

First Tea Sustainability Perspectives Report: People

Overall, **67%** of respondents in tea and related industries say the **tea industry implements general sustainability practices very well or somewhat well**. Looking at some of the specifics in the area of human welfare, however, suggests that the tea industry may not be as strong in those areas of practice:

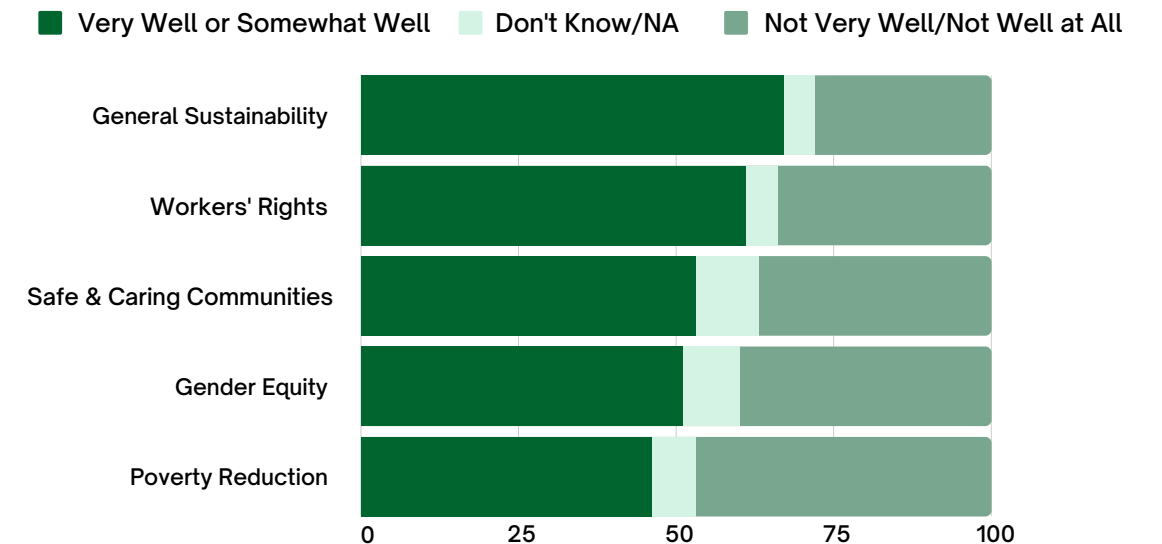
- **61%** of respondents feel the tea industry performs very well or somewhat well on **workers' rights**
- The tea industry is believed to have **weaker performance in**:
 - **fostering safe and caring communities (53%)**
 - **gender equity (51%)**
 - **poverty reduction (46%)**

Some respondents' write-in comments mention the importance of gender equity. These remarks call for **more women in management positions**. A number of comments also emphasize the need for **fair/better wages for farmers and laborers**.

Further questions to explore:

1. Is there a **greater, perhaps unbalanced, emphasis** in the perceptions of sustainability that prioritizes the environment above human welfare?
2. To what extent are equity and social justice issues viewed as **tea-industry specific versus seen as larger issues** of a culture or society? Perhaps human welfare problems are perceived as beyond the tea industry's purview, and more as widespread/inherent national or societal problems.
3. How well are **sustainability certifications perceived** in terms of their roles in helping people and the planet?
4. Are the **human stories of sustainability being sufficiently and accurately told**, so that industry members and consumers have a full and accurate understanding?

How does the tea industry perform when it comes to general sustainability practices, workers' rights, gender equity, poverty reduction, and investment in safe and caring communities?



Partiality toward
**CONCERN FOR THE ENVIRONMENT
APPEARS TO MISALIGN**
with many of the United Nations'
Sustainable Development Goals (SDG)
regarding social welfare

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**.



September 2022

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%