



Shucheng Camellia Oleifera

舒城油茶

Shucheng County is under the jurisdiction of Luan City of Anhui Province, with a long history of camellia oleifera cultivation. According to the country records, Shucheng camellia oleifera was planted before liberation; from 1950s-1960s and from 2010 till now was the peak period of camellia oleifera cultivation. Shucheng County is located in the northeast foot of Dabie Mountains, mostly hilly and hilly land, abundant rainfall, deep soil, rich organic matter and slightly acidic soil, which provides unique conditions for Shucheng camellia oleifera growth.

Shucheng camellia oleifera features thin skin, medium and uniform fruit size and high oil content. Camellia oleifera oil is rich in nutrition, it is regarded that long-term Shucheng camellia oleifera consumption can play a role in reducing blood lipids, softening blood vessels, stabilizing blood pressure. So it is known as "Oriental Olive Oil".

Shucheng County is a key poverty-stricken county in China. Through the implementation of the protection of geographical indication products, there are more than 400,000 households totaled 150,000 farmers engaged in Shucheng camellia oleifera cultivation in the protected area of 15 townships and towns. It involves about 100,000 people living in poverty, and the per capita income of the poor has increased by about 1,000 yuan. Shucheng camellia oleifera has promoted the development of local characteristic economy and helped the local people get rid of poverty and become rich.

According to statistics, at present the planting area is about 308,000 mu, the annual yield of camellia oleifera seeds is about 19,250 tons, and the annual output value is about 400 million yuan. Shucheng camellia oleifera products sales cover Shanghai, Nanjing, Hangzhou, Hefei and other domestic places and are exported to Japan, Southeast Asia. The annual export earnings exceed US\$1 million.

(Courtesy of the IP Protection Department of CNIPA and Anhui IP Office)

舒城县隶属于安徽省六安市，油茶栽培历史悠久。据舒城县志记载，舒城油茶于解放前就开始种植，上世纪 50、60 年代和 2010 年至今是油茶栽培的繁盛期。舒城县地处大别山东北麓，多为丘陵岗地，雨量充沛，土层深厚，富含有机质，土壤呈微酸性，为舒城油茶生长提供了得天独厚的有利条件。

舒城油茶果皮薄，果实中等大小且大小均匀，含油率高。油茶油营养丰富，具有降血脂、软化血管和稳定血压等功效，被誉为“东方橄榄油”。

舒城县是国家重点贫困县。通过实施地理标志产品保护，保护地域范围覆盖 15 个乡镇，种植农户 15 万户约 40 万人。其中涉及贫困人口约 10 万人，贫困人口人均增收约 1000 元。油茶引领舒城县特色经济发展，助力群众脱贫致富。

据统计，目前舒城油茶种植面积约 30.8 万亩，年产油茶籽 1.925 万吨，年产值约 4 亿元。相关产品销售覆盖上海、南京、杭州、合肥等地，并出口到日本、东南亚等地区，年出口创汇 100 多万美元。

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