



North American Tea
Conference

September 20-22, 2016



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Sustainability Awards

Social & Environmental

Sustainability Awards Sponsor



Judges

Dr. Norman Kelly

Norman Kelly worked with Unilever for 28 years. He comes from a farming background in Northern Ireland, studied Chemistry and Agriculture at Queens University Belfast and Animal Nutrition at Glasgow University. He was awarded a PhD in 1977.

After joining Unilever in 1979 Norman held various management positions in several food categories (animal feeds, vegetables & tomatoes, culinary category, R&D, plant breeding and biotechnology prior to joining Brooke Bond Tea Tanzania as Managing Director in 1998,

Norman moved from Tanzania to Kenya in 2004 to take on the position of Operations & Development Director for Unilever Tea Kenya. In this role he combined the task of Operations Director for the four Kericho Business Units with Research & Development, Supply Chain, Safety, Health & Environment and Quality Assurance for Unilever Tea East Africa. He retired from Unilever at the end of 2006 and joined the Ethical Tea Partnership (ETP) as Executive Director in 2007. In May 2009, following the appointment of a new Executive Director for ETP, he became Chairman. He retired from ETP in March 2011. From 2013 - 2016 Norman was Chairman of the International Tea Committee. He has now retired (?) for the last time.



David Browning

David Browning leads TechnoServe's corporate partnerships (Senior Vice President, Strategic Initiatives), collaborating with multinational corporations to identify solutions to poverty in the places where they work. He also heads TechnoServe's global coffee practice.

David previously led TechnoServe's Coffee Initiative and served as Regional Director for Latin America. Prior to joining TechnoServe, he worked for McKinsey & Company as a management consultant. Browning also has held a range of managerial positions in the manufacturing, petroleum and retail industries. He holds an M.B.A. from Yale University, as well as a bachelor's degree in marketing and a master's degree in advanced finance from the University of New South Wales in Sydney, Australia.

"I'm passionate about the potential for business knowledge and skills to have a profound impact on global poverty via wealth creation and increased incomes for the world's poor. I see tremendous potential to leverage the scale and reach of multinational corporations in ways that create value for disadvantaged populations, as well as the corporations and their stakeholders."



Best Social Initiative

- This will award an initiative designed to advance social sustainability within the tea sector. The initiative can be focused on social conditions such as empowering women, improving the quality of life, and increasing diversity.

Food Security Project

Eastern Produce Kenya Limited, Kenya

- Eastern Produce Kenya Limited cultivates manufactures and markets quality black tea. One of our contributions to advancing Sustainability and Social Practices in Kenya is that we provide our 9,000 employees and their 45,000 direct dependents with housing, medical care, potable water, education and environmental protection.
- Housing, constructed and maintained by the company, is organized into villages with each village having 20 to 90 houses, all with potable water, waste management and sanitation facilities. EPK maintains nursery and primary schools providing free education to the children of employees, dependents and the surrounding communities, following a strict code of not using child labor in our operations. We also offer scholarships, bursaries and stipends and provide funds to establish and improve schools near our plantations.



Goodricke School for Special Education

Goodricke Group Ltd, India

- Goodricke Group Ltd's initiative comes from the parent company Camellia Plc's deeply held principle of operating with a human face and being responsible for our impacts on the environment, on society and the economy at large.
- We follow the vision of our parent company Camellia Plc. in pledging - we'll continue to make positive contributions to the communities in the passionate belief that the well-being of the community has a positive impact on our operations.
- The community connect initiatives are through social inclusiveness, corporate philanthropy and CSR activities.



Gisovu Honey Project

Gisovu Tea Company Limited, Rwanda

- Honey in Rwanda plays a major role in the livelihood for rural communities, besides having medicinal values it can act as a lucrative income generator. The Rwandan Honey has ready market abroad especially in Europe.
- The Project at Gisovu was conceived to empower the farmers to augment their income & provide a source of livelihood to the dependents in the family. The Honey produced at Gisovu carefully & zealously guard its organic nature free from pesticides & other contaminants. It also promotes the Biodiversity conservation of the Nyungwe forest which the Bee's help in pollinate.



One Pre-School per year and One Cup Porridge per child

Sorwathe Ltd., Rwanda

- In 2012, Sorwathe identified the necessity of improving of Early Childhood Education around the factory and plantation. There was only one good pre-school which was run by Sorwathe (St Josephs Gako) and was overcrowded with around 100 children. Children used to walk long distances to attend this school. Hence, Sorwathe decided on building "One Pre-School per Year" and since 2012, has built another 3 pre-schools (2013/2014/2015). Currently the 4 pre-schools attract around 420 children per day. We also observed that most of the children were tired and hungry and sometimes fall asleep in class. In order to address this important issue of Nutrition, we commenced on providing "One Cup of Porridge per child" and currently we provide around 420 cups a day. The "One Cup Porridge per child" program has been supported in part by a grant of 2000 Euro from one of our buyers.



Improving Tea Farmer Livelihoods in Malawi

Ethical Tea Partnership, Rwanda

- Between 2013 and 2015 the Ethical Tea Partnership (ETP) implemented a training programme with tea farmers in Malawi to improve their tea farming practices and ultimately their livelihoods. The programme was co-funded by Tata Global Beverages Ltd. (TGBL) and the Sustainable Trade Initiative (IDH), and supported by Malawian tea producers and the Tea Association of Malawi (TAML). In order to disseminate information effectively the Farmer Field Schools (FFS) approach to capacity building was utilised. Each FFS group consists of 25-30 farmers, and training takes place twice a month for a whole year, on a series of topics that the farmers choose themselves. Approximately 80% of the training focuses on tea farming. Topics include: Good Agricultural Practices (GAP), seedling production, climate change resilience, and business management. The remaining 20% of time is spent on 'non-tea' topics that are pertinent to their lives, such as HIV/AIDS, hygiene and sanitation, and food security.



Empowering Women at Kenya's Largest Tea Cooperative

Ethical Tea Partnership with Kenya Tea Development Agency and IDH the Sustainable Trade Initiative, Kenya

- In Kenya, the new 2010 constitution has afforded a higher degree of gender equality in principle, while in practice the implementation of the laws has been a challenge. Women have very limited access to land, men often control their income, and gender based violence is rampant with nearly half of women experiencing it in their lifetime.
- Widespread certification as well as social and environmental auditing standards across tea estates and factories in Kenya have helped improve handling of health and safety, and environmental management. However, complex issues such as harassment and discrimination require broader approaches to strengthen mechanisms and address working environments that can leave workers feeling unsafe, vulnerable, and unmotivated leading to lower productivity and absenteeism.
- This situation led The Ethical Tea Partnership (ETP) together with Kenya Tea Development Agency (KTDA) and IDH the Sustainable Trade Initiative to develop a programme to improve management of social issues within KTDA.



Improving Young Lives in Assam

Ethical Tea Partnership and UNICEF, Kenya

- The UNICEF-ETP Partnership is a groundbreaking partnership project launched by UNICEF & Ethical Tea Partnership (ETP) in 2014 in Assam. The project aims to improve opportunities for tens of thousands of children and reduce their vulnerability to trafficking and abuse in those communities that grow some of the world's favourite tea.
- The partnership is the first of its kind to bring together all key stakeholders in the tea industry - public and private organisations and the supply chain.
- The 3-year programme supported and funded by IDH the Sustainable Trade Initiative; ETP members, Tesco, OTG (Meßmer), Tata Global Beverages (Tetley, Tata Tea), and Taylors of Harrogate (Yorkshire Tea); and Typhoo, is initially working with 350 communities on over 100 estates in three districts in the Indian state of Assam, and has the potential to serve as a model to protect children across other rural communities.



Initiative of appointing women directors to the factory boards and training

Kenya Tea Development Agency, Kenya

- For along time, women have not been involved in decision making. KTDA embarked on a programme of ensuring that women get to the decision making table. Since the women could not meet one of the requirements of being registered as a tea farmer, this condition was waived and the focus placed on academic qualification and experience in position of responsibility. Respective boards conducted interviews of interested women and appointed one of them as a director. Once appointed, she became an equal player with the rest of the directors on the board and could even vie for position of chairperson of the board.
- A total of forty (40) women directors were appointed. It was decided that a suitable training programme should be developed. The programme was divided into three phases. 1. Women in leadership which took two days, 2. Corporate governance. 43. A visit to Tea Auction to witness the sale of factory tea. This programme took twelve days to be concluded, 05-16 August 2013



Adoption Of Farmers Field School

Kenya Tea Development Agency, Kenya

- It's a group extension method based on adult (male and female) education methodology. Consists of 20-30 farmers (of all adult ages) with a common interest who meet regularly to study and learn the how and why of a particular theme or topic of study. It runs for 12 months with two meetings per month
- It has Participatory approach to extension based on FFS principles
- It's a School without Walls Whereby the Field Is the Primary Learning Venue. Learning is through experiential, discovery and doing some experiments.



Emrok Ngererit School World Reader Program

Emrok Tea Canada, Kenya

- Ngererit Primary School was built and opened in 2011 entirely from the financial assistance of the Emrok Tea operation along with other private donations raised to serve the greater community through enhanced education. Located near Kericho, Kenya, there are approximately 600 students with an equal mix of boys and girls. Emrok Tea partnered with Worldreader to raise \$20,000 to provide e-reading as a solution for the students of Ngererit. In May 2016, Worldreader sent two BLUE (Building Literacy Using E-Books) Boxes to the school, which provided 100 Kindles each loaded with 100 culturally relevant e-books. BLUE Boxes contain everything needed to bring digital reading to a school, which includes the e-readers, books (schools can choose from our library of 40,000 books in 43 different languages), accessories, and Worldreader's 7+ years of expertise in the field.



Metropolitan and trading fairly

Metropolitan Tea Company Ltd.

- Since opening our doors, Metropolitan Tea has always supported Fair Treatment and Trading Fairly. We continue to do so and require this ethos of all growers who wish to do business with us. We travel regularly to visit the tea estates - not only to develop relationships but also to ensure that there is fair treatment of the labor force and respect for the environment.



Bodo Handloom

McLeod Russel, India

- McLeod Russel India Limited, is a tea plantation company based in Assam and has several tea estates in the Mangaldai district of Assam, which is also inhabited by the Bodo tribes.
- The BHS was started in 1995 on the Borengajuli tea estate by McLeod Russel and is today a core Community Project for the group.
- The main objective of the Project is to promote the traditional Bodo weaving skills and ethnic styles. It enables Bodo women to generate extra income thus ensuring sustainable livelihood and economic empowerment.
- The unique feature of this scheme is that all the running and infrastructure costs of the project are borne by our group and all sales proceed from the finished products are re-invested in the scheme. Employment generation and income for the local womenfolk has improved the social and economic status of the local tribal community in and around Borengajuli Tea Estate. Currently over 140 weavers are actively involved in the scheme.



Community Development Programs in Assam

TATA Global Beverages, India

- The state of Assam is one of the world's largest tea-growing region, lying on either side of the Brahmaputra River, and bordering Bangladesh and Myanmar. It produces over 600 million Kg of tea from 800 tea estates and 100,000 small tea gardens. It is estimated that over 20% of Assam's population of 30 million is dependent on the tea industry for its livelihood. Tata Global Beverages' community development programs in Assam are based on a multi-pronged strategy for improving the lives of the tea community through an integrated, holistic and collaborative approach with structured monitoring and evaluation framework. The scope of the interventions includes sustainable agriculture, affordable medical with e-healthcare, women empowerment, livelihood and vocational training programs and climate change management.



Artisanal Tea Cottage Factory

JusTea, Kenya

- JusTea's social initiative is to create a better quality of life for rural tea communities in Kenya. Since 2012, we have been working with small-scale farmers to establish Kenya's first-ever "Artisanal Tea Cottage Factory" called Tumoi Teas. This small specialty factory is processing orthodox teas that have never been seen before in the world market: Purple, Green, Oolong and Black artisanal teas. Tumoi Teas is fully staffed, managed, and owned, by small-scale tea farming families in Nandi Hills, Kenya. The Tea Board of Kenya, has granted us one of the first tea processing licenses to produce these artisanal, direct-from-farm teas.
- We are pioneering the research and processing of new Kenyan teas, but more importantly, we are providing steady employment where there wasn't any before. We are currently employing 10 tea workers at the factory, 30 people to hand-pluck leaves in the garden, and over 15 small-scale tea growers. JusTea's ethical tea partnership with Tumoi Teas offers you a unique tea with a story - justly made tea.



Best Environmental Initiative

- This will award an initiative designed to advance environmental sustainability within the tea sector. It recognises a company that advocates environmental benefits that may include reduced carbon emissions, waste or pollution, protecting biodiversity and ecosystems.

Alternative Fuel Source

El Vasco S.A., Argentina

- Our goal was focused on finding an alternative fuel source to replace using the wood of native forests. In order to protect and preserve the environment, the initiative of El Vasco SA was to introduce a new technology in the tea industry.
- For many years, El Vasco SA factories worked with traditional steam boilers for industrial use.
- Given the company's commitment to sustainable development, there was a need to find a reliable, stable, renewable and environmentally friendly source of energy supply for those boilers.
- El Vasco SA pioneered the implementation of a wood pellet steam boiler system in the tea industry.
- In 2009, this new fuel management system was installed in one of our factories. A forehearth was added to be able to use wood pellets produced from planted forest wood waste.
- Currently, the wood pellet steam boiler system is operating in all our factories.



Gisovu Elephant Toilet

Gisovu Elephant Toilet, Rwanda

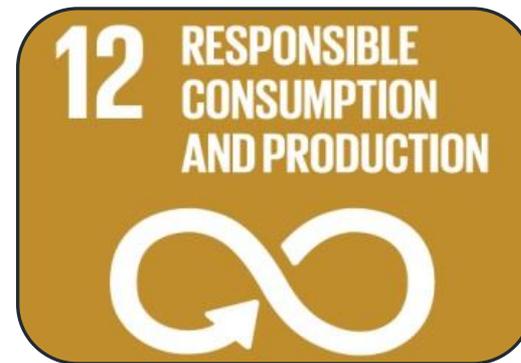
- The concept of Elephant Toilet was adopted at Gisovu tea estate to provide innovative & sustainable sanitation & hygiene solution for the Pluckers working in the fields. An Area of 350 Ha, with average number of Pluckers at 300 -350 per day, we have a plan to construct 15 Nos in the fields particularly keeping women folk in mind, providing clean place with privacy. we have already finished 9 Nos which are in use.



Sustainable Plant Protection Formulation

TATA Global Beverages, India

- Project S-PPF is a sustainable agriculture initiative for tea crops to develop a commercially viable portfolio of bio-pesticides. In a short span of 1 year, the project developed the world's first multi-plant formulation to protect tea crops from Red Spider Mites that cause 18% of tea crop loss in India. The formulation Natural Acaracide (NA-01) has bio-efficacy comparable to chemical acaracides at low and medium infestations. NA-01 is an organic, plant based, eco-friendly formulation that combines plant protection with plant nutrition as well. It was granted provisional patent in June 2015, and regulatory approval is in process. The Project is a unique collaboration between 6 Tata Group companies, each company bringing unique competencies, and has been awarded the Tata Innovista in 2016 – Tata group's global Innovation Award. The team consists of 20 multi-disciplinary scientists from Tata Global Beverages, Tata Chemicals, Rallis, Kanan Devan Plantations, Amalgamated Plantations and Tata Coffee.



CO2 Neutral Emissions

Jalinga Tea Estate, India

- It's the only Carbon Neutral certified (CO2 Neutral) tea estate in the world. Certified by Soil and More, Netherland. We did our carbon footprint assessment in 2013 & our footprint came negative & we got certified CO2 Neutral. More & more buyers/brands worldwide are now interested to use this logo on their packs provided they use 100% Jalinga teas. Such environment friendly certificates will be key in the future the way climate change is impacting our daily lives & specially in Tea Sector worldwide we are seeing a huge threat



Environmental Sustainability & Biodiversity Program

Kabepe Chakra, Indonesia

- In 1997 CHAKRA management have identified the potential site on a visit to the estate.
- In 1999 Chakra conducting a full feasibility study.
- In 2000 decision was taken by the management of the estate to implement the project. A soft loan covering 50% of the investment was provided by USAID in cooperation with a local NGO active in renewable energy development
- The project fully implemented in 2002



Herbicide Free Integrated Weed Management

Hapugastenne Tea Estate, Sri Lanka

- The initiative uses a combination of manual uprooting of noxious weeds followed by the natural regeneration of the remaining vegetation of “soft” weeds to form a thick ground cover that prevents the re-establishment of the noxious weeds.



Green Education

Goodricke Group Ltd., India

- The Company as part of its CSR initiatives has undertaken to set up school oriented green interpretation centers for promoting planet sustainability practices, by sensitizing the school children as the central resource, empowered with knowledge and skills to tackle the environmental and habitat problems, one of the global issues for mankind today.
- The Company fully owns the initiative by funding the creation of the green Centre with civil work, asset support and activation of its various programming components by bringing in appropriate knowledge expertise and implementation partners



Sorwathe... Going Green

Sorwathe Ltd., Rwanda

- Sorwathe was using 145 tons of Chemical Fertilizer per year for its Tea fields prior to 2009. This fertilizer adversely affected the fauna and flora as well water sources. Since 2009, Sorwathe has been following Organic Tea cultivation and 40% of its area under tea was certified in 2012. Another 55% will be certified in May 2017. Since implementing Organic practices, the quantity of chemical fertilizer used in 2015 and 2016 has come down by 98%. Sorwathe also implemented Sustainable Agriculture Practices and received Rainforest Alliance certification in 2012. It has its own cow project, donated 50 cows to the "One Cow PerFamily" program in Rwanda and installed a 50 Kw Solar Power Project using the factory roof space.



Climate Change Adaptation in the Kenyan Tea Sector

ETP, Kenya

- The project aimed to give Kenyan smallholder tea farmers improved access to knowledge on climate change and enhance their capacities to adopt appropriate adaptation techniques. In order to achieve this, the project built the capacity of the Kenyan Tea Development Agency (KTDA) and other local institutions to directly train and support smallholder tea farmers on the issues of climate change, its impacts on tea production, and appropriate techniques for adaptation. Ultimately the training enabled smallholders to put measures in place to secure their future livelihoods, reduce their vulnerability to climatic impacts, and most critically, to continue growing tea. Initially focusing on the 5 KTDA factories and 50,000 smallholder farmers most heavily impacted by climate change, additional partnerships increased the project's reach to over 100,000 farmers across 10 factories, and the learnings have now been spread across the whole of KTDA by embedding the knowledge in pre-existing training structures – potentially reaching all 560,000 smallholders.



Climate Change Mitigation in the Kenyan Tea Sector

- **ETP, Kenya**
- The energy costs of the Kenyan Tea Development Agency (KTDA) equates to nearly 25% of total operating costs, and over 50% of factory operating costs equivalent to some 4.26 billion Kenyan shillings (KSh) or £27.8 million pounds per year. For the 560,000 smallholder tea farmers that are part of this cooperative, every Kenyan Shilling spent on energy is money directly out of their pockets.
- ETP and partners have been working towards improving the energy efficiency of the Kenyan tea sector. Energy audits and an efficiency training programme have delivered excellent results. In addition, innovative sustainable energy solutions have been trialled at a number of factories including the much publicised 'briquette-making' machine at Makomboki tea processing factory.
- The huge success of the programme has led to an upscale project after the first year and efficiency work is now being rolled out across all 66 KTDA factories.



Sustainable Agriculture Certification Programme

- KTDA, Kenya
- Sustainable agriculture is the efficient production of safe, high quality agricultural products, in a way that protects the natural environment, the social and economic conditions of farmers, their employees and local communities, and safeguards the health and welfare of all farmed species
- The programme was based on Sustainable Agriculture Network Certifications standards and policies and it involves training all farmers, workers, leaders and management on the 10 principles of sustainable agricultures so that they can adopt and implement them in the processing facilities and farms. Once the factory and farmers have complied with all requirements of the standards they are subjected to an independent external audit to confirm compliance. If a factory and all its members are confirmed to have implemented and complied with the standards requirements then they are certified. The certification is a way branding the factory company as a producer of a superior social and environmental performance product



Metropolitan's Environment Action Program/Carbon

Metropolitan Tea Company

- Metropolitan's main factory in Toronto, Canada has implemented numerous modifications to its plant and equipment over the last 10 years. As a result, we have accomplished a 66% reduction in utility usage (per work unit) while tripling our output over the same period. Future projects are in the planning stages that will reduce utility usage a further 12% (per work unit).



TRIORCON (TRI Organic and Conventional) and BIDORCON (Biodynamic, Organic and Conventional) and NFRDA (Nature Farming Research and Demonstration Area)

Tea Research Institute of Sri Lanka, Sri Lanka

- Initiation of the long term field trials TRIORCON (TRI Organic and Conventional) and BIDORCON (Biodynamic, Organic and Conventional) and NFRDA (Nature Farming Research and Demonstration Area) on Sustainable tea is unique to tea research.
- Its holistic view of sustainability covering agronomic, cultural and pest management, solutions for constraints and limitations and scientific validation to ecological, indigenous, natural, organic and biodynamic concepts aims at meeting several sustainability objectives of growth, physiology, biochemistry, yield, quality, soil and nutrient management, pest and disease incidences, processing, worker health, socio economics, environmental cost benefits and system sustainability etc.



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