

NEWSLETTER

October-December 2019 • Volume 3

From the Director:

In line with global best practices for sustainability standards, the management of the *trustea* program is in transition to a newly incorporated not for profit company under the name "*trustea* Sustainable Tea Foundation". The foundation will be governed by a multi-stakeholder council comprising a cross section of representation from the tea industry including producers, bought leaf factories, small tea growers, packers, civil society organisations and academia.

The first meeting of the *trustea* council was held in Kolkata on 12th September, 2019 and this marks a momentous step in the long term plans for the *trustea* program. The meeting was followed by a gala dinner that was embellished by distinguished participation. This issue of the newsletter is a special edition focussed on coverage of the happenings of that historic day.

The event was widely covered in the press and a click on <https://trustea.org/resources/trustea-in-news/> will provide you glimpses of *trustea* in the news. We look forward to your contributions and feedback at comms@trustea.org.

Hope you enjoy reading our newsletter!

Rajesh Bhuyan

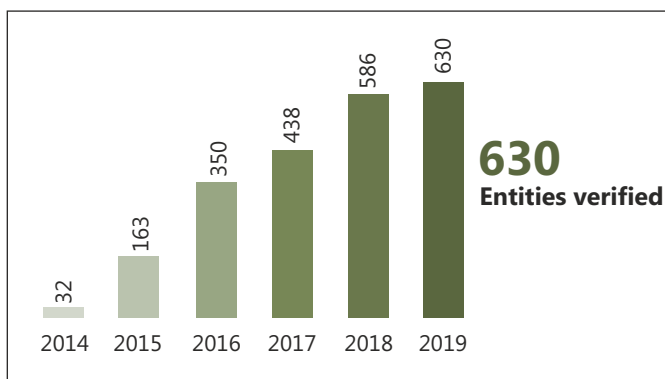
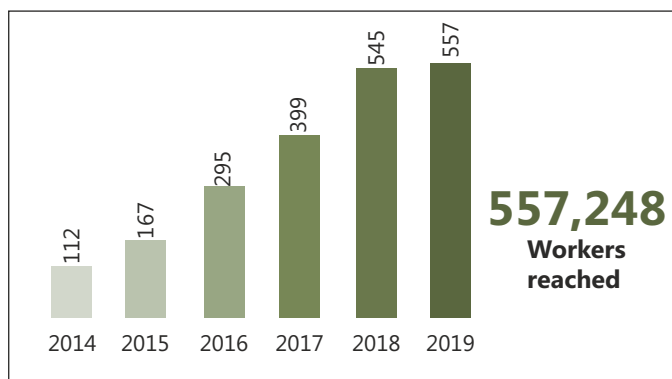
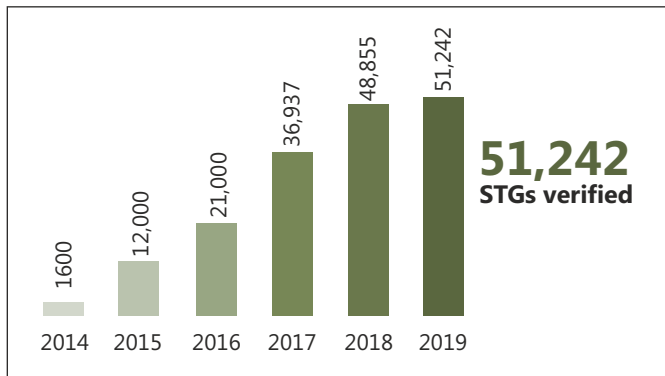
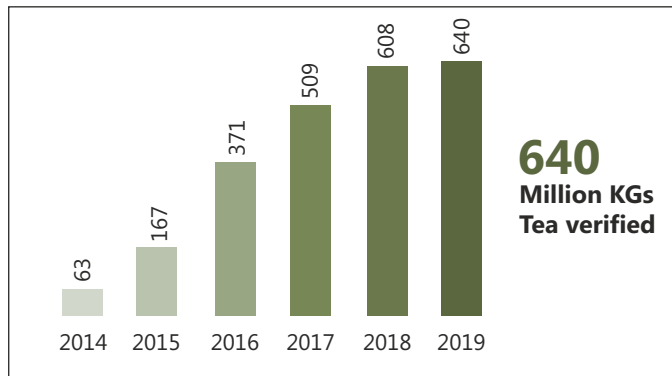
Director, *trustea*

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PROGRAM UPDATE

trustea has verified 640 million KGs of tea till October 2019, which is almost half (48%) of the total tea produced in the country annually. *trustea* has been creating a positive impact by engaging with nearly 51,242 smallholder tea growers, 3.1 lakh female workers and 2.5 lakh male tea workers, and certifying over 631 estates and bought leaf factories for demonstrating progress and improvements under the good agricultural and manufacturing practices of the *trustea* Code.



NEWS AND UPDATES

trustea Sustainable Tea Foundation Council meeting held on 12th September 2019

The first meeting of '*trustea* Sustainable Tea Foundation Council' (a multi-stakeholder committee whose role is to advise and make recommendations to the Foundation on matters pertaining to *trustea* and the *trustea* Code) took place on 12th September 2019 that had representation from various sections of tea fraternity. The gathering exhibited an exchange of great thoughts and ideas.

The initiative will facilitate in upholding the mission and the long-term objectives of the *trustea* Program. With the expertise brought into by the new implementation partners Viz. 'Tea Research Association (TRA)', 'Tata Trust' and 'Action for Food Production (AFPRO)', the Program is set to deliver higher value to the community, enabled with enhanced outreach.



EVENT CALENDAR

Dinner hosted by
trustea Sustainable Tea Foundation

12 SEP 2019
KOLKATA

trustea Sustainable Tea Foundation hosted a dinner

A tea trade dinner was hosted by *trustea* on the evening of 12th September 2019. The chief guest for the evening was Mr. Prabhat Kamal Bezbaruah, Chairman, Tea Board of India who shared his tacit knowledge on how to take the Program to new heights. An eminent speaker from the tea industry, Mr. Gautam Beria, senior office-bearer of the Assam Bought Leaf Tea Manufacturers' Association shared his experience on how the program has made an impact on the ground. Mr. Rajesh Bhuyan, Director, *trustea* Sustainable Tea Foundation shared an update on the Program and its future plans. A thought provoking panel discussion was the key highlight of the event, wherein the panellists exchanged their insights on the sector. The panel comprised:

- Mr. Jagjeet Kandal, Managing Director, Amalgamated Plantations Pvt. Ltd.
- Mr. Jordy Van Honk, Program Director at IDH - The Sustainable Trade Initiative
- Mr. Sandip Ghosh, Secretary (Sustainability), Indian Tea Association
- Mr. Rajdeep Sikand, Director of Blending & Commercial Support, Tata Global Beverages Ltd.
- Mr. Rajesh Bhuyan, Director, *trustea* Sustainable Tea Foundation

The event was a great success with unprecedented participation and knowledge sharing of the tea fraternity.





trustea sustainable tea foundation's participation in Tea Conclave **08 NOV 2019 KOLKATA**

trustea sustainable tea foundation participated in Tea Conclave

trustea Sustainable Tea Foundation participated in Tea Conclave organised by Indian Chamber of Commerce (ICC) on 8th November 2019 in Kolkata. Issues and concerns with respect to business activities of the tea industry was discussed from stakeholders' perspective.

Anandaita Ray Mukherjee, Code Manager, trustea Sustainable Tea Foundation was distinguished speaker at the conclave. She spoke on 'Sustainability Challenges in the Indian Tea Sector'.



For more details on the Program, contact: support@trustea.org