



India Sustainable Tea Program

Presentation to the IITC Sept 2016

Chai piyo mast jiyo

Why a sustainable tea program?



- Security of supply for the domestic Indian market
- Protection of National ecosystems (soil, water, biodiversity)
- Improved quality of life for tea producers and workers
- Preparation for adverse climate change effects.
- Delivery of safer & better quality of supply

AND MOST IMPORTANTLY.....



Why a sustainable tea program?



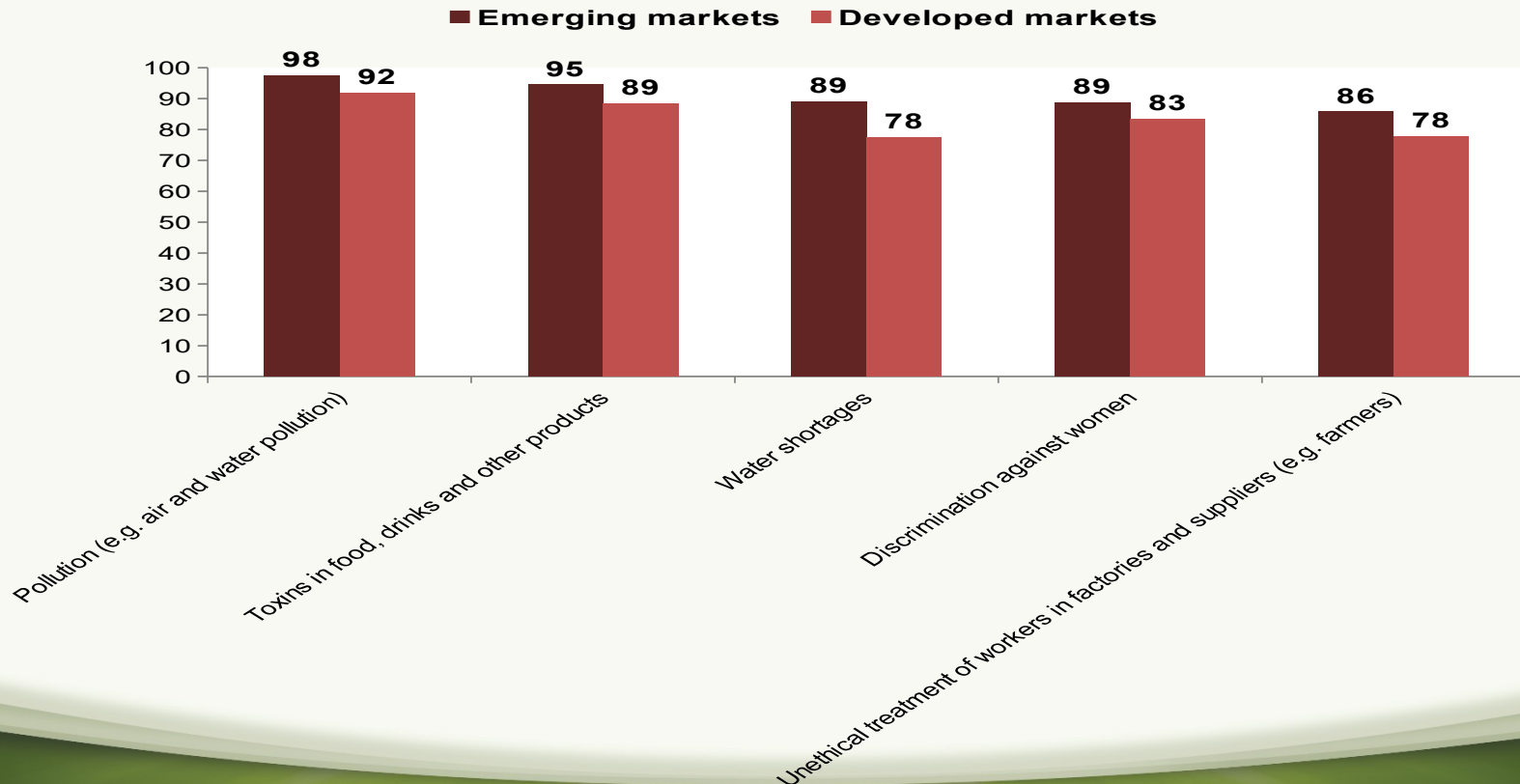
- Customers and consumers will increasingly demand sustainable products



Consumers in emerging markets are more 'Concerned' by issues (vs Developed Markets)...



% Rating themselves **concerned** by each of the following issues



Buying ethically produced goods is more important to Indians than globally or vs Asia as a whole



% of respondents

How important it is in your personal life today. Buying only ethically produced goods

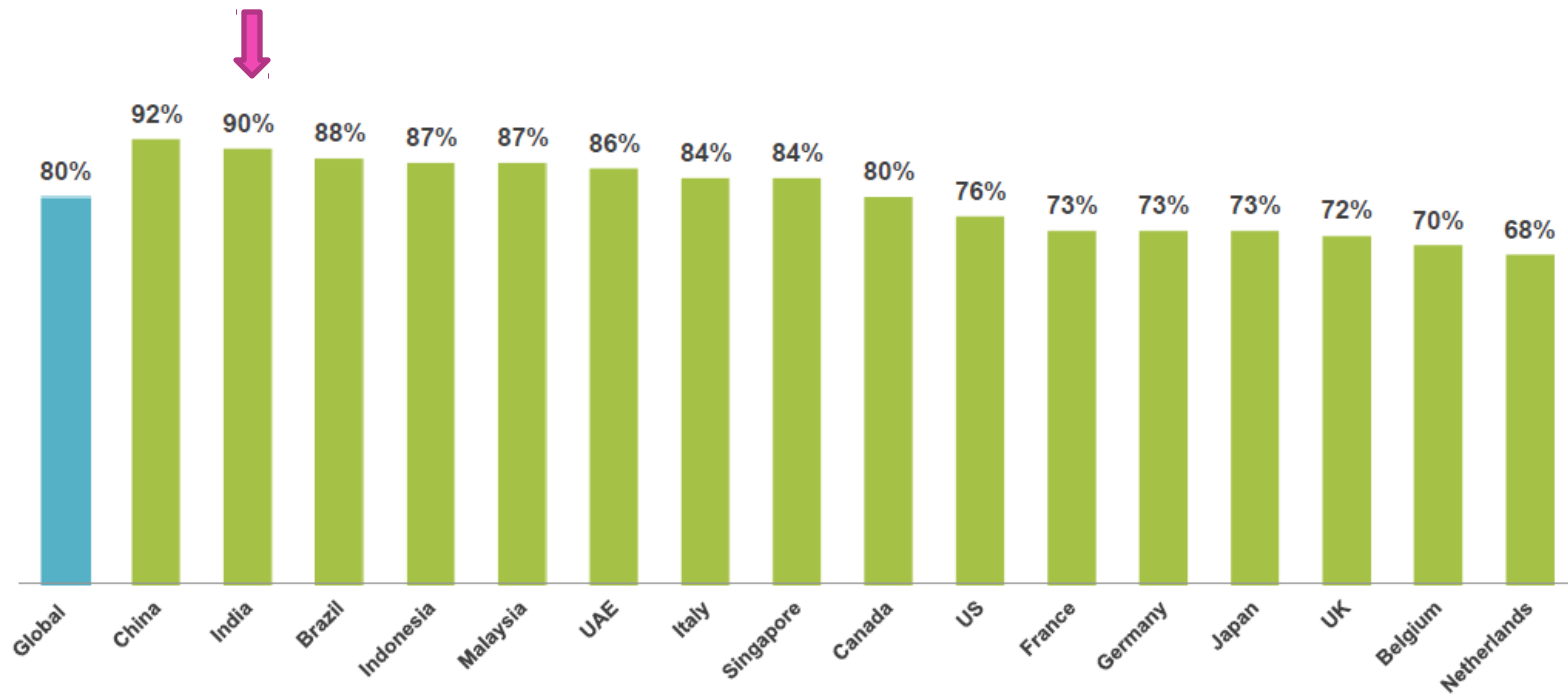
Summary of extremely or very important



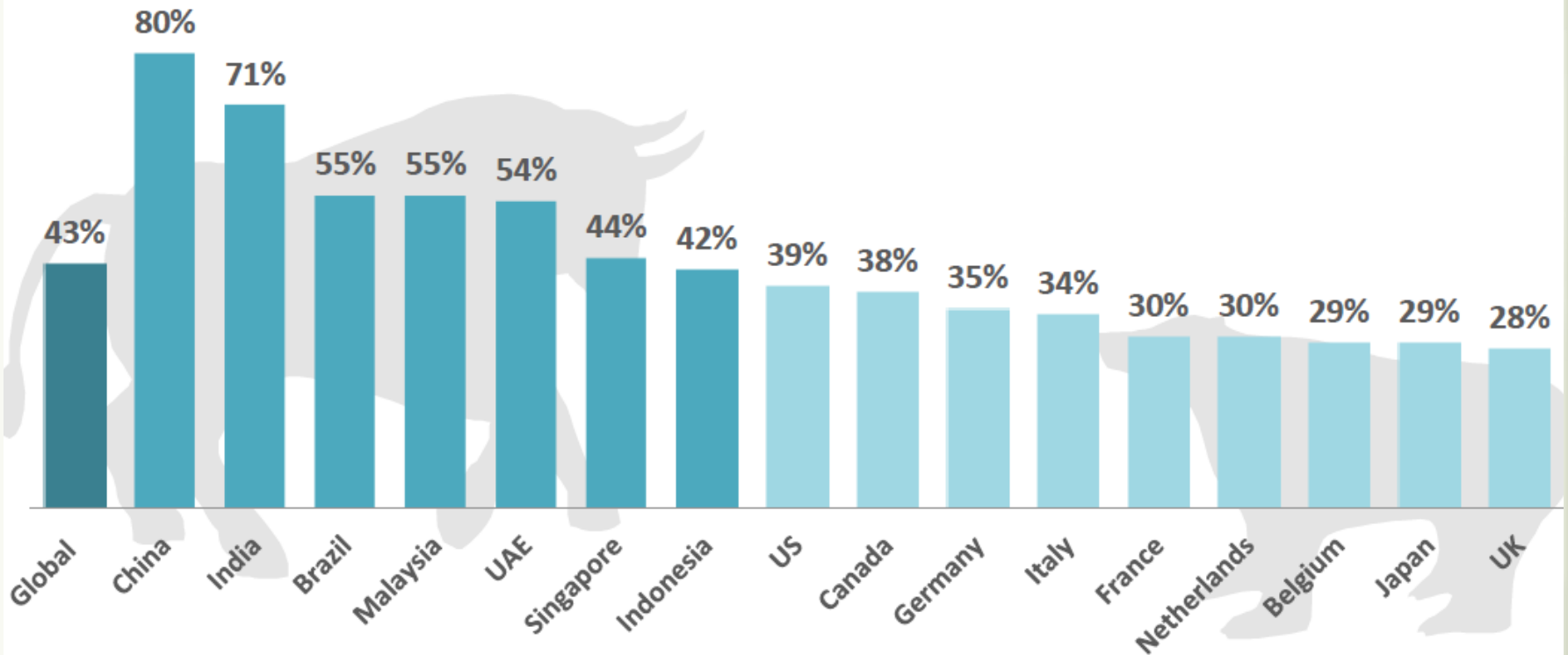
People want to know what companies are doing



It is critical for companies to make consumers aware of their efforts



... And are more willing to pay a premium for purpose...



Why a sustainable tea program?



- Customers and consumers will increasingly demand sustainable products
- Tea Packing companies - TATA, Twinings, Taylors, Sara Lee & Unilever – committed to sustainable sourcing for their teas
- The long term sustainability and profitability of Indian tea producers



Concern about tea sustainability is growing



“...at least 700 Indian tea workers have died from diseases linked to malnutrition...”

“...reported cloudbursts with rainfall of 140 mm in 2-3 hours..... flooding and surface erosion of topsoil”

“Severe heat and scanty rainfall has burnt tea leaves in several areas”

“pesticide use in tea is said to be several times higher than in other crops” .

“Campaigners say pesticides have killed elephants and other animals in Kaziranga”

“Tea workers still suffer with low pay & poor conditions”

“Tea production in Assam affected due to erratic weather”

“habitat loss leads to a reduction in the general number of species and threatens the survival of entire ecosystems”

..and pressure continues at home & abroad



TROUBLE BREWING

Pesticide residues in tea samples from India



The bitter story behind the UK's national drink

By Justin Rowlatt & Jane Deith BBC, Assam

“Certified Tea – A cup half empty”

Follow up study on working conditions



THE NEED FOR SUSTAINABLE & SAFE TEA
IS FAST BECOMING A REALITY IN INDIA.....

What is *trustea* expected to achieve?



- Implement an India specific, sustainability program for tea.
 - **FROM THE INDIAN INDUSTRY, BY THE INDIAN INDUSTRY, FOR THE INDIAN INDUSTRY**
- A sustainable tea code based on Indian realities respecting globally accepted sustainability principles.
- Cost effective verification rather than certification
- A focus on tea factories to implement the verification process
- Free training programmes and tools to help farmers & factories to achieve verification and become more sustainable.
- Reassurance for packers, retailers, consumers and other stakeholders

In so doing.. Cover 40%+ of Indian Tea by 2018 (500 million kg)

trustea launched in July 2013



Chai piyo mast jiyo

Key Partners - Who does what?

Tea Board of India	Program Champion & Chair of Program Committee
Tea Industry (Tea packers and producers)	Funders
Sustainable Trade Initiative (IDH)	Co Funder
Solidaridad	Lead Implementing Partner
Ethical Tea Partnership (ETP)	Implementing Partner
Rainforest Alliance (RA)	Technical Partner
Tea Board and Key Stakeholders	Program Advisory Committee

Code elements



Chapter 1: Management system and continuous improvement

Chapter 2: Product traceability

Chapter 3: Soil conservation and management

Chapter 4: Water Management

Chapter 5: Fertilizers

Chapter 6: Crop protection Products –(CPP)

Chapter 7: Food safety

Chapter 8: Safety, health and welfare of the worker

Chapter 9: Working conditions and labour rights

Chapter 10: Biodiversity and environmental management

Chapter 11: Waste and pollution management

Resulting in:

1. Improved consumer safety
2. Higher yields & better quality
3. Improved hygiene in factories
4. Controlled and Safe handling /use of pesticides
5. Healthier and happier work force
6. Improved environment
7. Improved image of Indian Tea globally

Key milestones to date



- Versions 1 and 2 of the **trustea** code developed & launched
- Supporting implementation guides and farm diaries
- Corporate identity agreed, launched with trademark
- FSCs, secretariat & web site established.
- Pilot work completed
- Small Tea Grower strategy agreed
- **trustea** seal developed
- **300 million kgs of trustea verified tea available mid sept 2016**
- Registration of independent **trustea** entity planned for end 2016
- Chain of Custody (traceability) will be in place by 2017



trustea – our 2018 targets & vision



- 625 factories verified
- 500 m kg of trustea verified teas in the market
- 550000 farm workers impacted
- 46000 smallholders join the program
- 1200+ trustea trainers on the ground

An Indian tea industry that provides high quality and safe tea for consumers, good livelihoods for producers, workers and their families, whilst at all times caring for the natural environment.



Thank You

Chai piyo mast jiyo