A tumultuous year has come to a close. The dark clouds of the pandemic continue to cast a pall of gloom around us but fortunately there are visible silver linings. In the midst of these perilous times, the trustea program delivered a stellar performance by exceeding the target of verification of 100 million kgs of tea for the year 2021. The entire trustea program fraternity and stakeholders closed ranks to support the aspirations of the tea producing organisations to become a part of the trustea sustainability journey. The strong IT infrastructure that trustea has built up in recent times coupled with many out of the box solutions ensured seamless front-end service delivery to the entities. The on-ground handholding and certification personnel continued to be on the frontline with commendable determination. Kudos to the Trustea Foundation team which worked with admirable cohesion, providing 24/7 support to the entire spectrum of trustea operations.

However, this is definitely not the time to rest on past laurels. We stand committed to deliver on the multifaceted goals that have been set for the year 2022. Exciting days are coming up for the trustea journey with the impending launch of the trustea seal on retail packs. All in all, a year to look forward to.

On behalf of Trustea Sustainable Tea Foundation, I wish all our program partners, stakeholders and well-wishers a Very Happy and Safe New Year 2022.
EVENTS

Webinar on `Consumer demand for sustainable products in Asia: successes and challenges`: 21 of September, 2021
trustea was happy to be speaker during the webinar titled 'Consumer demand for sustainable products in Asia: successes and challenges', organized by the International Institute for Sustainable Development and Evidensia. The webinar presented the research on consumption trends in Asia for certified and sustainable products on cotton, palm oil, tea and coffee. factory owners etc.
Webinar on foreign matter in tea - 24 of September, 2021
During the webinar, trustea shared a detailed presentation on the hazard risk prevention in a tea factory based on trustea’s mandatory criteria on food safety. With a focus on hazards classification, process of hazard control, hazard risk control assessment steps, remedial process and review. This webinar hosted by HUL on the topic foreign matter in tea. The webinar was attended over 60 participates including the tea producers.

Webinar on “trustea’s traceability system” - 28 of October, 2021
Webinar on “trustea’s traceability system” witnessed over 100 wonderful audiences from diverse backgrounds!
Key deliberations during the webinar were:
- trustea’s traceability system

Webinar on ‘Consumer demand for sustainable products in Asia: successes and challenges’: 21 of September, 2021
trustea was happy to be speaker during the webinar titled ‘Consumer demand for sustainable products in Asia: successes and challenges’, organized by the International Institute for Sustainable Development and Evidensia. The webinar presented the research on consumption trends in Asia for certified and sustainable products on cotton, palm oil, tea and coffee. factory owners etc.

Trustea Sustainable Tea Foundation Sixth Council meeting: 7 of December, 2021
trustea organized a day-long virtual meeting for the multi-stakeholder council. The council was apprised about the progress made by the program. Certain approvals were granted by the council to the program.
Latest Update:

Trustea Sustainable Tea Foundation becomes a community member of the prestigious ISEAL Alliance, “the global membership organization for ambitious, collaborative and transparent sustainability systems”. This is a very cherished milestone for trustea as it now becomes a part of a global platform of the leading sustainability standards. trustea, with its program partners will strive to live up to the expectations that this membership entail.

IT Update

trustea has released another digital initiative named trustea Code management System (tCMS) on 19th June 2021. This application will conduct good practices of regular functionalities and run on the basis of Standard operation procedure of trustea certification cycle and continues process development.

Benefits

- Single mode application for all trustea stakeholders
- Drilled down details of Entities and entity level interface for certification related activities
- Excellent appeal process for certified entities and Grievance redressal mechanism for all stakeholders
- Standard Operating System for empanelment of Certification Body and Implementation Partner
- At-an-access portal for Certification Bodies, Implementation Partner, Commercial partner and Secretariat for all of their activities in trustea life cycle
- Robust dashboard comprising of tabular and graphical information for trustea stakeholders
- SMS and Email trigger for notification alert.
From June 2021 onward, 147 VC has been generated

Testimonial

“Your Team had put so much hard work into getting this CMS, and it really paid off. Thanks to your focus and determination in going the extra mile and introducing such robust system which is absolutely exceptional in any certification with such methodical approach. Thank you for taking extra effort to make sure the entire team (all the Entities, all the CBs, IPs and Secretariat) was on the same page. Also, I do appreciate the efforts taken by the entire team to guide us and support us in all possible way to get easy with new system. The entire effort taken to get one step forward is really appreciated. Working in CMS has become user friendly; our all auditors are now well acquainted with it. Generation of certificates from CMS has become easier now, data fed by the entities directly in CMS paid great dividend for generating certificate with absolutely correctness. Innovation of CMS by trustea was definitely a challenging job which ultimately resulted to a ROBUST system driven user-friendly process for all. We are very happy being associated with such robust system in trustea certification".

Paran Kumar Chaudhury
Manager: Tea Supply Chain
Lead Auditor
DNV - Business Assurance India Pvt. Ltd.

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

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