

# Adding value from leaf to cup

## Sainsbury's tea supply chain in East Africa

Creating a space where even the most vulnerable have a voice

Each producer organisation receives annual volume forecasts which support greater financial predictability

Visibility of where and how money is being spent to ensure accountability

A Sainsbury's Fairly Traded minimum price – set at a value at least equal to the Fairtrade minimum price - for their tea, which protects against market fluctuations



**Smallholder tea farmers**

Growing green leaf tea



**Tea farmers' organisation**

Buying tea to sell on or support with training and inputs



**Tea estate**

First stage tea processing



**Exporters**

Transporting tea



**Packer / Processor**

Blending and packing tea

More sustainable, resilient supply chains for tea into the future

Transparency in how the social premium has been spent and its impact



**Sainsbury's supermarkets**

Selling tea



**Sainsbury's customers**

Drinking and enjoying tea

Able to access a guaranteed route to market

A Sainsbury's Fairly Traded social premium available for each producer organisation – based on the volume of tea sold and awarded at a value at least equal to the Fairtrade Premium – for them to invest in their businesses and communities

Opportunity for transparent, participatory and longer-term relationships throughout the value chain

Valuable information and data generated through the Sustainability Standards programme

Consistently high quality product, at a fair price