



TETLEY RESPONSE TO TRADCRAFT AND WI 'MAKE IT FAIR' CAMPAIGN

We appreciate the opportunity to explain our position on ethical tea sourcing.

We are very aware of our responsibilities to the people who grow and pick our tea, and of our responsibility to help sustain the environment on tea estates. We fulfil these responsibilities through our approach to tea buying and membership of the Ethical Tea Partnership (ETP).

Sourcing the quality of tea needed to maintain the standard of the Tetley blend requires first hand knowledge of where and how the tea has been produced. Our Tea Buying team therefore develop direct long-term trading relationships with producers in all the major tea-growing regions and visit the estates that our tea comes from. As many tea purchases as possible are made on a forward contract basis which provides stability for the producer by guaranteeing future volume. We pay a sustainable price for each type of tea that reflects its quality.

Tetley has been a member of the ETP since it was founded in 1997. The ETP is a non-commercial alliance of international tea companies with a vision for a thriving global tea industry which is socially just and environmentally sustainable. Tetley have two representatives on the ETP Board, meaning that we continue to play a leading role in its development. The new ETP strategy embraces producer needs to a far greater extent than ever before. Those not aware of the work of the ETP may like to visit www.ethicalteapartnership.org and look at the publication 'Enabling change across the tea sector' which shows how the ETP is making a big contribution to sustainable development in the tea industry.

Furthermore, the Tata Beverage Group, which Tetley belongs to, is placing sustainability at its core. In addition to ethical sourcing this will see us invest in global climate change, water management, and packaging management programmes which directly or indirectly will all benefit tea producers.

Regarding seeking Fairtrade certification for Tetley branded teas, obviously we take into account what our Tetley consumers tell us, and evaluation of communication received over the last year indicates they are aligned with our approach to this important issue. We will continue to develop our understanding of Tetley consumers to ensure that what we do remains attuned to their needs.

For consumers who wish to buy Fairtrade certified tea, we offer Good Earth Organic Fairtrade teabags.

So, whilst not considering Fairtrade certification for Tetley, we do believe we are playing a significant and appropriate role in helping to create a global tea sector that is environmentally sound and socially just.

If you require further information please contact help@tetley.co.uk

