Tea Impact Report
2016 Annual Fair Trade Supply Chain Report

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BY: Fair Trade USA, CPG
Consumer Demand for Sustainable Products is Increasing

89% would like to see more products they use support worth social and/or environmental issues

– Cone Communications, 2015

60% are more likely to try products if they know a company is mindful of sustainability

– Natural Marketing Institute, 2016

58% are more likely to buy sustainable products repeatedly

– Natural Marketing Institute, 2016
Fair Trade is Growing in Consumer Packaged Goods (CPG)!

Consumer awareness of Fair Trade USA increased to: 67% (+8% from 2015)

CPG Fair Trade USA Certified products launched: 963 (+75% from 2015)

Fair Trade CPG premiums delivered to farmers and workers: $34M (+2% from 2015)
The Fair Trade Model Ensures that Products are Made with Respect to People and Planet

**Fair Trade STANDARDS**
require rigorous labor and environmental practices

**Fair Trade PREMIUMS**
are invested by farming communities to improve livelihoods

**Fair Trade STRUCTURE**
empowers farmers to work together to address their greatest needs
Tea
Tea Is Mostly Grown By Small-Scale Farmers in Asia Pacific

Sources of FT Certified Tea:

Other Top Producing Countries:
Tea Farmers and Workers Face Significant Economic, Social and Environmental Challenges

**Income Sustainability**
Producers face low wages and high input costs, especially small farmers, for whom the need to process tea hours after plucking is a challenge.

**Well-being**
Global climate change is putting pressure on tea producers, who are experiencing inconsistent rain patterns and extreme weather.

**Environmental Stewardship**
Workers endure back pain, exposure to pesticides and extreme weather.
- Women workers face frequent sexual harassment and discrimination

**Empowerment**
Small scale farmers lack access to markets & property rights.
- Estate workers lack independent union representation.
Fair Trade Makes a Difference in Tea Communities

**Income Sustainability**

Fair Trade employers are required to pay at least the minimum wage in their country.

- Premium is used to purchase or upgrade tea processing equipment.

**Well-being**

- The Fair Trade Standard includes measures to reduce risk related to chemicals and hot climates.
- Facilities are required to have clear sexual harassment policies.

**Environmental Stewardship**

- Producers invest premium on projects for climate change adaptation, including improved water storage and irrigation equipment.

**Empowerment**

- Certified producers have expanded market access and stronger relationships with buyers.
- The Fair Trade Standards ensure workers’ rights to freedom of association.
Since 2001, your Fair Trade Purchases has Delivered $5.9M of Premium Investments Back to Tea Communities!

Investments in Fair Trade Tea Communities
(Volume +29% vs PY; Premium +21% vs PY)
Dazhangshan Organic Tea Farmer Association

Jianxi, China
~500 members
Dazhangshan has used premium to offset high input costs for farmers in their cooperative. Producers invested in organic fertilizer, light traps for pest management, and improved processing equipment. Premium was also used to upgrade health facilities and purchase medicine for workers.
Tonganagaon Tea Estate

Assam, India

~1,000 members
Tonganagaon Tea Estate has used Fair Trade Premium to provide each of the estate’s more than 1000 workers with a gas cook stove. Before, families cooked meals over open fires; a less efficient method that takes hours longer each day. Gas cooking also has helped to significantly reduce the risk of respiratory illness, a major risk in homes without proper ventilation.
Thank you!

We’d love to hear your thoughts on this report. 
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