

# TEA & COFFEE

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## *Adapting to Unpredictable Climates*

- **FSMA Impact on Green Coffee**
- **Tisanes Respond to Changing Palates**
- **Origin Highlight: Assam**
- **Special Report: Robusta Part I**

Winners included: Best New Product—Tea as an Ingredient—Lumbini Ladalu Chakra Tea from the Lumbini Tea Factory, Sri Lanka, and Best New Product—Biotre by Pacific Bag, Inc., Woodinville, Wash., (biodegradable material for packaging).

The 2014 trade show was the last event for George Jage, founder and director of World Tea Expo and Healthy Beverage Expo, as he has accepted a position outside of the industry.

Charlie Cain, vice president, Teavana Tea Bar operations and franchising, Starbucks Coffee Company in Seattle, Wash., said, “As I think back over the 10 years I’ve spent in the US specialty tea industry, George Jage stands out clearly as a charismatic and enthusiastic leader for the healthy growth of our industry. He built an incredible show and media platform, but more importantly he built a family.”—AK

**Small Producers’ Symbol Offers New, Alternative Certification**

The Small Producers’ Symbol (acronym SPP for the Spanish *Símbolo de Pequeños Productores*) is a new seal of certification created by and for small producers in Latin America and the Caribbean. Developed through the Latin American and Caribbean Network of Small Fair Trade Producers (CLAC, Santa Tecla, El Salvador), the SPP offers an alternative certification to those developed and regulated by non-



profit entities in Europe and the North America, situated thousands of miles from producing communities.

Small producers active in the creation of the certification founded the non-profit FUNDEPPO (the Foundation of Organized Small Producers), based in Mexico City, Mexico, to manage and promote the use of the certification’s seal. “The certification (for small producers’ organizations) and registration (End Buyers) is done by independent certification entities, as of today, there are seven authorized to do so, including BIOLATINA and MAYACERT,” said FUNDEPPO’s communications manager, Tessy Castellanos. “The SPP is the first and only Fair Trade system in the world to be created and governed by and for small producer cooperatives according to the principles of participatory democracy and self-management.”

The SPP’s 2010 Declaration of Values, developed prior to the launch of the logo, cites democratic organization, commitment to local economies and baseline product quality among the components of the SPP standard. The SPP certification makes some requirements of buyers as well. “The SPP requires all registered buyers to make a significant and verifiable commitment to purchasing within the system, and to increasing purchasing over time,” said the Montréal-based roaster Santropol Coffee Roasters in a press release covering its new relationship with SPP.

The SPP General Standard states: “All buyers must commit to purchasing at least 5 percent of the total value of their purchases of all the products for which there are Small Producers’ Organizations certified under the SPP, by the end of the second year of registration. After the second year of registration, buyers must increase their purchases under the SPP system by 5 percent each year in relation to their total purchases until reaching a level of at least 25 percent.”

Additional purchasing partners include Just Us! Coffee Roasters Coop in Wolfville, Nova Scotia; Ethiquable (Paris) distributing in France, Belgium in Germany; and Equal Exchange, Bridgewater, Mass., which has made a major commitment to partnering with FUNDEPPO sourcing and promoting SPP certified coffee.

Recent members of the FUNDEPPO include groups such as the Estelí, Nicaragua co-op PRODECOOP of 2,300 coffee producers and the first Asian member, the Permata Gayo coffee co-op in Aceh, Indonesia’s Bener Meriah region.—RN

**Starbucks Expands Cold Beverage Portofolio**

Starbucks Coffee Company, Seattle, Wash., unveiled a selection of new beverages in its retail stores in June. The rollout of Teavana Shaken Iced Teas and Fizzio Handcrafted Sodas further expands Starbucks cold beverage portfolio.

“We’ve heard from our customers that they’re looking for more refreshing cold beverages, especially during the warm summer months,” said Cliff Burrows, group president, US, Americas and Teavana.



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