The oil content in the cinnamon bark and the cinnamon aldehyde content in the oil are the most recognisable quality of ‘Trà My’ cinnamon. Another characteristic of Trà My cinnamon is that it has a lot of grey-green traces of lichen and moss on the bark.

Trà My cinnamon is cultivated from 15 September to 30 October. Trà My cinnamon is intercropped on suitable terrain types, and is planted in rows parallel to the terrain contours. Trees should be planted to shade the 2-5 year old cinnamon trees.

The harvest of Trà My cinnamon takes place in spring (February and March) and autumn (August and September). The main harvest is in spring. The entire bark of cinnamon is exploited in one single harvesting crop.

The geographical area is located mainly in the highly mountainous communes of two districts, South Trà My and North Trà My. The unique characteristics of the topography such as the elevation and the steep slopes create a particular sub-regional climate, which contributes to the unique quality of Trà My cinnamon.

The care, harvesting, processing and preserving techniques of the cinnamon bark used by local people is passed from generation to generation and creates the unique characteristics of Trà My cinnamon.