

Honoring the Retirement of Mr. Joseph P. Simrany. . . .



Joe Simrany, President

Tea Association of the USA, Inc.

Tea Council of the USA, Inc.

Specialty Tea Institute (STI)

You are all invited to join in celebrating the retirement of Mr. Joseph P. Simrany at a Special Black Tie Dinner to be held at the Southampton, Bermuda Fairmont Hotel on Wednesday evening, September 25, 2013.

Joe Simrany joined the Tea Association of the U.S.A., Inc. in February of 1991 after 25 years in the bakery industry as a marketer for Nabisco and Sunshine Biscuits, most recently as VP - Marketing for Sunshine Biscuit Company.

Upon Joe's entry into the tea industry, roles were combined and he became the first full time executive to run both the Tea Association and Tea Council.

Joe's tenure has not been without challenges and is highlighted by numerous successes. Most impressive has been the growth achieved in the industry under Joe's shepherding. In the 21 years that Joe has been involved with tea, the USA Tea Industry has grown from under \$2 billion to over \$8 billion in retail sales

Further, the USA is now the 2nd largest tea importing country in the world (Russia is #1) and the 6th largest tea consuming country following China, India, Russian Federation, Turkey & Japan.

One of the drivers of increased consumption in the U.S was Joe's efforts to associate tea consumption with the great many health benefits of tea as a means of raising consumer awareness and revitalizing an otherwise dull performance for the tea industry in the USA. He did so by expanding the concept of marketing tea on the basis of health globally beginning with the Bermuda Accord in 1992 – an agreement between the Tea Councils of the USA, UK, and Canada to cooperate on funding scientific research to uncover the various health benefits of consuming tea. This accord took place during a special meeting at the Annual Tea Association of the USA Convention held that year in Bermuda. This accord was adopted and endorsed by the United Nations FAO and partially funded by the World Bank for Commodities.

Other Accomplishments:

- Established Hot Tea Month in January and Iced Tea Month in June as a means to generate publicity and provide members with a themed promotional event.
- Merged the Tea Association of the USA with the Tea Council of the USA in 2002 to achieve a more equitable funding for both organizations and focused the Tea Council's generic promotion program by switching from a "shotgun" to a "rifle" approach by consolidating separate efforts against the foodservice, consumer, and tea & health segments into a concerted effort on Tea & Health.
- Successfully broadened the mission of the Tea Association by establishing a separate Association for Specialty Tea Retailers. He formed the Specialty Tea Registry in 1996 which eventually merged with the American Premium Tea Institute in 2002 to form the Specialty Tea Institute, an organization specifically created to support the development of the Specialty Tea Industry and educate its members.
- Successfully defended the Tea Industry against numerous attacks over the years including threatened terrorism, the "Great Bacteria Scare" of 1995 & 1996, government allegations of abuses of worker rights in 2002 and several others.
- Currently cooperating with our counterparts in Canada and Australia to adopt common MRL's for specific substances while concurrently working as part of an FAO Working Group trying to get the world's regulatory authorities to harmonize chemical standards. Also launched the Agricultural Plant Protection initiative into international forums to focus producing countries on the proper use of these substances, as well as organizing a meeting in Paris for 12 of the world's regulatory agencies seeking further harmonization of standards for tea.
- Supported the Nepalese concept of a Uniform Code of Conduct for the Tea Industry and remains a staunch advocate for expansion of that concept globally.
- Launched a PR campaign to attract a younger audience to tea by inviting them to submit a YouTube video about the Health benefits of tea under the Calm-A-Sutra theme.
- Nominated to Chair the London Tea Trade Dinner in May 2010 and to deliver the keynote speech. This was the first time in its 81 year history that a non-British Tea Trade Executive was so honored.

- Was elected First Vice Chairperson of the 19th Session of the Intergovernmental Group on tea meeting in May of 2010 in New Delhi, India. Assumed the role of Chairman for the majority of the meeting after the local government official opened the meeting. The FAO is a committee of the United Nations dedicated to helping producing countries to prosper. The meeting was attended by 96 delegates and 11 observers and FAO Secretariat personnel representing 20 countries.
- Joe is a Director of the International Tea Committee in London and an avid spokesperson for the global tea industry. He frequently represents the USA tea industry at foreign conferences where he shares the strategies that have catapulted tea to new heights of popularity in the US. He was recently appointed an honorary Ambassador of China Tea by the Organizing Committee of the 2011 International Tea Convention in Hangzhou, China.
- Organized a pesticide Summit Meeting in Seattle, Washington in 2012 as a means to more fully involve the Tea Association Membership in important regulatory issues.

Joe has been a tireless supporter of tea wherever he goes, and is its biggest fan.

He will be sorely missed by the industry, and we are much better off having had him at our helm for the last 21 years.

Congratulations, to you,Carol and your Family!

