the secret land Lincang, Liu Ming has found the way how to develop tea industry and put forward a theory of tea industry development in Lincang. "Science and technology improve the quality, culture increases the value, and brand expands the market."

In Liu Ming's eyes, Lincang is not only the largest city for tea production in Yunnan, but also the hometown of the Yunnan big leafy tea and the historical museum for tea resource and national tea culture.

We have discussed a question that what caused the tea blossomed in radiant splendor again after thousands years. That must be a kind of extensive culture phenomenon. 12 minority nationalities inhabited on both sides of the Lancang River in Lincang for generations have a long time of planting tea and drinking tea. Planting tea and drinking tea has been a kind of life mode, production mode and existence mode. In his opinion, only the people who inhabited on both sides of the Lancang River for generations are the real creator and successor of tea culture, they are the real soul of tea as well. After I read Liu Ming's book, I have agreed with him.

The application of modern science and technology can improve the quality of tea. And culture gives the Lincang tea a unique soul, which is of borderland, nationality and life. The exploration of the original ecological soul of tea plays the positive impetus role for improving the culture taste and value of Lincang tea as well as opening up to the outside world. According to this significance, Liu Ming's *The Soul of Lancang Tea* plays an important rule in tea industry developmental strategy which he implements.

Liu Ming is modest, sincere and honest. The words are like his personality as well as the pictures. In the book of *The Soul of Lancang Tea*, the words and pictures are concise; nevertheless, we can find that he travels over land and water for realizing the condition of inhabitant, has a populace view for concerning the populace feelings, racks his brains for improving the people "livelihood through this book, which can reflect

his deep cultural backgrounds. He and his book deeply moved everyone.

When I read Liu Ming's book I feel little "unimaginative craftsmanship". He has ever said: "I like photograph, but in fact, photograph for me is just a way to collect information. Liu Ming has his own viewpoint about the beauty of photograph and writing: beauty is always at our side. The most beautiful thing is the common thing, the real thing and the laboring people. Because of his unique view and seek, he can find the great beauty of The soul of Lancang tea in the common life, which is out of nature, life, masses, and the original ecological beauty of the author's soul.

Of course Liu Ming does not forget his responsibility as a local leader when he examines the Lincang tea from a culture worker's view. He puts forward three strategies in tea industry developmental after his investigation. In order to carry forward the Lincang tea culture and propagate the tea industry, he has proposed holding the Tea Culture Fair of Lincang China once a year; in order to protect the resource of old tea tree, he has directed the formulating of Lincang Old Tea Tree Protection Regulations, and even solved the problem that forest ranger's subsidize standard is on the low side in person.

In 2006, the personal average net income of Lincang tea farmer has increased from 50Yuan three years ago to 203Yuan. Liu Ming is gratified at this. He also says that the production values of Lincang's tea industry will be quadrupled by 2010, achieving 2 billion Yuan. By then Lincang will become a real large city for tea production in the whole country, and people from every nationalities will make a solid progress on the way to a relatively comfortable.

Culture makes soul. In Today's world, the culture has already combined with the economy closely. Liu Ming explores the development of tea industry from the profundity of culture and digs out the intention of the tea industry, therefore, he gives the Lincang tea industry a stronger vitality. It is a good thing for the development of Lincang tea industry to have such a good mayor and his special way of thinking. Bless Lincang.

President of Yunnan Province Academy of Social Science

Na Qi 30 March, 2007

说古论今临沧茶

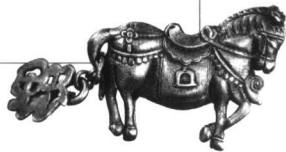
一度成为云南省出口创汇名牌的“滇红”茶，曾为临沧创下了相当长一段时间的辉煌。随着普洱茶的兴起，“滇红”一天天式微，人们似乎渐渐淡忘了这段历史。但作为云南的第一大产茶区、云南大叶种茶故乡的临沧，茶产业一直是支柱产业之一，是关乎临沧 160 万茶农脱贫致富举足轻重的产业，是临沧的富民工程。重振茶业雄风，是临沧人民的强烈愿望。

临沧是世界茶树的起源地之一 临沧有着丰富的茶树资源，是古茶树遗产存量最大、最具有代表性的地区，被科考专家誉为“茶资源历史博物馆”。在凤庆县，有一棵树围 5.8 米、高 10.2 米的栽培型古茶树，据专家考证，已经有 3200 年的历史了。这充分说明，至少在 3200 年前，临沧的先民们已经掌握种茶、制茶和饮茶了。而这个时期，我省的许多地方基本上还是处于蛮荒之地。明崇祯十二年（公元 1639 年）八月初六，徐霞客来到凤庆（顺宁），喝了当地出产的太华茶，留下了非常深刻的印象。他在游记中这样记录道：“下三里，过一村，已昏黑。又下二里，而宿于高枳槽。店主老人梅姓，颇能慰客，特煎太华茶饮予。”可见明代凤庆的茶文化已有了相当基础。以茶待客、以茶交友习俗在临沧源远流长。1938 年，为生产红茶出口换取外汇支援抗战，国民政府派冯绍裘先生到云南茶区试制红茶，发现凤庆大叶茶制成的红茶品质极佳，在凤庆创下了享誉中外的“滇红”品牌。

新中国建立后，国家进入了计划经济时期。红茶是云南的重要出口产品，临沧被列为我国红茶生产基地。国家规定临沧生产红茶，下关生产沱茶，勐海生产普洱茶。这种局面一直持续到 1999 年。由于红茶的消费市场主要在国外，后来国际市场发生变化，临沧红茶销量下滑，国内市场普洱茶兴起，仅靠红茶主打的临沧，其茶叶品牌的名气渐渐湮没了。


临沧的优势最主要的是生态环境 首先是临沧得天独厚的地理环境，临沧的海拔较高，茶叶的生长周期较长，所谓“高山云雾出好茶”，上天赋予了临沧特殊的条件。再就是由于近代以来临沧相对比较落后，没有大的工业污染。相对贫穷的茶农买不起农药化肥，茶叶中又意外地少了各种化学残留物。

近年来，我们按照“科技提升品质、文化创造价值、品牌开拓市场”的三大战略定位，使临沧茶叶产业发展取得了明显成效。



■野生型古茶樹（双江）
The wild-type ancient tea tree.(Shuangjiang)





从科技创新上看，以澜沧江啤酒集团生绿茶为代表的高科技茶叶饮品的投产，使临沧茶叶产业在科技创新方面步入了全国领先水平，龙润、戎氏等茶企在普洱茶标准化生产方面有了很大的突破。临沧茶在量和质上实现了飞跃。

从文化上看，我们大力挖掘临沧深厚的茶文化底蕴，通过茶文化博览会的举办，使临沧茶知名度和美誉度得到了极大的提高。仅仅一两年，很多人还不知道临沧出好茶。我陪同一位领导同志到戎氏茶厂参观时，他才知道临沧还出高品质普洱茶。当时临沧的茶叶确实没有什么名气，临沧出好茶还不被外面的人认识。但现在这种状况已经得到了很大改变，这是“文化创造价值”战略取得实效的充分体现。

从品牌上看，滇红、澜沧江、勐库戎氏、六大茶山、临锐祥、龙润等龙头企业已经在市场上有了一定的知名度，这些品牌的销售额也在不断地扩大。在“以品牌开拓市场”战略方面已经有了很大的突破。在短短的时间内，临沧茶的“三大战略”取得了明显成效。现在，我们可以理直气壮地说，临沧出产的茶是全国最好的茶之一。

临沧茶产业的优势可以概括为“四最” 第一是种植面积最大，到目前为止有90万亩，发展的目标是120万亩。第二是产量最高，今年3万多吨，发展目标是5万吨。第三是茶叶品质最优。第四是茶文化的底蕴最深厚，3200年的栽培型古茶树已经说明很多问题。临沧茶的优势，现在也已经被越来越多的人所熟知和认可。

当然，临沧茶产业的问题还是不少。这些问题大致可以归纳为四个方面：

小生产与大产业的矛盾 一方面我们是小规模生产、小农式生产、家庭作坊式生产；另外一方面茶叶已经形成一个产业，要求规模化的生产。这样就形成了一个突出的矛盾。我到印度、斯里兰卡考察，他们的茶叶基地全部是企业化、农场化经营管理，一个老板拥有几千亩、几万亩茶园，农户受雇于企业，老板和茶农是合同关系。而我们临沧茶叶生产方式基本上是“庭院式经济”，老百姓家家户户种茶，在生产与销售上仍然没有完全摆脱小生产、小作坊的局面。


小企业与大市场的矛盾 企业规模普遍较小，加工量少。临沧大的企业如滇红、澜沧江、戎氏，每个厂也就几千吨的规模。我们还有50%左右的毛茶加工不了，只能把原料卖到外市、外省去。

大面积与低效益的矛盾 临沧种茶面积全省最大，但我们的效益仍然较低。在云南的主要产茶市、州中，临沧茶叶种植面积居首，占全省面积的近30%，但产值





■ 茶叶与功德碑。(思茅) 2004
Tea and the merits stele.(Simao)



只占全省产值的15%，茶叶平均亩产仅32公斤，平均每亩产值仅156元，大大低于全省380元的水平。

深厚的茶文化底蕴与较低知名度形成了矛盾。临沧深厚的茶文化没有发掘出来，还没有形成很好的茶礼、茶俗、茶市，人们饮茶、说茶、研究茶的氛围不浓，我们多姿多彩的民族茶文化没有得到很好的开发整理。

按照临沧茶叶产业“十一五”发展目标，我们的种茶面积要达到120万亩，产量要达到5万吨，产值要达到20亿元。在这方面，我们的发展空间还很大，还有很多工作要做。

茶叶发展的综合目标，就是要把临沧茶打造成为世界知名品牌

“滇红”茶曾经世界闻名，尽管近来在国内市场受到了一些影响，但仍然是公认的世界知名品牌。历史的经验值得重视，我们要努力让人们知道临沧茶，就像知道印度的大吉岭茶、阿萨姆茶和斯里兰卡的锡兰高地茶一样。

Selected Readings

Talking about the Lincang Tea's Past and Today

Once being the famous brand which earns foreign exchange through export in Yunnan province, Dian Hong tea has made a long time of glory. With the upsurge of Pu'er tea, Dian Hong has become weaker and weaker day by day, so that people gradually forget this period of history. While in Lincang, hometown of the Yunnan big leafy tea the largest tea production area in Yunnan, tea industry is always one of the mainstay industries and plays a decisive role for Lincang 1,600,000 people to banish poverty and become prosperous. To revive tea industry is a strong desire of Lincang people.

Lincang is rich in tea tree resources and is the most representative area for its large quantity ancient tea trees, and it is considered as "Tea Resources Historical Museum". In Fengqing County, there is a cultivated-type ancient tea tree with 5.8 meters stem girth and 10.5 tree height. According to the research of scientists, this tree is 3,200 years old. So we can approve that the ancients of Lincang had already grasped the way of planning tea, making tea and drinking tea at least 3200 years ago.

We have a comprehensive goal that we will make Lincang tea become a world famous brand. Dian Hong tea has ever been world famous. Although there are some problems in the domestic market, it is still a world famous brand. We should pay attention to the historical experiences and make great efforts to let people know Lincang tea, like India's Darjeeling black tea and Assam Tea, Sri Lanka's Ceylon Highland tea.



■白莺山野生过渡型古茶树。(云县) 2006

The wild-type transitional ancient tea in the White Oriole Mountain.(Yun County)

