



TEAM UP 2015 PUSHING BOUNDARIES

On Tuesday 16 June the Ethical Tea Partnership (ETP) and IDH the Sustainable Trade Initiative hosted TEAM UP 2015 Pushing Boundaries. The event, now in its third year, has become a cornerstone of tea sustainability and is a key date in the tea industry's calendar.

TEAM UP 2015 welcomed 210 delegates and over 80 organisations including tea producers, buyers, tea boards and associations, retailers, exporters, certification programmes, funders, NGOs, development agencies, and a host of other organisations to discuss tea sustainability. We were also privileged to welcome The Honourable Dr Allan James Chiyembekeza – MP, Minister of Agriculture, Irrigation and Water Development of Malawi, the first serving government minister to address TEAM UP.



The Honourable Dr Allan James Chiyembekeza – MP



This meeting will provide us with an opportunity to share both the success and failure in the tea industry, discuss some of the challenges, inspire each other to increase the sector's impact, and make sure that it continues to push the boundaries of sustainability.

The Honourable Dr Allan James Chiyembekeza – MP

Progress since 2014

Following introductions from Ian Midgley, Chairman, Ethical Tea Partnership (ETP), and Joost Oorthuizen, Executive Director, IDH the Sustainable Trade Initiative, ETP's Executive Director, Sarah Roberts, was joined on stage by ETP and IDH staff from Africa and Asia to provide a round up of what has happened on the ground since TEAM UP 2014.



The African panellists highlighted how farmer field school programmes in Kenya, Malawi, Rwanda, and Uganda are leading to improved farming practices and better livelihoods for tea farmers. These programmes are also bringing about a wide range of additional benefits including improved nutrition, diversification of crops, greater understanding of issues such as HIV/Aids, and increased resilience to climate change.

In Kenya, climate change adaptation work continues to be rolled out by extension officers and local leaders. One of the benefits this work has led to is the installation of 150,000 energy saving stoves across tea farming communities. Climate change mitigation projects are also helping processing factories to improve their energy management resulting in reduced CO₂ emissions, fuel wood use, and costs, and can serve as a model for other factories.

IDH highlighted how their regional teams were growing as they took on staff to support important new programmes such as the Malawi 2020 Tea Revitalisation Programme and their Initiative for Sustainable Landscapes (ISLA) in Kenya. The IDH staff have particular expertise in liaising with government, an increasingly important requirement in many of ETP's and IDH's partnerships.

The Asia team pointed out the challenges of agrochemical use and poorly organised smallholders in their regions and highlighted programmes that they are engaged in to tackle those challenges. The experience of smallholder improvement programmes in Indonesia and Africa provide a platform for similar activities in China and India.

In China, ETP continues to support producers to improve health and safety, worker management systems, and meet international standards. In Sri Lanka, an innovative approach to bring managers and workers together to discuss and agree ways to improve working and living conditions on estates continues to reap benefits, which has led to the wider Asian team looking at how this model could be adapted for other Asian plantations.



Thomas Makaya has invested in livestock following the climate change adaptation training

Raising standards, changing lives: *the experience of India*

Our distinguished panellists, K S Srinivasan (Tata Global Beverages), Arun Singh (Goodricke Group Limited), and Richard Fairburn (IDH The Sustainable Trade Initiative), provided the meeting with a fascinating overview of the main challenges facing the Indian tea industry and communities, and the programmes that are tackling them.

Climate change, pesticide use management, mechanisation, and organisation of smallholders, all of which impact on quality, were the main challenges facing the industry mentioned by the speakers.

The panel referenced the *trustea* programme, which aims to raise standards across the Indian industry supplying the domestic market. So far 67 million kg of tea has been verified as compliant with the *trustea* code. The *trustea* programme is increasing its support to the smallholder sector. As pointed out by the panel this is particularly important given the anticipated growth of the Indian smallholder segment.

It's predicted that by 2020, 50% of Indian tea production will come from smallholders, which currently are not covered by international certification programmes. Another positive development has been the agreement on the India-wide Plant Protection Code for the tea industry, which is accelerating improvements in agrochemical management.

The panel also discussed the positive impact that technology can make to the sector. Mobile phone technology that helps Indian tea farmers to manage agricultural inputs and control pests and diseases is currently being trialled and drone technology has the capability of supporting the industry on climate change adaptation.

Anurada Chandran from UNICEF then took the floor and provided an overview and update on the ETP-UNICEF partnership to improve opportunities and reduce exploitation of young women in Assam tea communities, which is supported and funded by IDH the Sustainable Trade Initiative, Tesco, OTG, Tata Global Beverages, Taylors of Harrogate and Typhoo.

Continued on next page...



Environmental issues, labour, migration and wages issues, upward mobility for the workforce. Is mechanisation the answer? #TEAMUP15

Tom Delaney @tomdelotb Jun 16

Transboundary land management is a challenge for sustainable landscapes e.g. deforestation in Bhutan affecting catchments in India #TeamUp15

Ellie Biggs @EllieMBiggs Jun 16

#climatechange main concern in #tea industry in #India for CEO Arun Singh - drought led to pests "never sprayed before in #Assam" #teamup15

Alexander Kasterine @alexkasterine Jun 16

Good to hear #climatechange acknowledged as a main challenge for tea sector in India at #teamup15 @EthicalTea @IDH_buzz

UTZ Certified @UTZCertified Jun 16

What's next in #tech4dev? Perhaps #drone use to assess impacts of #ClimateChange to support smallholders #TeamUp15 @EthicalTea @IDH_buzz CPF @ProducersFdn Jun 16



Raising standards, changing lives: *the experience of India*

The three-year Assam programme is working with 350 communities linked to more than 100 tea estates, and will equip more than 25,000 girls with the knowledge and life skills that will help them secure a better future and reduce their vulnerability to violence, abuse, and exploitation. It will also give more than 10,000 community members the knowledge and training to protect children from all forms of violence, abuse, and exploitation.

Since work started on the ground in India last October, UNICEF staff and partners have:

- Supported more than 1,300 adolescent girls, through UNICEF organised Adolescent Girls Groups
- Provided training on supporting and protecting adolescent girls to more than 600 front line workers (including Mothers Groups, Welfare Officers, Tea Garden Management) across 56 tea gardens
- Established 25 community based child protection committees with almost 400 members
- Held a state-wide workshop to develop the capacity of front line child protection staff at government and NGO/Tea Management Association level with the aim of improving the way that front line officers deal and interact with children on child protection cases



A 'Tea Atlas' mapping Assam tea communities sounds like a great idea. Not just of use to the Indian government #TeamUp15

dom @domdwight Jun 16 Camberwell, London

#ChildRights being discussed at #TeamUp15. How does tea impact children? #TeaSustainability @UNICEF @UNICEFKenya @KTDAFoundation

Jaki @Mathugz Jun 16

The Village Child Protection Committee is the first level of recognising childrens' rights on a tea estate. #TeaSustainability #TeamUp15

ETP @EthicalTea Jun 16



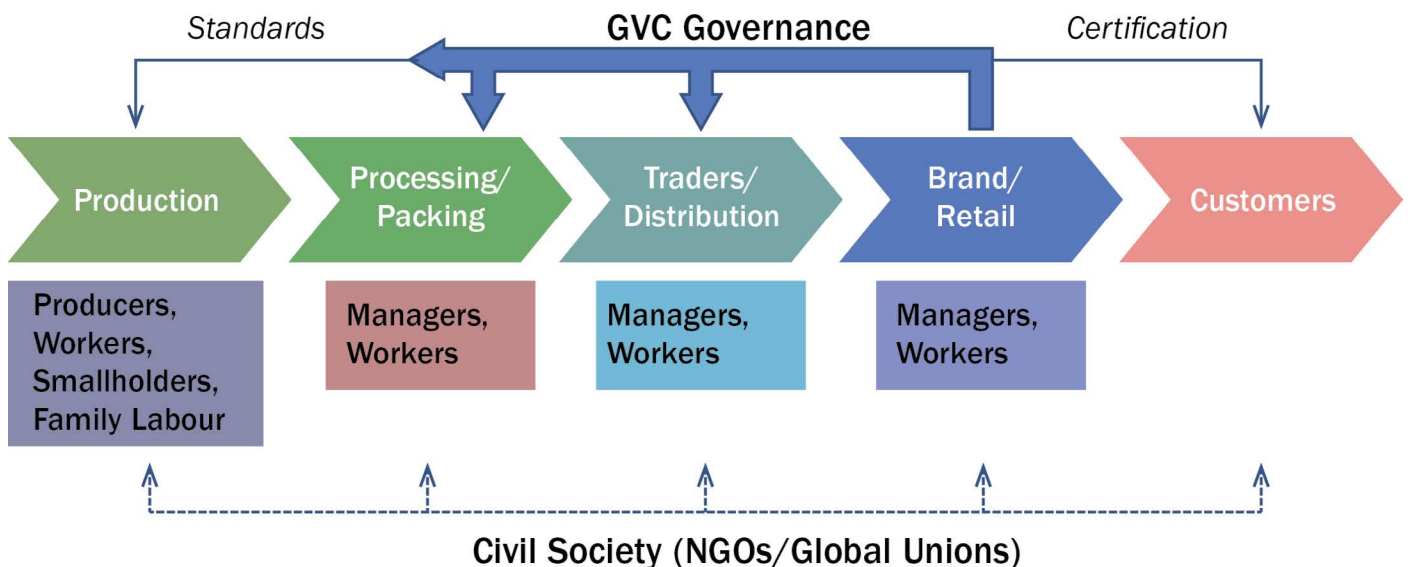
Roles, challenges, prospects for women in agriculture (part 1)

Improving opportunities and reducing exploitation of women in tea production and in tea communities is a critical part of ETP's and IDH's work.

The conference was privileged to welcome Professor Stephanie Barrientos, University of Manchester, an expert on gender and value chains from research in more than 20 countries. Stephanie provided us with an overview of the situation of women in agriculture and important guidance on approaches for empowering women and increasing gender equity in the tea sector.

Professor Barrientos explained how promoting gender equity and empowering women leads to more financial success for companies, better quality of life for employees, and more investment in health and education in communities.

She also highlighted how gender issues need to be focused on every stage of the supply chain (see diagram below), from production, where women are a large proportion of the agricultural workforce, to consumption, where women make 70-80% of purchase decisions and have more concern than men about the standard under which goods are produced - particularly labour standards.



Given nearly 80% of consumer purchases are made by women, is there a #brand #proposition based on #gender #equity in #valuechains? #TeamUp15

Urvi @Urvi_Kelkar Jun 16

Stephanie Barrientos: Certification has a clear role to play on encouraging gender sensitive supply chains #TeamUp15

Rainforest Alliance @RnfrstAll_UK Jun 16

If you are not thinking of gender along your value chain, then you are not thinking forward. #TeamUp15 #TeaSustainability

@KTDAFoundation Jaki @Mathugz Jun 16

#TeamUp15 Stephanie Barrientos - living incomes are the responsibility of the whole value chain

ann-marie brouder @annmariebrouder Jun 16

Roles, challenges, prospects for women in agriculture (part 2)

ETP's Jane Nyambura captivated the conference with her first-hand account of the issues faced by women in the tea industry in Kenya, and the changes that a partnership between, ETP, IDH, and the Kenya Tea Development Agency (KTDA) have been able to make.

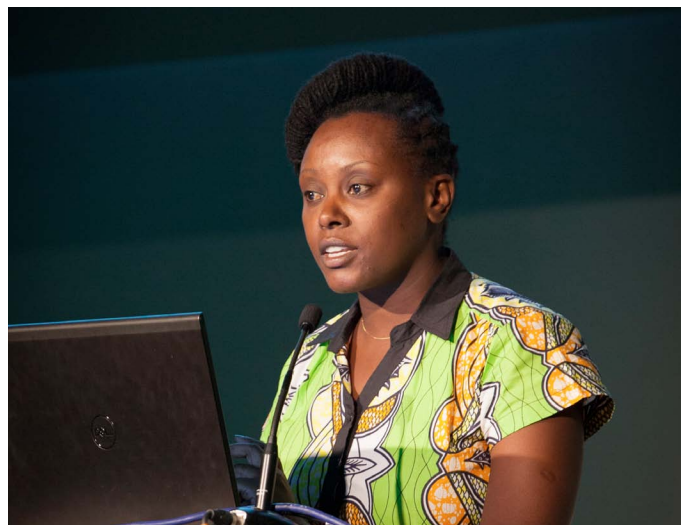
From an initial pilot three years ago, the partnership has now run training in all 66 KTDA factories covering gender awareness and leadership, gender based violence, harassment, sexually transmitted infections, rights and contractual issues, workplace communication, and reporting sensitive issues.

Evidence of change can be found at all levels, from improved policies and management systems to deal with discrimination and sexual harassment, to the introduction of gender committees at KTDA factories. Following the training, workers reported increased confidence in reporting sensitive issues and improved job satisfaction.

There are also far-reaching benefits to women and girls' lives. Jane talked of her astonishment of recently seeing women driving trucks to pick up tea from the leaf collection centres, something she had never seen in her career as a tea farmer. This is a result both of KTDA changing their advertising and recruitment practices and women having the confidence to apply for such roles.

Following successful implementation at factory level the training has also been rolled out to more than 700 farmers supplying KTDA factories, which is having far-reaching impacts in the community. Jane explained, how she was overwhelmed by the testimony of one of the participants:

The training is the best I have ever attended... Personally I'm a traditionally trained circumciser of girls and I have been doing it for over the past 10 years. However, this training brought a big impact on the risks of Female Genital Mutilation/FGM. Yesterday I had this woman who came for assistance from me on how her daughter would undergo the rite but she was very surprised when I told her that I had decided to abandon the practice since it was not good for our girls. I have vowed never to do it again.



Fantastic presentation from brilliant Jane Nyambura of @EthicalTea describing gender work undertaken in Kenyan tea industry #TeamUp15

Helen McTaggart @helenmctaggart Jun 16

As we move #gender conversation forward, can #tea producers set clear commitments on number of women in #leadership positions? #TeamUp15

Urvi @Urvi_Kelkar Jun 16

Ace listening to Jane Nyambura report on the results of gender equality training in Kenya @EthicalTea #TeamUp15 Yay for women truck drivers!

Sam Ward @samwardpr Jun 16



Transforming an industry – the experience of Rwanda

In this panel speakers Ian Brabbin (Taylors of Harrogate), George William Kayonga (NAEB), and David Knopp (Wood Foundation) discussed the experiences and challenges in developing the tea industry in Rwanda.



The panel shared how tea can contribute positively to a country's exchequer and its people when sustainability and long-term thinking are core elements of the plan.

Rwanda has had to rebuild the country and its economy since the civil war and tea has been part of this turnaround. Speakers confirmed that strong links to external partners with long-term ambitions was fundamental to Rwanda's success. The point was made that to be competitive on a global stage, it was important to improve tea quality and increase the volume of certified tea in order to make it more appealing to the export market.

Smallholder tea farmers are integral to Rwanda's success. They account for 75% of production and continue to grow. What's important is that they are treated as an equal to other parts of the supply chain. Good training through farmer field schools is helping to achieve the necessary quality improvements while risks are minimised through crop diversification and business skills training. The role of female lead farmers has been instrumental in disseminating training and information in this post war country. In addition good land tenure rights and forward contracts have increased the security of farmers, which means they are more willing to invest in tea farming.

The Wood Foundation has also purchased two processing factories and are now in partnership with 12,000 farmers supplying the factories, which represent approximately 1/3 of the smallholder tea farmers in Rwanda. It's estimated that within 7 years the business will be handed over to the smallholders, thus establishing the first smallholder-owned tea factories in Rwanda. Ultimately this will give smallholders a greater share of the value chain.

The Rwanda tea industry has also invested in a Scholarship Programme and Apprenticeships to help ensure future success. It is clear that long-term thinking, a focus on quality, good smallholder support, and a Rwandan Government committed to privatising the tea industry have all been key to the Rwanda success story - all of which are good lessons for the Malawi 2020 Tea Revitalization Programme.



George William Kayonga of Rwandan Ag. Export Board says tea is part of Rwanda's story of economic growth over the past 15 years #TeamUp15

ETP @EthicalTea Jun 16

Higher quality teas are more protected from price fluctuations. So high quality tea is a good value proposition for Rwanda #TeamUp15

ETP @EthicalTea Jun 16

@EthicalTea: George Kayonga "The farmer who produces the tea should be equally valued as other players in the value chain" #TeamUp15

KTDALtd @KTDATEa Jun 16

How do we add value in producing countries. Stop exporting loose tea and importing packaged tea bags. #TeamUp15

daisy Kambalame @WoDVK Jun 16

Launch of the Malawi 2020 Tea Revitalisation Programme

The session focused on the ground-breaking Malawi 2020 Tea Revitalisation Programme, which brings together the entire tea value chain of producers, tea companies, government, unions, NGOs, funding agencies, certification organisations, and retailers. In total, 19 organisations have signed a Memorandum of Understanding committing them to working in partnership to achieve a profitable and competitive industry where workers earn a living wage and smallholders are thriving.



The Honourable Dr Allan James Chiyembekeza – MP, who heads the Ministry of Agriculture, Irrigation and Water Development opened the session. He explained that government continues to prioritise tea as a strategic crop, due to its importance to the rural economy and the national exchequer by contributing 10% of foreign exchange earnings.

The Government estimates that the 50,000 workers and 15,000 smallholder farmers working in the tea industry support over one million people in Malawi. Dr Chiyembekeza highlighted the importance of the smallholder sector and the potential to improve smallholder productivity. He also raised other ways of improving returns to smallholders, for example the importance of value addition and smallholders having a share in ownership of tea processing facilities.

Dr Chiyembekeza explained that the government of Malawi is supporting the Malawi 2020 Tea Revitalisation programme because the approach should deliver a tea industry that is investing in its future and its workforce; improvements in wages and benefits for workers; improved smallholder farming practices that lead to increased yields, quality, income, and income diversification; a healthier, more motivated and productive workforce; greater opportunities for women; and an improved wage-setting process with greater worker representation.

These expected outcomes and the commitment by all key parties are giving hope for a better future and a better Malawi.

“I would like to put it on record that the Malawi Government is fully supportive of the programme and will continue to assist the tea industry where it can for the



successful implementation of the Malawi Tea Revitalisation Programme 2020. I would like to assure you that the doors of my Ministry and Government as a whole are open for the tea industry to engage Government in more discussions on policies that will ensure successful implementation of the programme. Let me take this opportunity to appeal to all other value chain players that have not yet joined the programme to do so for the betterment of our tea industry.” Dr Chiyembekeza

After the Minister's speech, a panel of representatives from each part of the tea value chain explained why they were part of the Malawi 2020 Tea Revitalisation Programme.

Mr Sangwani Hara, Chairman of the Tea Association of Malawi (TAML), the representative body of all tea producers in Malawi, reinforced the importance of the industry to Malawi, particularly in terms of employment. It was the first country in Africa to grow tea commercially, starting in the 1890s and is now the second largest employer in the country and the only source of formal employment in the main tea-growing regions.

Continued on next page...

Launch of the Malawi 2020 Tea Revitalisation Programme.

Mr Hara explained how the Tea Industry – Government Dialogue Group Meeting has drafted the Smallholder Tea Growth Strategy and how one of the key agenda items at those meetings is how to improve the livelihoods of our workers on the tea estates and strengthen rural employment.

TAML was therefore very pleased when ETP, IDH and Oxfam initiated the discussions on the implementation of the Living Wage and Living Incomes within the tea industry in Malawi. These discussions ultimately led to the collaboration, which is named the Malawi 2020 Tea Revitalization Programme because it's expected to give the Malawi tea industry a new thrust and level of energy and sustainability.

Producers in Malawi have signed the MoU through TAML and will be implementing the Tea Revitalization Project across the whole industry. Producers feel that this type of collaboration is the right way forward as it will take all stakeholders in the tea value chain to play their role and make economic and financial contributions, in order to achieve the living wage and living incomes for those working in the tea industry in Malawi. Producers will need this support as they invest in improvements in upgrading planting stock, processing facilities, and work towards quality improvements and higher yields. Mr Hara emphasised the need to carefully implement the programme to avoid destabilising the industry and increasing unemployment.

Marteen Obbink, Managing Director at Van Rees explained how they are proud to be part of the Malawi 2020 Tea Revitalisation Programme and what a great opportunity it is for the industry and those who work in it. The programme will require every part of the value chain to make it a success and Van Rees will make use of the skills, knowledge, and networks that the company has from its long history in trading tea from Malawi. As a bridge in the supply chain, Maarten described how Van Rees can use its understanding of market requirements to assist the industry to become more competitive, achieve better quality, and higher prices. Other areas of focus will be in support of replanting, marketing structures, and logistics. Signing the MoU is therefore only a first step for Van Rees.

This is a chance to lift the whole industry Maarten Obbink

The conference then heard from Katherine Stewart, Ethical Trade Strategy Advisor at Twinings and Ethical Trade Director at Primark. She described how impressed she was by the way in which the Malawi 2020 Tea Revitalisation programme has been developed: "For me the Malawi initiative is a wonderful example of how a broad coalition of stakeholders has decided to come together to work on so many layers of issues. The Malawi initiative could really bring substantive change to one

industry, albeit in one country, but perhaps as a model that can be used elsewhere."

Katherine's background in ethical trade in the garments sector has given her direct experience of dealing with large-scale multi-stakeholder programmes. She highlighted how this next phase of developing good ways of working was so critical, highlighting the importance of all parties being as open-minded as possible and willing to engage in constructive and at times challenging conversations.

Peter Stedman, Head of Responsible Sourcing (Food) at Tesco, represented the final link in the supply chain. He too knows Malawi well and had been very involved in the discussions that had led to the development of the MoU. He also brings useful experience from living wage work in the banana sector. Peter emphasised how urgent the need for change is: "We believe that sustainability is essential, but that it can go hand in hand with affordability. That is the Malawian tea industry's challenge too, and one that we think can be overcome with the right support. We are delighted to contribute the skills and experience of the Tesco team to this multi-stakeholder programme. With the commitment of all involved, we believe it will be possible for a thriving industry to support dignified lives for thousands of workers, smallholders, and their families – and a stronger tea sector for Malawi."

The next step is a Planning Session that will be held in Malawi in September, where the consortium will brainstorm, prioritise, set timelines, and estimate budgets for the programme's various activities. The planning session will allow the tea estates, smallholders, key stakeholders, and development partners to participate in the formulation and prioritisation of a wide reaching action plan.



Maarten Obbink, Van Rees "this is a chance to lift the whole industry." #TeamUp15

ETP @EthicalTea Jun 16

"There is a real opportunity to make a difference - Malawi 2020" Katharine Stewart Twinings #TeamUp15

daisy Kambalame @WoDVK Jun 16

Malawi Tea Revitalisation program will give hope. Malawi can have a tea industry that is investing in its future. Dr Chiyembekeza #TeamUp15

daisy Kambalame @WoDVK Jun 16

Dr Chiyembekeza invites the industry to build processing facilities for smallholder groups in Malawi. #TeamUp15

ETP @EthicalTea Jun 16

How do we get the sector-wide and system change that we need?

ETP's and IDH's work is increasingly about convening the partnerships that will bring about large-scale change across the tea industry. In this session Sarah brought together three influential women who are driving 'systemic' change: Tensie Whelan, President of Rainforest Alliance; Penny Lawrence, Deputy Director, Oxfam GB; and Sally Uren, Executive Director, Forum for the Future, to see what insights we could glean from other sectors.

Oxfam has a large mission - to help create a world that is free from poverty. Working with the private sector is a critical part of achieving that mission. Good employment conditions, treatment of women and marginal workers, and the ability of workers and smallholders to earn a living income are a fundamental part of their mission. This is why Oxfam is working with ETP and IDH in the tea sector. Oxfam is delighted that so many organisations have now committed to the Malawi 2020 Programme and will continue to play a key role in the consortium.

Penny spoke about the balancing act many of us play, bringing different organisations together to achieve change requires real collaboration. As well as working with companies, Oxfam also holds them to account, which is a role it will play in the Malawi project.

Tensie also spoke about the importance of approaches such as the Malawi 2020 Programme. Standards and certification have created a framework for progress, which include minimum wage and benefits. Now certification organisations can support Malawi 2020 by benchmarking living wage and checking the progress towards it. She also felt that certification programmes can help develop a framework to achieve gender equity and improve the rights and opportunities for women and girls. Tensie also emphasised the important role of governments for incentivising sustainable production and in wage-setting.

Sally emphasised the role of market mechanisms in scaling up change and discussed how to harness levers, such as consumer pull to help drive change. Tensie and Sally both felt that there was considerable potential to revitalise tea with consumers again, which is an area where the collaboration that we have seen on supply chain sustainability should be extended to.

There were some very interesting responses to the question about the kind of leadership we need. Leaders who can manage complexity, change and transparency, multiple stakeholders, and know that it is not just about delivering to the bottom line. Purpose driven leadership with a long-term vision is key to a sustainable industry and future. A dash of bravery by brands would also go a long way!



Penny Oxfam, Sally Forum for the Future, Tensie Rainforest Alliance, Sarah ETP Gender empowerment at work! #TeamUp15
@WoDVK Jun 16

Couldn't agree with @TensieWhelan from @RnfrstAlliance more. Commodifying tea until it's just about price is a race to the bottom #TeamUp15
dom @domdwight Jun 16

'The future isn't something that happens to us, it's something we can create.' @sallyuren nailing it @EthicalTea #TeamUp15
@samwardpr Jun 16

Coffee vs. Tea

The final session saw Melanie Rutten-Suelz, Executive Director, the 4C Association, and Sarah Roberts, ETP, look at the similarities and differences between the coffee and tea sector in terms of issues and programmes aimed at tackling them. The objective was to identify ways to learn from one another and to see if there were opportunities for cross sector collaboration. Although the issues and challenges discussed were serious, it was a lighthearted way to end the day.

As well as providing a brief overview of the history of the 4C Association, Melanie highlighted the pioneering work of other sustainability standards operating in coffee - 20% of coffee produced today is either certified or covered by 4C. While this has led to transparency in the supply chain Melanie acknowledged that it's not the only tool to achieving more sustainable supply. This is clearly reflected in the tea industry by the growing number of ETP IDH projects that are tackling complex issues.

A major difference highlighted by both Melanie and Sarah is the strong links that coffee has been able to forge with Government around the world. While this approach is in its infancy in tea, ETP and IDH are beginning to work more closely with governments as highlighted by the UNICEF partnership and Malawi 2020.

A notable similarity between the sectors was how to scale up good practices and programmes - what works in one country can normally be applied to others.

As with TEAM UP 2014, delegates felt that coffee was winning the marketing battle with tea. There was universal agreement that the tea industry needs to improve its position with consumers. Potentially tea could focus more on the *out of home* markets and enticing customers with the riches and rituals associated with preparing good quality loose leaf tea, much like baristas do in coffee houses the world over.

It is apparent that both 4C and ETP are leading pioneering work on key issues and there is potential for cross sector collaboration. Gender and harassment and addressing/ adapting to climate change are two key areas where a joint approach could benefit both commodities.

Melanie closed the session with insight into leadership and how ETP/IDH have a role to play in convening collective leadership - after all no one company or organisation can make substantive changes on their own - therefore emphasising the important role that 4C and ETP are playing in coffee and tea respectively.



Melanie Rutten-Suelz @4CAssociation believes the tea industry needs leadership that is connected to look across commodities #TeamUp15

ETP @EthicalTea Jun 16

Allies not enemies: sharing best practices & upscale capacity building in sustainable production across sectors. #coffee vs #tea #TeamUp15

martina bozzola @bozzolamartina Jun 16

#coffeevstea is a great debate. But define 'winning'. Is it the one that makes more cash? Or the one that's better for the world? #TeamUp15

dom @domdwight Jun 16 Camberwell, London

Has tea failed to tell consumers its story? Will Starbucks save tea by taking consumption outside of the home @TEAVANA? #TeamUp15

ETP @EthicalTea Jun 16

Interactive Sessions

How can producers be more effectively supported in managing pesticide use in order to meet local and export market regulation?

The session started with a top-line exploration of the background to maximum residue levels (MRL) - why they exist and how the regulatory framework functions.

Large scale plantation producers as well as smallholder producers gave their perspectives on MRL compliance for agrochemicals and contaminants.

Discussions focused on what can be done to more effectively support producers in their efforts to comply with standards that have a direct impact upon their livelihoods and what structures are needed to enable this.

Key Points:

- Misuse of agrochemicals has led to certain substances getting a bad name
- Smallholders in particular need support on agrochemicals - both direct support from estates and training via farmer field schools can be effective - initiatives need to be scaled up as this is the part of the industry that is growing fastest and the sector is becoming more dependent on smallholder tea
- More research is needed to develop agrochemical suited to tea production for specific diseases and pests
- There should be a joint committee managed by international governments, NGOs, and producers focused on improving management and regulation of agrochemicals in tea
- Bringing together the different stakeholders to discuss this at TEAM UP has been very useful and there is interest in following this up and developing a working group to progress the agenda



Taking action at a 'landscape' level

The importance of addressing issues systemically and at significant scale has been a big theme of this year's TEAM UP event. This session discussed how focusing on impact at the level of a landscape, can help drive wider change.

The landscape approach for the tea sector builds on the recognition that it's difficult for one business to protect water supplies and forests on land they do not own, even though the water supply or microclimate regulation by the forest are essential for ensuring good harvests. The tea sector is recognising the effects that climate change is having across many landscapes - problems include crop disease, plantations damaged by mudslides, and poorer harvests caused by erratic weather patterns.

One of the most relevant landscape approaches for the tea sector is the work that is happening in Kenya in the Mau watershed, as part of IDH's new Initiative for Sustainable Landscapes (ISLA). Rainforest Alliance have long championed a landscapes focus and discussed how they have been trying get companies engaged in 'landscape thinking' and the work they have been doing to develop a clear business case for it as part of the follow-up to the Tea2030 scenario analysis, which highlighted the need for this kind of approach.

Key Points:

- Taking a landscape approach helps address challenges beyond a single business or supply chain,
- It requires involvement of all major stakeholders, collaborative action, and aligned incentives
- They require involvement of all major actors and influencers of the landscape including local governance
- Clarifying what the role and influence of tea companies in a specific landscape is, compared to other stakeholders, is crucial to determine if this is a useful approach in a particular area
- It is crucial to find effective ways of engaging smallholders - in the case of protecting forests, is it possible to convert smallholders from 'destroyer' to 'protector'
- The landscape project being developed in the Mau forest area of Kenya is already bringing together key stakeholders to support better forest protection



Interactive Sessions

Climate change and tea: new research from India and China and reflections from programmes in Africa

This interactive session explored new and exciting research from India and China on the real and challenging issues climate change is posing to tea growers. This session highlighted where research is heading and explored what can be learnt from similar climate change projects that have been delivered in Africa.

Participants were also invited to experience first-hand how climate impacts on the taste of tea!

Key Points:

- Climate change is causing temperatures to increase and rainfall to decrease in Assam. Yields decrease when temperatures exceed 35°C yields unless there is sufficient access to water. Under these conditions shade trees and water resource management are becoming increasingly critical
- In China, climate change is changing rainfall patterns. High rainfall is associated with low quality tea which receives a lower price. Changing rainfall patterns are impacting incomes and livelihoods of tea farmers
- ETP's experience in Africa on assisting the tea sector to mitigate and adapt to climate change provides a great platform for assisting tea producers in Asian countries



Could a futures market for tea improve the sustainability of the industry?

The tea industry has been more proactive than many in addressing sustainability issues at origin but is still grappling with how to improve returns to those most at risk in the supply chain.

There are various mechanisms that are positive attempts to ensure good returns along the value chain but they are insufficient to insure against adverse market movements and there is not enough transparency to ensure fair distribution of total payment.

This session looked at whether a futures market could help improve the overall sustainability of the industry by utilising the appetite for profit in fund markets to deliver liquidity and insurance to the tea trade.

A futures market has been dismissed before by the trade and there are many questions about how exactly it could work and the benefits and risks.

Taking practical examples, this session aimed to demystify the workings of the futures market. It assessed the pros and cons for different parts of the value chain and the sustainability of the industry, and asked whether it is time to reconsider the introduction of a futures market for tea.

Key Points:

- A futures market provides an opportunity to factor in actual cost of production and a living wage into the price of tea using robust methods
- There are lessons from coffee, which has a very well developed futures market
- Steps need to be taken to fully assess the risks as well as the opportunities as the coffee futures market is not necessarily delivering all the potential benefits that it could to the more vulnerable parts of the supply chain. A very clear focus on how sub-sectors like the small tea grower sector could benefit would be required





TEAM UP 2015 was CarbonNeutral Certified®

Thanks to:

Mother
PARKERS
TEA & COFFEE
A Better Beverage Experience.

CERTIFIED
CARBON
NEUTRAL®
event
CarbonNeutral.com