CBI Product Factsheet:

Certified tea in Europe

Introduction

The share of sustainable certified tea on the world market is increasing rapidly. In 2012, the *International Institute for Sustainable Development* (IISD) reported that 12% of globally produced tea was certified. In 2015, experts estimated this share at roughly 17%, predicting that it would grow even further. Mainstream international standards (especially Rainforest Alliance and, to a lesser extent, UTZ Certified), are dominant and generally demanded by the mass-market segment. Organic and Fairtrade certifications are found primarily in niche and out-of-home markets. Certification will soon become a prerequisite for entering the European market.

Product Description

The term 'tea' refers to a hot beverage that is prepared by infusing or brewing the dried leaves of the *Camellia sinensis* plant. There are at least six different types of tea: green, white, yellow, oolong, black, and dark post-fermented tea (or black tea for the Chinese). The most commonly found on the market are black, green, oolong and white (see table 1).

Certified tea

The term 'certified tea' refers to teas that adhere to various combinations of social, environmental and economic standards, and that have been independently certified by an accredited third party. The collective term 'sustainable' is also used to describe these teas. The most relevant tea standards are Rainforest Alliance, UTZ Certified, Organic, Fairtrade and Ethical Tea Partnership (ETP).

Flavours of tea

Oxidation is the distinguishing factor that determines whether tea will become black, oolong, green or white tea. It is a chemical process that results in the browning of tea leaves and the production of flavour and aroma compounds in finished teas. During the oxidation process (sometimes also referred to as 'fermentation'), the flavours and aromas of tea become fuller and deeper. In general, black tea is fully oxidised, oolong is partially oxidised, green tea is processed to stop oxidation (only minimal or no oxidation at all occurs) and white tea is unoxidised.

Table 1: the most common teas and their flavours

Tea	Description	Flavour
Black tea	Black tea is the most common type of tea in the Western world. Black tea is almost always fully oxidised.	Black tea is noted for its full, bold flavour and its ability to pair well with many Western foods, particularly sweets and creamy foods.
Green Tea	Green tea is processed to quickly stop oxidation (minimal oxidation occurs). Japanese green teas are typically steamed. Chinese-style teas are typically processed with dry heat.	Japanese-style green teas tend to have strong vegetal, grassy or oceanic/seaweed notes and a slight citrus undertone. Examples include the Sencha and Matcha varieties. Chinese teas often have a mellower, sweeter flavour profile with notes of nuts, flowers, wood and/or vanilla.
Oolong tea	Oolong tea is rolled by hand or machine and pan fired, and then heated. Many oolongs are roasted afterwards to further develop their flavours and aromas.	Depending on their processing, oolongs may have flavours and aromas of honey, orchids and other flowers, lychee and other fruits, wood, butter or cream, vanilla and/or coconut.
White tea	White tea is a light tea grown and harvested primarily in China (Fujian and Zhejiang provinces). The name relates to the whitish appearance of the plant. The tea is pale yellow.	White tea has a light, delicate, slightly sweet flavour.

Most teas are sold to consumers as *blends*: mixtures of teas from several different origins to achieve a standardised blend with a certain flavour profile. Most branded teas in Europe use 20 or more origins to achieve their desired taste and price level. However, single origin teas are increasingly sold in specialised tea (and coffee) shops and even in some supermarkets.

Codes used in customs & international trade

The statistical data in this document is based on Combined Nomenclature (CN) codes. The CN uses Harmonised System (HS) codes to classify products. The HS codes included in this study can be found below. There are no separate HS codes for oolong and white tea. These varieties fall within the categories of fermented (oolong) and unfermented (white) teas. There are also no specific HS codes for certified tea.

HS Code	Description
090240	Black tea (fermented) & partly fermented tea in packages exceeding 3 kg
090230	Black tea (fermented) & partly fermented tea in packages not exceeding 3 kg
090220	Green tea (not fermented) in packages exceeding 3 kg
090210	Green tea (not fermented) in packages not exceeding 3 kg

Product Specification

Quality: grading and classification

The factors affecting tea quality can be distinguished as follows:

- Genetic: tea quality is primarily determined by the genetic properties of the tea plant/bush: China or Assam type, or hybrid.
- Environmental: elevation (high altitude), soil and climate (including temperature, humidity, sunshine duration, and rainfall) influence the quality of tea.
- Field operations: pruning, fertilising, shading, plucking also play an important role in determining the quality and flavour of tea.
- Processing of plucked tea leaves: orthodox versus 'crush, tear and curl' (CTC) tea

There are four basic grades in orthodox tea production: whole leaf, broken leaf, fannings and dust. These categories specify and indicate the various leaf sizes and associated strengths. Whole leaf and broken leaf grades are used primarily for loose (specialty) teas, while fannings and dust are the preferred grades for (CTC) tea bags.

Tea quality assessment is generally undertaken by tea tasters (at auctions or from private buyers). Additional information is available in the Compendium of Guidelines for Tea, drafted by the European Tea Committee.

There is growing international interest in the enforcement of minimum quality standards for internationally traded tea. The difficulty is agreeing on internationally acceptable quality standards. Exemplary tea grading specifications can be found on the website of Rate Tea.

Labelling

Consumer products containing tea are required to be labelled with the following characteristics:

- Name of the product
- Physical condition or the specific treatment undergone (oxidised or not, etc.)
- List of ingredients, including additives (such as herbs for herbal teas)
- Nutritional values, for products containing ingredients that alter nutritional value (e.g. candied fruit pieces, coconut chips)
- Presence of substances known for their ability to spark allergic reactions and intolerances should always be indicated
- Net quantity
- Expiry date preceded by the words 'best before'
- The name or business name and address of the manufacturer or packer, or of a seller established in Europe
- The consumer label for the applicable certification scheme
- Place of origin or provenance.

Packaging

Tea is packaged in food grade foil lined paper sacks, plywood chests are hardly used anymore. The tea sacks are normally packed in 20 sacks to a pallet that weighs between 700 kg to 1,500 kg. On bulk packaging the lot number (identification number), net and gross weight (quantity of content), whether the bag contains green or black tea (ingredient list), and more specifically, for instance the name of the tea factory tea (statement of identity) and the country of origin are required.

Common packaging methods

What requirements should certified tea meet to be allowed on the European market?

The European market has strict demands with regard to the safety and quality of food. These requirements include legislation on food safety, maximum residue levels (MRLs), contaminants, consumer labelling and extraction solvents.

What legal requirements must my product comply with?

Compliance with European legislation is the most important criterion that European buyers have when purchasing tea. Only suppliers that are able to adhere to the high European requirements concerning the quality and safety of food will be allowed to enter the European market. In this regard, compliance with the maximum permitted residue levels (MRLs) and legislation regarding contaminants are considered most important.

Tips:

- Direct information on the relevant legal requirements is also available on the website of the European Union's Export Helpdesk.
- Be aware that some countries (e.g. Germany), apply thresholds that go beyond those specified in legislation. Their requirements with regard to MRLs are likely to be stricter than the official European limits. Consult closely with your buyers concerning the levels that are acceptable. Be prepared to submit your tea for lab analyses before the buyers approve it for shipment.
- For more information on requirements for tea on the European market, please read our study on buyer requirements for tea on the European market.
- Refer to the International Trade Centre's Standards Map for additional information on voluntary standards.

What additional buyer requirements do buyers often have?

In addition to legally binding requirements, sustainability has become an increasingly important condition for market access. Rainforest Alliance, UTZ Certified and/or Ethical Tea Partnership certification are almost considered a 'must' for certified-tea exporters aiming to serve the mainstream market in the European Union.

Relevant mainstream consumer labels on the European tea market include Rainforest Alliance and UTZ Certified. Rainforest Alliance and, to a lesser extent, UTZ Certified, are particularly active in increasing their shares in the mass-market (retail) segment for standard teabag grades.

The Ethical Tea Partnership (ETP) is another mainstream initiative that works to improve the sustainability of tea, the lives of tea workers and the environments in which tea is produced. All tea companies, regardless of size, can join the ETP. Because ETP is not a consumer label, it is not recognised by consumers on the packaging.

Tip:

- Consult with your buyers to determine their requirements with regard to certification. Be aware that certification in no way constitutes a guarantee of compliance with European legislation in terms of pesticide residues, heavy metals and/or contaminants. Be sure to submit your certified tea for the necessary laboratory tests.

Niche sustainability concepts

Organic and Fairtrade certifications are prevalent in the niche market.

Organic
Organic tea is produced using natural techniques (for instance, crop rotation, biological crop protection, green manuring and composting) instead of chemical sprays and fertilisers. The main reasons that buyers have for buying organic tea are that it is considered healthier than conventional products, as it contains fewer residues and reduces environmental impact of tea production. Organic certification is generally preferred in the higher-quality segment (for instance, the 'specialty' tea market). In addition, organic stores sell a wide variety of organic teas (of standard quality).

Fairtrade Certification
Obtaining Fairtrade certification for your tea according to the Standard of the Fairtrade Labelling Organisation (FLO Standard) is one way to demonstrate that your business is in line with sound social conditions. Fairtrade teas are generally sold in ethical and organic shops and are increasingly available in large retail chains such as Albert Heijn and Jumbo in the Netherlands. The United Kingdom is the world leader in Fairtrade certification. In the United Kingdom, Fairtrade tea is sold both in niche markets and in the mass-market segment.

Tips:

- Be aware that Fairtrade has different standards: one for tea grown by small producer organisations and one for tea produced on plantations.
- In some cases, double or triple certification (for instance, Fairtrade and organic combined with UTZ Certified or Rainforest Alliance) could be worthwhile, as it could allow you to serve a larger market. Be aware that this might increase your certification costs. Combined auditing offers a solution to this problem. UTZ Certified and Fairtrade have launched a collaboration to combine audits.

Box 1. Sustainability initiatives of individual tea-packing companies operating in the Europe Union
Large European tea companies (producers and packers) and their sustainability strategies include:

- Unilever - Sustainable Living, with Rainforest Alliance certification
- Jacobs Douwe Egberts - Sustainability - working from crop to cup, with UTZ Certified certification
- Tata Global Beverages - Sustainable Sourcing, with Rainforest Alliance certification and ETP membership
- Twinings - Corporate social responsibility, with ETP membership and Rainforest Alliance and Fairtrade teas

Examples of specific sustainable small-scale tea brands include international brands such as PUKKA, Clipper and Piramide (in Dutch), with organic certification.

What is the demand for certified tea in Europe?

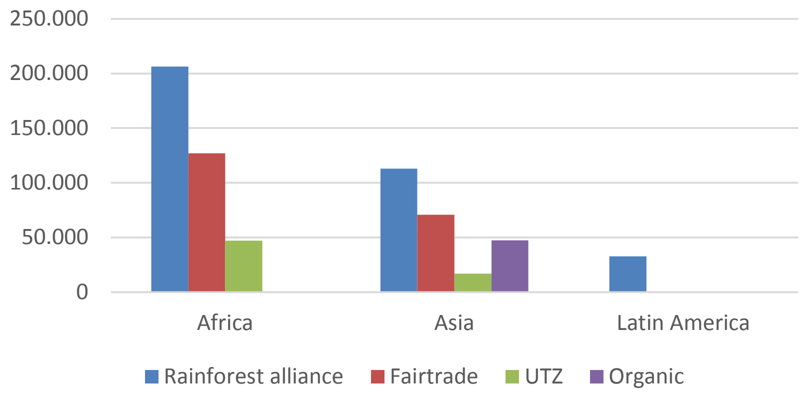
1. Production

The overall tea figures presented below are based on the selected HS codes (see *Product Description*). No specific HS codes are available for certified tea. Unless stated otherwise, the figures for certified tea are based on a publication by The State of Sustainability Initiatives Review 2014 of the International Institute for Sustainable Development (IISD) and the state of Sustainable Markets of the International Trade Centre (ITC) and the Research Institute of Organic Agriculture.

Africa is leading in the production of certified tea

Most of the global production of certified tea in 2012 took place in Africa, with Kenya as the leading producer. 41% of all certified tea was produced in Kenya, most with certification from the Rainforest Alliance and followed by Fairtrade and UTZ certification. Other countries with substantial production of certified tea in 2012 included India (18%), Indonesia (8%) and Malawi (8%). Kenya and India are also the main suppliers of tea to Europe. In contrast, China, which is the world's largest producer of tea, accounts for only 6% of all certified tea production, of which most has organic certification.

Figure 1: Certified tea production per certification and region in tonnes in 2012



Source: IISD, 2014

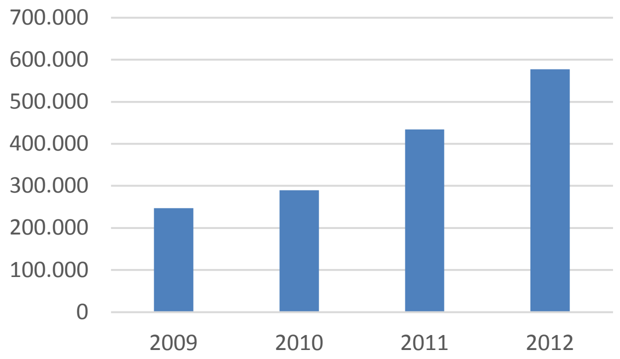
Tips:

- Be aware that certification, even organic, does not constitute a guarantee of MRL compliance or contaminant-free tea. Be sure to submit your certified tea for the necessary laboratory tests.
- Criteria for Good Agricultural Practices (GAPs) are often incorporated in sustainability labels such as UTZ Certified and Rainforest Alliance. If you are not involved in a large-scale programme by your government or importer, sustainability certification may be an opportunity for you to receive support on GAP. The application of GAPs is another way to control pests while using fewer pesticides, thus facilitating compliance with MRL legislation.

Considerable growth, especially for mainstream certified tea

About 12% of all tea produced globally in 2012 was certified: Rainforest Alliance, UTZ Certified, Fairtrade, organic, or a combination of these schemes (IISD, 2014). The IISD predicts that more than 80% of global tea exports will be standard compliant by 2020. This is due to the implementation of sustainability commitments of large multinationals, such as Unilever (Lipton) and Tata Global Beverages (Tetley), which committed to 100% sustainable sourcing of their teas. In addition, initiatives such as the 'Tea 2030' coalition have persuaded the tea industry to address problems related to climate change, water use, energy, land, labour conditions and poverty.

Figure 2: Global production of certified tea in tonnes, 2009–2012

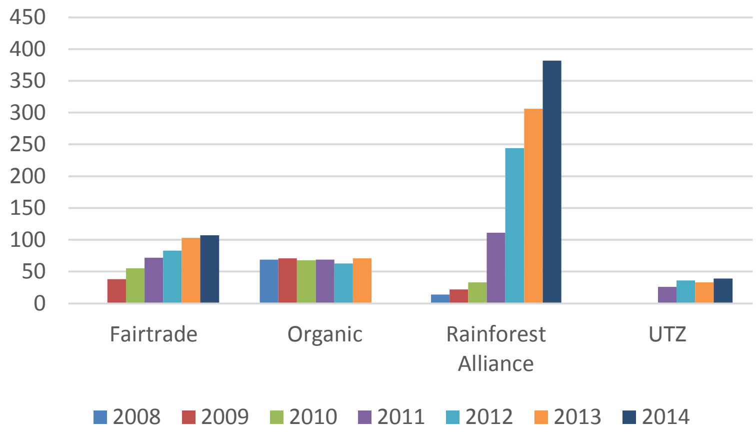


Source: IISD, 2014

Certified tea production has increased considerably over the last years. Currently, the leading standard is Rainforest Alliance, which had a certified tea production of 900 thousand tonnes in 2015. It expects to reach a production of around 930 thousand tonnes in 2016, thus accounting for 17.5% of the world's tea production.[1] UTZ Certified also reported further growth in production: from roughly 49 thousand tonnes in 2011 to 71 thousand tonnes in 2014 (UTZ Certified, 2015). In 2014, certified volumes of Fairtrade tea increased to 195 thousand tonnes (Fairtrade, 2015).

In accordance with increasing certified tea production, the production area of tea under voluntary sustainability standards (VSS) has increased over the last years. Between 2008 and 2014, the production area of tea grown under Rainforest Alliance certification increased considerably faster than production areas under other certification schemes. The rapid growth of the Rainforest Alliance production area is largely due to sustainability commitments of multinationals.

Figure 4: Development of the production-area of tea by VSS in thousand hectares, 2008–2014



Source: FiBL & IFOAM, 2016

Tips:

- Mainstream certification (Rainforest Alliance and/or UTZ Certified) has become a marketing tool. You need to have a certification in order to enter the mainstream market in Europe. This is especially true if you would like to supply relatively large volumes to major packers.
- Consider organic certified tea for your higher quality teas as the organic market is a growth market in Europe. Look at the BioFach fair for more organic market data and consult European legislation for organic produce.

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[1] In the calculation of the total global production of certified tea, about 0.5% is added for Fairtrade and UTZ Certified, given a considerable amount of overlap due to double/triple certification (source: Rainforest Alliance, personal communication 2015).

Geographic differentiation and new origins of certified tea

In 2012, the Rainforest Alliance accounted for more than half of all certified tea production in Kenya, India, Indonesia, Malawi and Argentina. In 2012, Kenya, Malawi and Indonesia were also key producers of UTZ Certified tea. India doubled its volumes between 2013 and 2014, thus becoming the second-largest producer of UTZ Certified tea in 2014. Since 2014, China has also been producing a small amount of UTZ Certified tea, and Japan was added as a new supplier in 2015 (UTZ Certified, 2015).

China is the leading supplier of organic certified tea (IISD, 2014). Kenya, India and Uganda produced the highest volumes of Fairtrade certified tea in 2013–2014 (Fairtrade, 2015). New origins that have begun to produce organic-Fairtrade (double certified) tea include Uganda and Rwanda.

Tips:

- When exporting single origin tea look for opportunities in direct trade, thus bypassing the auctions. Through these private sales, you may obtain a price increase of 10 to 15 cents per kg. This is also true for other (higher and lower value) teas and/or buyers with specific requirements.

2. Consumption of certified tea in Europe

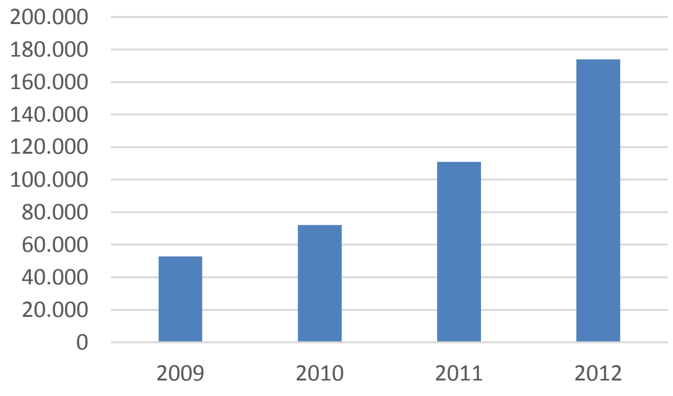
The consumption figures for tea are calculated by the quantity of tea produced (in case of a producing country) plus imported quantities and minus exported quantities. Certified tea is not specified in these consumption figures, due to lack of data.

Sales of certified tea lag behind

Total sales of certified tea have increased rapidly (48% annually) between 2009 and 2012 due to new partnerships and corporate commitments, and have continued to do so after 2012. UTZ certified tea sales increased from 2900 tonnes in 2011 to 4500 tonnes in 2014 and Rainforest Alliance certified tea sales increased by 20% between 2013 and 2014 to 808,000 tonnes. However, Fairtrade certified tea sales saw a decrease of 12% between 2011 and 2014 to about 12,000 tonnes.

Despite this increase, certified tea sales have not kept pace with the production of certified tea, which can be attributed to several factors. First, mainstream certified tea is often sold to markets in which there is little demand for sustainable tea (for instance, Eastern Europe, Asia and Middle East). Second, the statistics are blurred by multiple certifications, so actual certified production volumes may be lower. Third, the types and qualities of tea produced do not always match market demands (UTZ, 2015). Finally, the supply of certified tea has been boosted by recent international cooperation programmes.

Figure 3: Global certified tea sales (adjusted for multiple certifications) in tonnes, 2009–2012



Source: IISD, 2014

Tips:

- A price premium is no longer guaranteed, with the exception of teas with organic and Fairtrade certification. Prices for certified tea are agreed upon by market parties. Potential premiums will also depend upon your reputation. Work with your supply chain partners to make your story credible.
- Develop long-term relationships throughout the supply chain, both with your growers and your buyer(s). Be reliable and communicate directly. The number of tea gardens is limited especially with regard to certain (combinations of) labels. For example, there are only a few organic-Fairtrade (double) certified gardens, making the supply vulnerable to the impact of unfavourable weather conditions, for example.

The tea industry and its certifications

The popularity of specific sustainability labels varies throughout Europe, with large retailers and consumers having their own preference. The main European players Unilever (whose brands include world leader Lipton), Associated British Foods (Twinings), Tata Global Beverages (Tetley) and Teekanne committed to Rainforest Alliance certification. In addition, all Twinings brands are committed to purchasing through ETP programme. D.E. Master Blenders claims to be the first UTZ Certified tea purchaser. About 40% of its tea is sourced from UTZ Certified producers. Finlays presents itself as the largest global trader of Fairtrade tea.

Tips:

- Consult with current and potential buyers in your main European target markets with regard to their preferred sustainability labels.
- Explore opportunities to work together with European tea packing companies. See for example the Tea and Coffee Global Directory, Tea Trade Directory and members of ETP.
- For more information on statistics in the European tea market, please read our study on trade statistics of the European tea market.

What trends offer opportunities on the European market for certified tea?

Growing domestic markets for sustainable tea

The emergence of local initiatives (for instance, the Trustea initiative in India and the Lestari Tea Standard in Indonesia) reflect a growing interest in sustainable tea on domestic markets. Rather than embracing the mainstream standards that are prevalent on the European markets, these markets are developing their own local standards.

For example, the Indian Trustea initiative, which was developed in partnership with the sustainable trade initiative (IDH), focuses on the development of an India-specific sustainability code for tea. The programme seeks to ensure that the production of around 500 thousand tonnes of black tea meets sustainability standards by 2016. The current verified volume stands at 171 thousand tonnes (about 40% of all Indian tea production). This verified volume is added in full to the existing certified tea volumes, by Rainforest Alliance, UTZ Certified, Fairtrade and organic.

Tips:

- Instead of focusing on the labels oriented towards Europe, explore the existing local standards or initiatives for sustainable tea. Contact your national Tea Board to find out about the latest developments in this regard.
- Be sure that you understand how the complex system of pricing currently works. It is important to realise that domestic prices are sometimes higher than those offered in Europe.

Increased focus on the impact of certification may flatten growth

The rapidly increasing demand for tea with mainstream certification (that is, Rainforest Alliance and UTZ Certified) is driven primarily by large-scale commitments of major tea packers and retailers. These companies often use these certification schemes as a marketing tool to demonstrate their efforts in the area of corporate social responsibility (CSR). Certification schemes are said to improve the livelihood of smallholder farmers.

At the same time, increasing attention is being paid to the actual impact of certification. Questions concerning income improvement, access to education, health care, credit and social benefits, improved/additional opportunities for women farmers and similar issues have become more relevant. As a result, the focus on impact may eventually pose a threat to certification. This is illustrated by the 2015 scandal involving certified tea estates in Assam (India), where the BBC revealed poor living conditions. In the short term, such situations might even lead to the decertification of certain estates.

Tips:

- Try to visit the plantations from which you buy your tea, to gain a better overview of the actual situation. In addition, read about how the Rainforest Alliance developed an action plan for improving living conditions on their certified estates.
- Learn also from the Living Wage project in Malawi on how the whole tea sector came together to raise wages for tea industry workers.

Certification as a form of climate change adaptation

To secure long-term supply several climate mitigation and adaptation activities can be introduced on farms. Native trees, for example, can be planted along farm boundaries to store carbon, increase soil fertility and stabilise the tea microclimate. It also reduces vulnerability to landslides, heavy rains and prolonged droughts. Climate change may also increase the production costs of tea.

Certification can be used as a way to control climate change. International tea buyers have committed to address climate change by buying tea from sustainable farms. Fairtrade for example has recently launched its new Fairtrade Climate Standard to fight climate change.

Tips:

- Identify measures that you and your producers can take to become more resilient to climate change. A good source of information could be the Tocklai Tea Research Institute in India, which is actively involved in studying the impact of climate change on tea production.
- Other initiatives to diminish the environmental footprint of the tea sector are bio-degradable packaging material such as tea bag paper.
- Please read our study on trends in the European tea market for more information about additional trends in the European tea market.

What do the trade channels and interesting market segments look like in Europe for certified tea?

Tea is either traded through auctions or through private sales. Producers such as China, Vietnam and Argentina sell their teas via private sales. Other producing countries such as Kenya, Sri Lanka, Indonesia and India have an auction system in place. Understanding the total tea value chain may help exporters to estimate their risks and opportunities and adapt their marketing strategy accordingly. Certified tea generally follows the same mainstream routing as non-certified tea does. Exceptions include higher-quality (specialty) teas with organic certification. These varieties are generally traded through private sales. In such cases, it is important to communicate directly with the supplier with regard to specific quality requirements and price. The quantities sold within this market are much smaller than in the case of bulk (mainstream) teas.

Tip:

- Please read our study on market channels and segments in the European tea market for more information.

High level of vertical integration

The tea value chain is characterised by a high level of vertical integration, meaning that major companies control various production stages upstream and downstream, including the ownership of plantations and manufacturing operations. Large segments of the value chain are controlled by a handful of multinationals: Unilever, van Rees, Finlays and Tata Tea. Tea is generally exported with minimal processing to importing consumer countries, where it is blended and packaged.

Auctions are key to trade

Roughly 70% of global tea production is traded at auctions (source: Sector Overview Tea by IDH 2011). Mostly small companies, selling their own brand, process the rest of the tea through private sales.

Tips:

- Even if you don't sell your tea through e-auctions, these selling systems can be a useful source of pricing information. Use them to your advantage.
- Selling pre-packed (certified) specialty tea that is ready for retail, bypasses the auctions. For tea companies who are able to comply with the, usually very high, quality requirements this is the most profitable option.
- Please read our 9 tips for finding buyers for more information about finding buyers in the European tea market.

Processing is highly concentrated

The top three tea packers control 60% of the tea market in the United Kingdom, 67% in Germany and 66% in Italy.

Tip:

- The European tea market is highly concentrated. Be aware that the tea packing industry is also the main seller to the retail segment. Take this into consideration when developing your market strategy.

Main segment for certified products is the retail channel

The European retail channel consists of hyper and supermarket chains, smaller chains, independent grocery stores and specialist tea (and coffee) sellers who may also sell online. Retail consumption accounts for 91% of tea consumption, whereas out-of-home consumption (coffee/tea bars, restaurants, work place) accounts for around 9% (Tetley UK, 2014).

Tip:

- Look for smaller (sustainable) brands that more often strive for long-term relationships with their suppliers, outside of the auction system.

Increased transparency in the supply chain

There is an increasing demand for transparency, both from consumers and the industry. Consumer safety and health concerns are drivers here, as well as the fact that prices are under pressure. Transparency is quite easily managed in the tea sector, as the sector is relatively well organised with not too many players. In addition, the supply chain is relatively short: tea packers increasingly source directly from tea gardens, thus bypassing the auctions.

Tip:

- Direct trade shortens the supply chain. If this is the case, make sure that the price increase stays with you (and the farmers) and is not to the benefit of your buyer who may still pay the same low price. It is expected that farmers and exporters (providing related services) will be able to negotiate better incomes due to increased efficiency and insights into their position in the supply chain.

Useful sources

- International Tea Committee - http://inttea.com - non-profit provider of global tea statistics (based in the United Kingdom)
- Tea 2030 - http://tea2030.tumblr.com - global collaboration from leading stakeholders across the tea value chain
- The state of sustainability initiatives review 2014 - http://www.iisd.org/pdf/2014/ssi_2014_chapter_1.pdf - International Institute for Sustainable Development
- Understanding wage issues in the tea sector - http://www.oxfam.org/en/grow/policy/understanding-wage-issues-tea-industry - Oxfam Novib and Ethical Tea Partnership
- Fairtrade Labelling Organisations International (FLO) - http://www.fairtrade.net
- UTZ certified - http://www.utzcertified.org
- Rainforest Alliance - http://www.rainforest-alliance.org
- Ethical Tea Partnership - http://www.ethicalteapartnership.org - non-governmental organisation (NGO) supporting farmers in sustainable farming and trade
- The Sustainable Trade Initiative - www.idhsustainabletrade.com/tea - major tea brands and packers join forces for sustainable tea sourcing & trade
- Information on packaging can be found at the website of the International Trade Centre on export packaging: http://www.intracen.org/itc/exporters/packaging