

## **PG Tips response to Traidcraft / Women's Institute "Make it Fair" Campaign**

Thank you for contacting PG tips through the Traidcraft / Women's Institute campaign "Make it Fair" campaign.

As you point out in your postcard, PG Tips is certified by the Rainforest Alliance. Like Fairtrade, the Rainforest Alliance is an independent certification scheme. Both systems work towards the common objective of a sustainable livelihood for farmers. Fairtrade and Rainforest Alliance both are members of an alliance called ISEAL which represents the highest standards of "ecological sustainability and social justice" and promotes the co-existence of schemes.

We think both Fairtrade and Rainforest Alliance certification programmes are sound and valuable and that each plays a role in furthering sustainable commodity sourcing. However, it is fair to say that each programme uses a different approach and puts the emphasis on different aspects. Rainforest Alliance focuses on how farms are managed. Fairtrade is more focused on tackling poverty and how crops are traded. Both have social, environmental and economic aspects in their programmes.

We decided that in the light of the issues that we were facing in the tea market that the Rainforest Alliance is the most appropriate partner to work with and we believe that our decision, in 2007, to move PG tips to Rainforest Alliance certification standards has had a positive impact on the tea market.

Since 2007, many of our suppliers have worked hard to become Rainforest Alliance Certified, including more than 30, 000 smallholder farms in Kenya. We have helped train the farmers to farm more sustainably, as a result of which these small farms saw the yields of their tea fields increase by 10-15%, resulting in better incomes. Rainforest Alliance certification has also brought better working conditions and increased environmental protection. Please click [here](#) for more information on the smallholder programme which we've been running in partnership with the Kenya Tea Development Agency (KTDA). This 3 year programme has been co-funded by the UK government (Department for International Development) and we're grateful for their on-going support.

We always intended to make sure all the tea we grow for PG tips is grown sustainably, not just part of our range. To give you an idea, the volume of certified tea we currently buy for the UK alone is about 3 times the global volume for Fairtrade certified tea.

In 2010, PG Tips will be fully Rainforest Alliance certified. We're really proud of that achievement, the scale of our work and the benefits this is having for farmers, their families and the environment.

Therefore, on PG Tips, we're committed to continuing to work with the Rainforest Alliance and I hope this has explains why we will not be switching. We have discussed this with Traidcraft, Women's Institute, Rainforest Alliance and Fairtrade and made our position clear. We also believe that it isn't fair for ISEAL certification schemes to campaign against each other while so much of the tea on the market isn't certified at all.

However, we'd like to stress the decision by PG Tips is not a corporate decision for PG Tips' parent company, Unilever. Unilever is committed to Sustainable Agriculture and works with a range of partners for the certification of the sustainable supply of

our commodities. For example, we sell Fairtrade certified ice cream (Ben & Jerry's) and we've set up the Marine Stewardship Council (in partnership with WWF) to tackle the issue of sustainable fishing. For soy and palm oil we are members of multi-stakeholder Roundtables.

For further information on PG Tips certification by the Rainforest Alliance, please visit <http://www.pgtips.co.uk/sustainability/> . If you have further questions on our work in tea or would like to comment on our response to the "make it fair" campaign, please contact: [george.i.gordon@unilever.com](mailto:george.i.gordon@unilever.com)