Tea Association® of the U.S.A. Inc.

MEMBERSHIP OPPORTUNITIES

The Tea Association of the USA, Inc.
www.teausa.org • (212) 986-9415

Tea Association® of the U.S.A. Inc.

INTRODUCING THE TEA ASSOCIATION OF THE USA, INC.

"The USTA has been a vital resource on a wide range of issues such as tea and health, government regulations, allergens, microbiology, etc. It has been instrumental in the development and promotion of the health and specialty sectors with great success. We strongly recommend that everyone in the tea trade support the USTA, since their contributions to the industry and its members are an integral part of the tea trade today." — Eastern Tea Inc.

Since the USTA's formation by tea industry visionaries in 1899, we've been **protecting and promoting** the interests of companies like yours. We act as the industry's recognized voice before government agencies and the media; and we're your number one resource for complete, up-to-date information about anything related to tea.

Our membership represents more than 100 corporations, which are responsible for approximately 90% of the tea traded within the United States. Our leadership team, along with our members, has the collective knowledge and assets needed to capture opportunities that add value to your business. Together, we have the strength to address challenges that could have negative repercussions for your company and the US tea industry as a whole.

We hope you will join the many industry leaders who recognize the value of supporting our vital initiatives. Please contact us if you have any questions or would like more information about the many benefits of USTA membership.

ABOUT US

For more than a century, we've enabled tea trade professionals like you to successfully navigate the complex landscapes of government relations and an increasingly competitive business environment. Headquartered in New York City, our non-profit trade organization is comprised of three divisions: **The Tea Association of the USA**, (USTA), **The Tea Council of the USA** and the **Specialty Tea Institute™** (STI). Working as a unified front, these affiliates represent, preserve and defend the varied interests of the US tea community.

OUR MISSION - The Tea Association of the USA is the recognized independent authority on tea, acting as the official voice for its members on issues related to the tea industry.

OUR VALUES - Our core values are to be ethical, knowledgeable, collaborative and forward-looking in all our activities.

OUR VISION - To enable sustainable growth of the US tea market as a whole while guiding our membership through an ever-changing external environment.

POSITIONING FOR GROWTH

Through their innovation and ever-increasing selection of quality tea products, USTA members have helped drive US tea consumption to record levels.

- In the last two decades, US tea consumption has grown from less than $2 billion to more than $10 billion in sales.
- Today, the US is the third largest tea importing country in the world, after Russia and Pakistan, and the sixth largest tea-consuming country—following China, India, the Russian Federation, Turkey and Japan.
- We anticipate the dollar value of tea sales in the US will grow from an estimated $10 billion in 2013 to nearly $15 billion by the end of 2016.

OUR MEMBERSHIP CATEGORIES

We welcome companies and trade groups in three distinct categories: **Trade Members**, **Associate Members** and **Producing Country Members**.

Here's an overview of the types of firms within each sector. Please don't hesitate to contact us if you need help identifying which category is the best fit for you.

Trade Member Category includes any person or organization who is engaged in the business of purchasing, selling, distributing or processing tea, with a minimum certifiable annual tea volume of 20,000 pounds of tea in or for the US market, such as:

- Convenience Stores
- Extractors / Soluble Manufacturers
- Hospitality / Spa & Resort Operators
- Importers / Brokers / Traders
- Packers / Wholesalers / Distributors
- Retailers (Packaged Goods) / Grocery Stores / Convenience Stores
- Retailers (By the Cup) / Foodservice / QSRs
- RTD Bottlers / Brewers
- Vending / Office Coffee & Tea Services

"We have found that the US Tea Association represents the most cost-effective and rigorous means for addressing the increasingly arduous legislative consumer environment into which we sell our products. In all technical fields, the Association can call on expert help and advice from a group of members that would be impossible for a single company to resource and marshal internally."
— Mother Parkers Tea & Coffee Inc.

"Say for a moment your firm is an integral part of the tea industry and hypothetically stuck in quicksand. You are flailing your arms in panic over recent events that can impact both your company and the industry as a whole. Various consultants, accountants and attorneys walk by and say, 'We can sell you rope and charge for the time to pull you out.' Then, about a hundred people strolling by see your predicament, jump into the quicksand with you and say, 'We know what you're going through and we can get out of this mess...TOGETHER!' Those one hundred are your fellow Tea Association members." — Henry P. Thomson, Inc.

Associate Member Category includes any person, organization, educational institution, public agency or association either domestic or overseas that provides a product or service to the tea industry such as:

- Consultants
- Cosmetics Industry
- Educational Facilities
- Equipment Manufacturers
- Health & Well-Being
- Insurance Services / Customs Brokers
- Media Outlets / Marketing Communications Firms
- Nutraceuticals
- Non-profit Organizations
- Paper / Packaging Suppliers
- Warehousing
- Transportation / Shipping Services

Producing Country Member Category includes trade groups and non-governmental agencies such as:

- Exporters' Organizations
- National Tea Boards
- NGOs
- Producers' Associations
- Producers / Growers
- Tea Research Institutes

PROMOTING & PROTECTING OUR MEMBERS' INTERESTS AND THE US TEA TRADE SINCE 1899

We act as the US tea trade's representative before government agencies in Washington, D.C. and around the world. Most of our efforts to protect the industry's interests take place behind the scenes. As you can see from the highlights below, our initiatives and the results are critical to the well-being of USTA's members.

DEFENDING YOUR INTERESTS IN THE DOMESTIC MARKET

OUR INITIATIVES

We constantly monitor developments in the US marketplace and we're on the alert for interruptions to tea supplies flowing into US ports. In the event of a threat, such as a compromised shipment, bioterrorism, or evidence of product impurities, the USTA's crisis management experts and spokespeople are in place to investigate and address any allegations that impact your interests.

OUR RESULTS

- We provide updates and alerts that keep our members "in the loop" on critical developments that impact their businesses.
- We've assisted in facilitating dialogue with government agencies about supply chain issues.
- We've successfully defended the tea industry against wrongful claims and harmful misinformation – threats that would be difficult for any of our individual member companies to address on their own.

SERVING AS THE VOICE OF THE INDUSTRY BEFORE THE US GOVERNMENT

OUR INITIATIVES

America's food and beverage industry as a whole is coming under increasing scrutiny by the US Government. The USTA is your first-line advocate in Washington, D.C. – we represent your interests before regulatory agencies such as the Environmental Protection Agency (EPA), Food and Drug Administration (FDA) and US Customs.

OUR RESULTS

- We continuously monitor developments in Washington, D.C. and we stand ready to represent the interests of the industry.
- On many occasions, we've successfully addressed sensitive issues that could have had profound repercussions for our members and their employees.

ENCOURAGING INDUSTRY-FAIR LEGISLATION

OUR INITIATIVES

As the need arises, our staff and standing committees work with government officials to balance the facilitation of commerce and free trade, while at the same time ensuring consumer safety.

OUR RESULTS

- Our dialogue with government representatives helps ensure that officials in Washington, D.C. are fully apprised of the issues that impact your business.
- Our members are kept aware of the latest US regulations and their potential impact on tea importation, production and labeling.

"The USTA enables access to appropriate industry positions and practices on a wide range of issues. And, in this ever-changing business and regulatory environment, they're a voice for the whole industry to speak to government and regulators with relevant concerns and views." — Universal Commodities (Tea) Trading, Inc.

ESTABLISHING VOLUNTARY US STANDARDS & GUIDELINES

OUR INITIATIVES

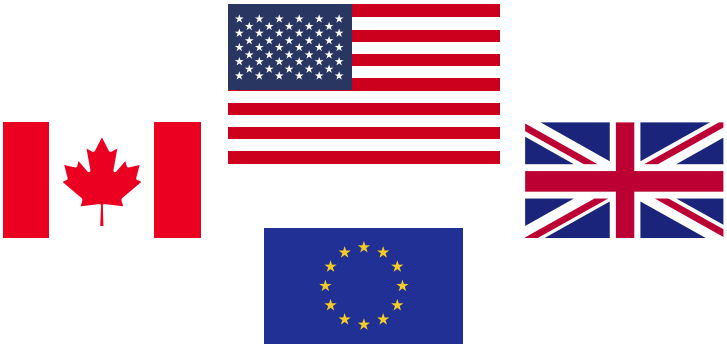
Our staff, committee members and advisors collaborate on establishing industry-wide definitions for various types of tea (leaf, form and beverage) to promote fair competition and prevent consumer confusion in the marketplace. We work with our members to craft and adhere to voluntary guidelines that promote a business-friendly and consumer-focused environment.

OUR RESULTS

- We've successfully encouraged government agencies to accept USTA-recommended voluntary guidelines in the areas of product purity, packaging and additives.
- The parameters, as developed and prescribed by the USTA, frequently become industry standards and are often used by governmental authorities as a basis for regulating the industry.

"As an international tea company, we rely on the Tea Association's insight to guide us through the ever-changing landscape of complex regulatory issues. Their domestic market data and state-of-the-industry updates help us with our decision-making. And, their expertise helps us interpret the latest developments and trends so we can be successful in the US market." — ITO EN (North America) INC.

FOSTERING COLLABORATION AMONG TEA-CONSUMING NATIONS



OUR INITIATIVES

We, along with our counterparts in Canada and the UK, have funded research on tea and health that has greatly benefited tea consumption and consumer knowledge of tea. Since its inception in 1992, the collaboration, then known as the Bermuda Accord, was adopted and endorsed by the United Nations Food and Agriculture Organization (FAO) and partially funded by the World Bank for Commodities.

We have collaborated with the FAO, the International Tea Committee (ITC) and other organizations on issues of vital importance to the US tea trade, such as tea quality, sustainability, worker welfare and other consumer concerns.

OUR RESULTS

- In 2008, the USTA attended the annual OECD (Organisation for Economic Co-operation and Development) Forum in Paris. This meeting, which focused on global development, provided a forum for us to address governmental policy makers on tea and ultimately led to harmonized standards for tea.
- Our alliances with other trade groups have been successful in setting uniform definitions and fostering best practices. Collectively we've been successful in addressing relevant international environmental, social and economic issues.
- USTA delegates have represented the interests of the US tea trade at Codex Alimentarius, International Food Standards division of the World Health Organization, and International Governmental Group on Tea, as well as international conferences.

THE US TEA INDUSTRY'S LIAISON WITH PRODUCING COUNTRIES

OUR INITIATIVES

The Tea Association meets regularly with origin associations and government officials to promote a safe and reliable business environment to support the importation of tea into the US. Our reach includes these tea-producing countries:

Argentina
Bangladesh
Brazil
Burundi
China (PRC)
Ecuador
India
Indonesia
Japan
Kenya
Malawi
Nepal
Papua New Guinea
Republic of Georgia
Rwanda
South Africa
Sri Lanka
Tanzania
Taiwan (ROC)
Turkey
Uganda
Vietnam
Zimbabwe

OUR RESULTS

- We have encouraged producers at origin to adopt growing and processing practices that are in compliance with US regulations, in the areas of economic, social and ecological sustainability.

SUPPORTING INDUSTRY COMPLIANCE

OUR INITIATIVES

Whether they be voluntary guidelines or US Government regulations, the USTA provides members with the up-to-date information, guidance and resources they need to be current on all compliance matters.

OUR RESULTS

- We keep members apprised of the latest developments related to the Bioterrorism Act of 2002 (BTA), the Food Safety Modernization Act (FSMA) and other important legislation with regular bulletins on the latest guidelines and rules.
- The USTA is available and able to assist you with any questions about compliance issues.

"In a complex and ever-changing business environment, it is very important for Harris Tea to stay compliant with US Government regulations. In addition, our customers demand we maintain supply chains that are transparent and meet the latest government-mandated requirements – the US Tea Association keeps us in step." — Harris Tea Company

"The Tea Association of the USA cultivates, maintains and builds relationships with other organizations, such as USDA, FDA and other governmental agencies, to educate them about what we, as an industry, are doing to maintain safe and clean products. As an individual, one simply does not have the leverage and the VOICE to do so. The Tea Association protects its members from "unfriendly" and unreasonable media statements that affect the industry in a negative way. The engagement of creating and organizing conferences for tea professionals to meet / greet and exchange news about our fast-moving industry is vital. A member may not see the day-to-day work performed behind the scenes; however, if one is affected, the realization is amazing." — Haelssen & Lyon North America Corp.

"The US Tea Association provides useful information to the tea industry that enables us to deliver a high-quality product to our customers." — Nestlé USA

ACTING AS THE TRADE & MEDIA'S AUTHORITY ON TEA

OUR INITIATIVES

Our New York office serves as the industry's center for current and credible information about tea. We offer our members sound and authoritative positions on all matters concerning tea.

OUR RESULTS

- Our PR campaigns relating to Tea and Health and other significant issues have generated between 750 million and 1 billion impressions through coverage in magazines, newspapers, radio, TV and online media. Our messaging has imprinted the Tea & Health message indelibly on the minds of today's consumers and media.
- Our "State of the US Tea Industry Report" is considered to be the most authoritative source for trade and media alike.
- We encourage our members to refer media inquiries to USTA headquarters.
- USTA members have presented to delegates at the National Coffee Association, National Automatic Merchandiser's Association, and World Tea Expo to help them improve tea knowledge.

PROMOTING TEA & HEALTH

OUR INITIATIVES

The US Tea Council launched our Tea & Health Campaign at the **1st International USTA Tea & Health Symposium** in Washington, D.C. in 1991, bringing together independent and peer-reviewed scientific researchers who have been able to substantiate the importance of tea consumption as part of a healthy lifestyle. Publicity from this and subsequent Symposia has encouraged print and broadcast media outlets to disseminate and reinforce information about Camellia sinensis's positive contribution to US consumer health. Delegates at our five Symposia have included senior personnel and received sponsorships from: **American Cancer Society**, **American College of Nutrition**, **American Institute for Cancer Research**, **FAO**, **Linus Pauling Institute**, **American Society for Nutrition** and **American Medical Women's Association**.

"The Tea Association provides insights into research on tea and health that we find invaluable. Being able to cover all aspects of tea legislation, current and pending, at one source is also a great asset." — Cooper Tea Company

OUR RESULTS

- Over the last two decades, top scientific researchers from prestigious universities and academic institutions in the US and around the world have identified the positive role antioxidants and other components of Camellia sinensis play in human health.
- The USTA's Symposia have gained global recognition and respect among dietitians, medical professionals and health-conscious consumers as the world's leading forum for sharing reliable and credible scientific developments concerning tea and health.
- Discerning journalists rely on the USTA's Symposia proceedings for credible, third-party scientific evidence about the role of tea in a healthy lifestyle.

CREATING A UNIFIED VOICE BY BROADENING OUR MEMBERSHIP BASE

OUR INITIATIVES

The USTA unites small, medium and large companies' shared interest in a vibrant and healthy business environment that benefits the industry and consumers alike.

OUR RESULTS

- In recent years, we've broadened our sector representation to include RTD tea bottlers, distributors and coffee roasters, as well as providers of allied products and services to the tea industry.
- The Association serves as the common denominator for response to issues that face all sectors of the industry.

PROVIDING NETWORKING & LEARNING OPPORTUNITIES

OUR INITIATIVES

We sponsor social, educational and hands-on training programs that bring together USTA members from throughout the US tea community. These events offer our members unique opportunities to share ideas, promote innovation and address issues of common concern.

OUR RESULTS

- The North American Tea Conference (run jointly with the Tea Association of Canada), the annual holiday party and summer golf outing and dinner provide excellent networking opportunities for our members to share ideas, discuss industry issues and concerns and renew industry contacts.
- The Specialty Tea Institute provides a carefully structured curriculum for the education of individuals at all levels of the industry on matters concerning tea. Backed by the Tea Association's more than 100 years of experience and taught by experts in the field, STI's certification program is the most sought after educational program in the industry, offering STI Tea Specialist and STI Tea Professional Certifications. STI courses are even considered necessary training for many industry members. With the interest in tea rising and the number of students attending STI classes growing, be on the lookout for new classes and our continually evolving training programs.

MEMBERSHIP INFORMATION

We encourage your company to support our essential work in promoting and protecting the interests of the US tea trade by becoming a member of our organization today.

1. Dues Structure & Raw Tea Poundage Conversion Chart
2. Membership Application

"There are several aspects to our membership in the US Tea Association that we find invaluable. There are workshops and conventions that we attend in order to discuss the latest trends in tea and interact with other companies with similar interests. We are able to meet with tea growers from a variety of nations that produce tea and talk to them about the current tea atmosphere…They (the USTA) keep us informed on the current regulatory environment and provide my company guidance in complying with new policies. They are on the forefront of researching and promoting tea and its health benefits."
— American Instants, Inc.

"One of the greatest challenges currently facing our business is the US regulatory authorities' approach to food safety. The excellent work the Tea Association carries out through close relationships with governmental bodies and producing countries to help protect the interests of member companies is reason alone to join." — Martin Bauer Inc.

"The US Tea Association has always provided us with invaluable detailed information regarding the progress tea is making in the North American market and has been one of the driving forces in further establishing tea as the cup of choice for consumers across the continent. It remains pivotal to the collective drive to enhance tea as a brand in the United States and we are proud to be a member."
— Finlay Tea Solutions (US) Inc.

"The Tea Association remains our first source for information regarding the tea industry. The ongoing work on importation, specialty tea education and government regulations, as well as tea and health, provides an incomparable base of knowledge, which anyone in our industry would find to be of great benefit. The selfless service within the organization by industry leaders provides a reservoir of knowledge that has proven to be a major factor for sustained growth of tea in the United States. It is an organization our company strongly recommends." — Red Diamond, Inc.