

# Connections: TPI



Under the watchful eye of the majestic Himalayas, Tea Promoters India (TPI) produces Fair Trade and organically certified black (fermented) and green (unfermented) teas. First discovered wild in the area in the early 19<sup>th</sup> century, hundreds of tea gardens now dot the landscape within six areas of the Darjeeling, Assam, and Dooars regions of India. Grown next to tiger reserves and with elephants, raging rivers, and lush landscapes as backdrops, these teas represent some of the best available.

Just Us! is delighted to offer eight new India tea blends – Indian Chai, Darjeeling, Darjeeling Green, Earl Grey, Assam, Oolong, Indian Dream, and Maritime Breakfast Blend. While all different, these teas represent the growing movement towards organic, sustainable, and equitable tea farming. Together, we are making a difference.



Fair Trade is an alliance between marginalized producers and consumers that empowers small farmers, giving them a greater dignity and a fairer price for their products.

Just Us! is committed to being producer-focused by developing personal and long-term Fair Trade relationships that adhere to and go beyond the basic principles of Fair Trade. By acting as a long-term partner, Just Us! supports business development and community sustainability initiatives.



Visit [www.transfair.ca](http://www.transfair.ca) for more information about Fair Trade certification.



People and the Planet before Profits.

For more information about Just Us! products, including Fair Trade and organic coffee, tea, chocolate, and sugar, or for information on the Just Us! cafés, please visit: [www.justuscoffee.com](http://www.justuscoffee.com)

JUDES is a non-profit organization that educates about the social, economic, and environmental benefits of Fair Trade and helping people to live lightly and justly on our planet. For more information, please visit [www.judesfairtrade.ca](http://www.judesfairtrade.ca)



**Name:** Tea Promoters India (TPI)

**Country:** India

**Members:** About 4,000 workers

**Products:** A variety of black teas, including Darjeeling, traditional Indian chai, and Assam teas

**Social Premium Programs:**

high school for the region with scholarships, community centres, health programs, housing support, micro-loans / credits for farmers and families, alternative energy projects, sewing & small business supports, composting projects, and much more!



*"We work with nature, not against it."*

At the core of TPI's philosophy is farming harmoniously with nature. TPI not only practices certified organic farming, but also biodynamic tea cultivation (Demeter certified), which is very labour intensive and requires great dedication and expertise, but is the best for people and the planet.

These holistic and sustainable farming practices have restored soil health, with plants & animals reappearing in these areas.

Each tea garden has an ecological development plan, taking steps to prevent erosion and channel monsoon water.



*"TPI is committed to giving our garden workers and their families a better quality of life."*



Tea cultivation in India is over 150 years old, established by the British during colonial times. Plantation workers typically live in very poor working conditions and lack education and marketable skills. Management of many plantations has only continued the disenfranchisement of workers and fostered isolation.

Many tea gardens were abandoned due to a drop of more than 40 percent in wholesale tea prices over the last 50 years, coupled with social and political unrest, leaving entire villages with few economic opportunities. TPI has deliberately worked to recover many abandoned tea gardens, converting them into viable production areas.

There is the possibility of a new kind of tea production – one in which the traditional management styles are discarded in favour of participatory structures. Thousands of tea garden workers and small farmers now have the opportunity to sell sustainably farmed tea at fair prices.

Through the support of partnerships with local non-governmental organizations, European and North American tea retailers, and the determination and effort of garden workers, Tea Promoters India has created management models that include workers in decision making. TPI worker-farmers democratically elect representatives to sit on a Joint Body, which decides garden matters with the garden manager. Priority is given to women, who are the core of the tea industry. The Joint Bodies contribute to community development and empowerment, addressing a wide range of social issues.



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