

Firsd Tea Sustainability Perspectives Report: People



Though most respondents remain worried about climate change, they continue to rank “Sustainability” as a low-priority factor when selecting teas for their businesses.

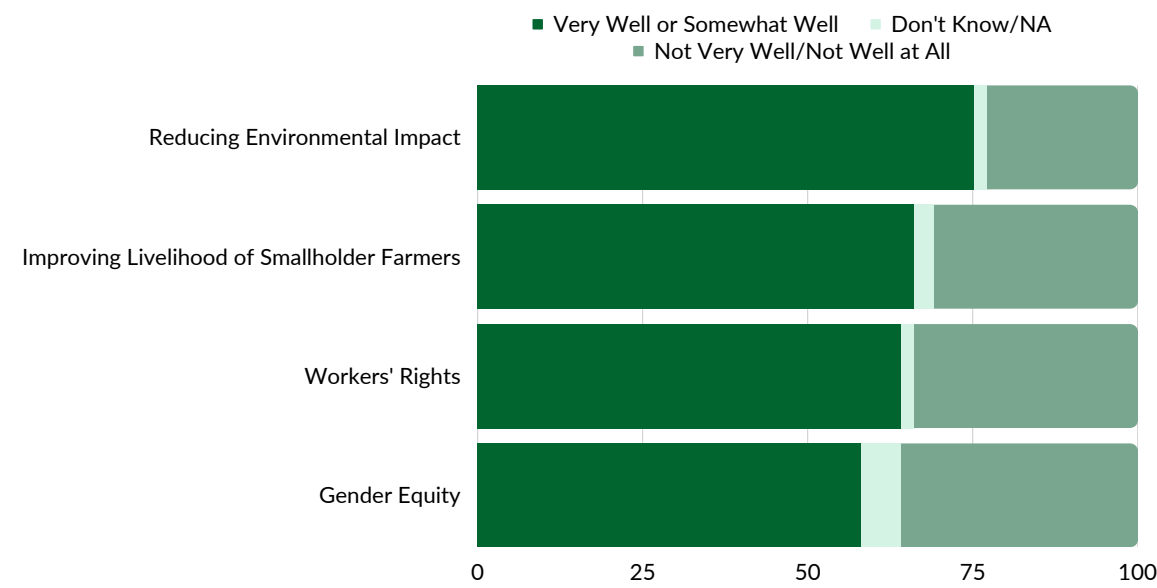
The top characteristics respondents listed that affected their decision to stock teas:

- 1. **FLAVOR (96%)**
- 2. **LEAF GRADE (91%)**
- 3. **ORIGIN/TERRIOR (90%)**

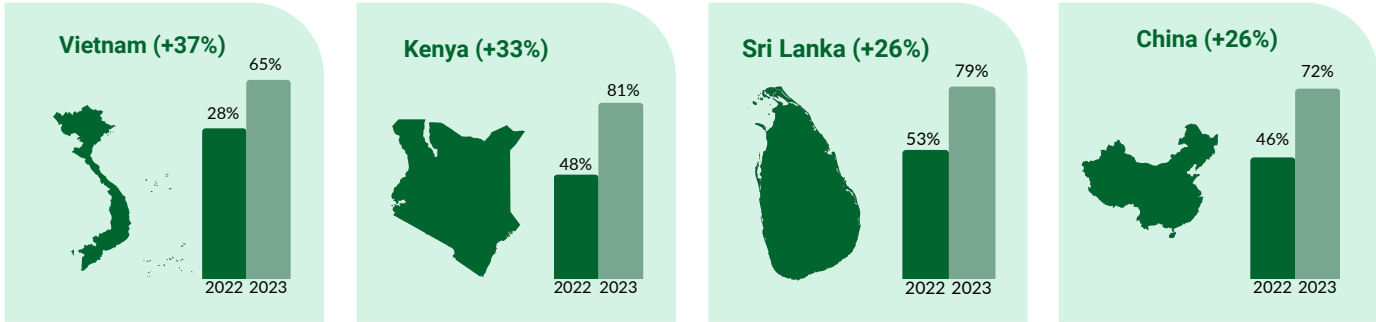
Purchasing drivers that ranked higher than “Sustainability”:

- 1. **DEMAND**
- 2. **CONSISTENCY OF SUPPLY**
- 3. **PRICE**

The tea industry’s performance in reducing environmental impact was rated higher than improving the livelihood of smallholder farmers, workers’ rights, and gender equity.



Sustainability Reputations of Producing Countries



Most respondents now have an improved outlook on progress made in sustainability in the last 10 years. They also view present-day efforts more favorably and predict an increased improvement trajectory in the next 10 years.

Themes related to bridging current conditions with ideal sustainability:

- **CONSUMER DEMAND** - Consumers want sustainability, but don’t want to pay for it
- **WORKERS AT ORIGIN** - Paying a living wage, especially to smallholders
- **IMPROVE REGULATORY PROGRAMS** - integrating sustainability with certifications, laws, technology, and research