

## **A new Fairtrade approach to tea in Assam**

### **13/09/21 Webpage Update**

After many years of supporting tea producers in Assam through certification and seeing some short term gains for those workers within the Fairtrade system, it has become apparent to us through our work with our local partners, coupled with our own research and work on the ground, that a new approach is required to address the deeply entrenched and complex challenges unique to the Assamese tea sector.

Our experience tells us that these historic challenges prevalent in the region require us to pioneer a new way of working – one that learns from Fairtrade's tried and trusted standards which have proven to be effective in tackling poverty and inequality in other tea producing regions around the world, adapted to the realities of working in Assam.

This is why Fairtrade is working with its key UK tea partners and the Fairtrade producer network in the region, NAPP, to develop this new approach to Assamese tea that will support producers and drive impact and improvements for workers. We and our partners remain committed to the principles of Fairtrade for producers to receive minimum prices in times of market price drops, plus an extra payment to support their communities.

The new approach will ensure workers get the crucial core benefits of Fairtrade involvement on the way to full certification. Our ambition is to work with all relevant stakeholders so that we can collectively ensure that every actor in the tea sector plays their part in achieving a sustainable tea sector – a sector that respects workers' rights and delivers a decent livelihood.

Improving the situation for Assamese tea workers beyond what has been achieved so far will, we appreciate, be challenging, but we will not walk away from the workers who are at the heart of the production of the nation's favourite drink. Fairtrade and our partners are committed to a sustainable future, for tea workers and the tea supply chain.