

First Tea Sustainability Perspectives Report: Climate

80% of respondents expressed worry about the effects of climate change on their business operations. In fact, they considered the **tea industry (93%)** more sensitive to climate change than the **coffee (82%)**, **wine (65%)**, and **cocoa (63%)** industries.

SPECIFIC THREATS INCLUDED:

- Changing Rain Patterns (95%)
- Unpredictable Weather (94%)
- Extreme Heat (91%)

Respondents (84%) also believe that **consumers are concerned about the environment and carbon footprint**. Further research may shed more light on the specifics of this concern.

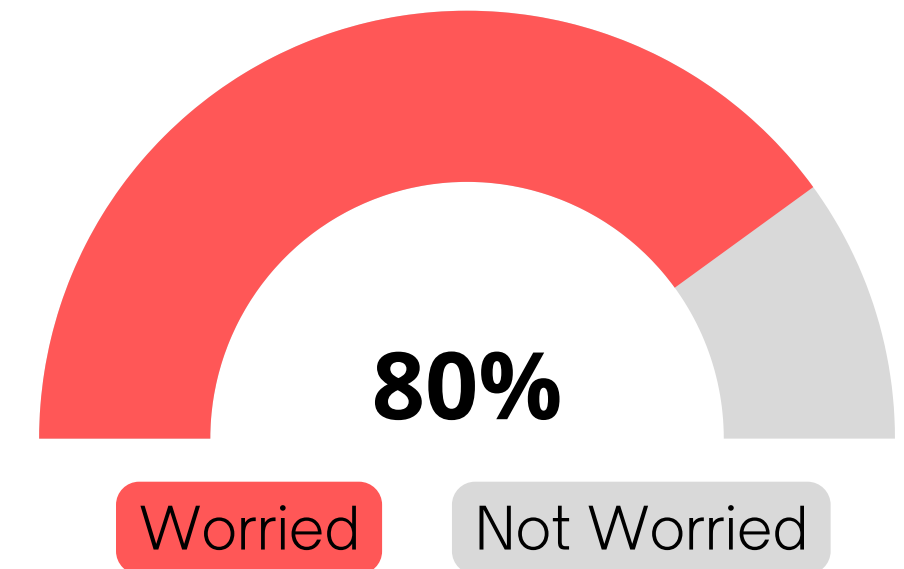
Despite saying the environment/carbon footprint is the most important sustainability issue to most of consumers, respondents listed these

TOP THREE CHARACTERISTICS THAT CONTRIBUTED TO THEIR DECISIONS TO STOCK PARTICULAR TEA TYPES:

- Flavor (96%)
- Leaf Grade (90%)
- Origin/Territor (88%)

A significant portion of Industry respondents **(85%) VIEW ORGANIC CERTIFICATION AS THE MOST VALUED CERTIFICATION STANDARD AMONG CONSUMERS**. Certifications more closely associated with sustainability fared lower in perceived value, with **FAIR TRADE at 68%**, **NON-GMO at 58%**, and **RAINFOREST ALLIANCE at 56%**. The connection between this perception of consumers' valuation of certifications and industry members' prioritized criteria for carrying a tea may have a relationship, but it remains unclear. Further investigation may also clarify whether consumers mistakenly view organic certification as a form of sustainability certification.

How worried are you about climate change's effects on your business operations?



The survey results paint an **UNCLEAR PICTURE OF THE PERCEIVED VALUE OF CERTIFICATIONS** as they may relate to understandings about sustainability

*Most respondents believe **INCREMENTAL PROGRESS HAS BEEN MADE IN SUSTAINABILITY IN THE LAST 10 YEARS**.
They also **PREDICT A SIMILAR IMPROVEMENT TRAJECTORY IN THE NEXT 10 YEARS**.*



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Methodology

This report derives its findings from a two-month long survey administered by Crothers Consulting to 95 voluntary respondents conducting business in tea and related industries (e.g. coffee, sugar cane, wine and cocoa) on behalf of Firsd Tea. Survey responses were primarily generated by website posting and subscriber outreach by Firsd Tea and The Tea & Coffee Trade Journal, direct messaging on platforms such as LinkedIn and word-of-mouth networking. Industry-specific organizations including European Specialty Tea Association and Tea and Herbal Association of Canada also promoted the survey by sharing it with their subscribers.

Gender

Male: 79%
Female: 20%
Prefer Not to Say: 1%

Age

18-24: 1%
25-34: 10%
35-44: 15%
45-54: 38%
55-64: 23%
65 and Over: 9%
Unspecified: 4%

Education Level

Graduate Degree: 60.6%
College Degree: 29.3%
Some College: 7.1%
High School: 2%
<High School: 1%

Business Type

Wholesale: 18%
Marketing/Sales: 15%
Importing: 14%
Retail: 13%
Exporting: 12%
Other: 28%

Business Location

USA: 41%
India: 18%
Canada: 5%
UK: 4%
Other: 32%

Industry

Tea: 75%
Coffee: 18%
Other: 7%