



# 2021 SUSTAINABILITY REPORT

Firsd Tea  
North America

# Why Chinese Tea Sustainability?

Firsd Tea North American and parent company Zhejiang Tea Group (ZJT) recognize the sustainability work of the Ethical Tea Partnership (ETP), Rainforest Alliance, and Fair Trade USA through their shared commitments to Chinese tea.

Sustainability is:

**Morally right.**

It is the right approach for our Earth and future generations

**Good economics.**

Sustainable tea continues to be an economic driver for millions living in poverty in China

**Smart business.**

Consumers seek and trust brands committed to sustainability

US consumers are seeking more sustainability:

**48%** are looking to change their consumption habits to **reduce their impact on the environment**

**90%** of Millennials are willing to pay more for products with **environmentally friendly ingredients**

# Sustainability with Firsd Tea and Zhejiang Tea Group (ZJT)

ZJT became **China's first USDA certified organic tea producer** in 1998, and maintains those high standards

ZJT has been a partner of the **Ethical Tea Partnership (ETP) since 2009**. The ETP provides training and monitoring of environmental, welfare, and working conditions of ZJT farms and facilities.

**ZJT is China's first USDA certified organic tea producer.**

**Ethical Tea Partnership (ETP) participant since 2009**

## Our Sustainable Programs

Many, if not all ZJT farms and facilities have benefited from the work of the ETP, Fair Trade and Rainforest Alliance. Below are a few of the specific locations where successful sustainability initiatives are happening:



# Jiulong Mountain Tea Base



Jiulong Mountain Tea Base (Zhejiang Province) is Rainforest certified to produce over **1.2 million kilograms** of Rainforest certified tea. Working under Rainforest's guidelines, Jiulong enhanced their sustainable agriculture practices and pesticide management. The programs included proper use of personal protection equipment (PPE), and responsible agrochemical application, storage, and disposal.



**Rainforest certified Jiulong Mountain Tea Base produces over 1.2 million Kg of Rainforest certified tea.**

# Zhejiang Anji Huada Tea Factory



ZJT's Anji Huada Tea Factory is a recognized participant in **Ethical Tea Partnership** programs. These programs focus on the safety and protection of employees, equitable compensation, and environmental protection practices. The Huada facility processes **Rainforest and Fair Trade certified** Gunpowder and Chunmee green teas.



**Anji Huada Tea Factory is an ETP participant and processes Rainforest and Fair Trade certified teas**

# Sustainability- Environment



## IMPACT

- **Reduced pesticide application**
- **Protection of the ecosystem**
- **Improved farmer incomes**

The drive toward more sustainable Chinese tea has led to further research into reducing pesticide use while also improving farmer incomes. Under the direction of Dr. Chen Zongmao, prominent tea research scientist, a team from The Tea Research Institute and Zhejiang Tea Group have initiated a study that includes the use of more eco-friendly bug traps. This project looks at the effects of these traps as related to reduced pesticide usage and improving yields.



# Sustainability - People



In April 2018, Huangdu Village, Zhejiang Province coordinated with ZJT to donate **15 million tea plants** to poverty stricken areas.

Recipients included **34 villages** across impoverished areas targeted for development. The donation of tea plants and creation of tea farms aims to further ZJT and China's sustainable tea programs.



**Donation of 15 million tea plants**

# Sustainability - People



Donated teas have spread sustainable development

## Guzhang County, Hunan Province

1.5 million tea plants have been established in the 660-acre "Baiye No. 1" demonstration garden. Harvesting occurred on March 25, 2020. In the past two years, 116 households and 430 people in 3 poverty-stricken villages have seen sustainable economic gains.

## Qingchuan County, Sichuan Province

5.4 million tea plants were set, to raise incomes of 2,064 people from 663 households in 18 villages

## Yanhe County, Guizhou Province

3.6 million tea plants established in 3 villages. The first harvest occurred this Spring 2020

## Pu'an County, Guizhou Province

Encouraged by the success of the first round of planting, the county planted an additional 733 hectares to support more than 2,577 people in 862 impoverished households.

### *Sustainable Development:*

- *859 acres in development*
- *34 villages uplifted*
- *3,839+ households improved*

This ambitious sustainability program, stretching across multiple counties and provinces, is lifting 3,839 households out of poverty while protecting the environment.



# Sustainability Organizations in China



Since **1997**, the Ethical Tea Partnership (ETP) has worked with tea producers to support continuous improvement and sustainability. ETP programs contribute to the following improvements:

1. **Monitoring of farms and processors** to support compliance with Fair Trade and Rainforest certifications
2. Protection of **tea workers' welfare**, including wages & benefits, health & safety training, and establishing binding contracts
3. Promotion of **environmental management & protection**, including agrochemical management and soil & water conservation

# Sustainability Organizations in China



Fair Trade USA was founded in **1998** as a nonprofit committed to setting standards, certification, and product labeling for the promotion of sustainable livelihoods and environmental protection. Fair Trade USA and ZJT have made strides in:

1. **Reducing poverty**
2. **Decreasing child mortality**
3. **Improving drinking water & sanitation** in rural tea villages

# Sustainability Organizations in China



The Rainforest Alliance is a non-governmental organization founded in **1987** to conserve biodiversity and ensure sustainable livelihoods. In conjunction with the ETP, the Rainforest Alliance supports sustainability in Chinese tea via:

1. Increasing farm **productivity and climate-smart farming**
2. Conserving biodiversity, **wildlife protection**, GMO crop prevention
3. Conserving resources, **water/soil conservation** and management

## For More Information

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Firsd Tea and ZJT are proud to share in the sustainability work in China of these organizations, and we endeavor to make the stories of Chinese tea sustainability a part of our clients' sustainability message. For more information on how Firsd Tea's sustainable teas can be part of your story of sustainability, please contact:



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