

# TEA AND HERBAL ASSOCIATION OF CANADA

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YEAR IN REVIEW  
2018/19



# A WORD FROM...

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It's difficult to define us all by one word, but if I had to choose one, it would be 'change'. Our industry is an ever changing one and with that, it is critical that we, as an Association and individual companies, change with it.

As of 2019, Millennials are now the largest and most important generation of consumers in the country. This age group is born between 1981-1996 and have over-taken the Baby Boomers in the workplace. All markets, including tea, are paying a lot of attention to this powerhouse of a generation as their tastes and consuming habits are important to understand and capture.

On a whole, this generation is more likely to experiment with the types of teas they consume, enjoying variety. They are more likely to have a mix of tea types in their cupboard and have a strong desire to know where their product comes from. They want to feel connected to the story tea has to tell. These changes are not only integral to how you all do business, but it has also defined how I have looked at the Tea and Herbal Association of Canada as I've stepped into my new role.

As we see the momentum for tea continue to grow in Canada and the positive attitudes towards the beverage prevail, it's important for the tea industry to speak to these demands. Canadians, young and old, see tea as a healthy beverage that is relaxing, soothing and good for overall health. The drive towards healthy lifestyles lays the groundwork for tea to become the number one hot beverage in this market.



**SHABNAM WEBER**  
PRESIDENT

# Mission & Vision

We act on behalf of our members, including Producing Countries, Importers, Packers, Allied Trade, Retailers and TAC TEA SOMMELIER® Professionals, to promote tea.

- Our Mission is to be the absolute voice of the Tea Industry responsible for government relations, advocacy and providing PR & communication to consumers & industry.
- Our Vision is to be the leading authority and industry voice on all things tea in Canada.

## Four Pillars

### Government Relations

Ensure industry stability by positively influencing the Federal Legislative Agenda to support the Canadian tea industry's growth

### Communication

Deliver the "Tea is a Healthy Beverage Choice" message to consumers and promote the benefits of drinking tea.

### Member Services

Serve as the number one source of information and research about tea and offering a recognized certified Tea Sommelier program

### Networking

Bringing together all levels of the tea industry's supply chain to provide networking opportunities through annual conferences, government liaison and events.



# Government Relations

THAC, through its Government Affairs activity, is charged by membership to influence, monitor and inform members of current and new regulations and requirements and their potential impact on the industry.

Tea and most herbal components are produced in foreign countries and are imported into Canada. It is therefore important that THAC monitors and is aware of international rules and regulations that regulate trade in tea and herbals and any consequential impact they may have on the Canadian market.

Within this mandate, we continue to try and influence international governments and standard setting bodies to enable the Canadian tea market. This is done in coordination with other national and international associations /groups

WTO, Codex, FAO IGG, etc.

We identified two key legislations that were to have an impact on the industry, and worked on providing guidelines for both: Safe Food For Canadians Regulations and Nutrition Labelling.

In our efforts with government, we also continue to work on behalf of industry in the area of compliance and MRL's.

At present, Canada has 18 MRL's approved by Health Canada's PMRA (Pest Management Regulatory Agency) and three more pending review. We've compiled a list on our member website for your reference. 2018/19 also had us receive and review for the first time an extensive database from a soon to be published report by the CFIA. This database provided us with important information that we were able to share, making us more pro-active and informed in the area of compliance.





# SAFE FOOD FOR CANADIANS REGULATIONS

The Government of Canada's new Safe Food for Canadians Regulations (SFCR) came into force on January 15, 2019 and require that food imported into Canada meets the same food safety outcomes and has been prepared with the same level of food safety controls as food prepared in Canada.

In most cases, importers require a licence from the Canadian Food Inspection Agency (CFIA) to import food into Canada. Tea falls into the commodity category that will require import licences as of July 15, 2020.

The regulations are made up of three parts: Licensing, Traceability and Preventive Control Plan (PCP). It is important for everyone in the tea industry to determine which of the three parts apply to your business.

## EXPORTERS:

- Need for license
- Have a written Preventive Control Plan
- Meet Canadian requirements as well as foreign country requirements
- Keep clear and complete traceability records

## IMPORTERS

- Need for license
- Have a Preventive Control Plan in place - unless business is below \$100K/annual
- Ensure that foreign supplier is manufacturing, preparing, storing, packaging and labelling food under the same conditions as food prepared in Canada

- Keep clear and complete traceability records that show where food came from and to whom it was sold
- Non Resident importers are permitted (at the moment, US importers that comply with FSMA regulation are the only ones that fall into this category)

In order to help members navigate through the complicated rules, we created clear guidelines. This includes simplified documents, flowcharts to determine which part of the legislation applies to you as well as infographics and helpful links.

# Nutrition Labelling

The Food Labeling Modernization Act was passed in 2016. Enforcement of the new rules will start December 2022. That means that as of December 2022, the Canadian Food Inspection Agency (CFIA) can and will enforce these new rules on all packaged products.

Key changes include:

- new requirements regarding the legibility of the list of ingredients
- grouping of sugars in the list of ingredients
- various changes to information contained in the Nutrition Facts table (NFt)
- new requirements for how food colours are declared
- removal of the requirement for certification of synthetic colours
- incorporation by reference of daily values, templates for the NFt formats, reference amounts, serving sizes and most food colour specifications

We have worked with Health Canada and CFIA to put together guidance documents to get you through this process.

<b>Nutrition Facts</b>	
<b>Valeur nutritive</b>	
Per 1 cup (250 ml) pour 1 tasse (250 ml)	
<b>Calories 110</b>	<b>% Daily Value*</b> <b>% valeur quotidienne*</b>
<b>Fat / Lipides 0 g</b>	<b>0 %</b>
Saturated / saturés 0 g	<b>0 %</b>
+ Trans / trans 0 g	
<b>Carbohydrate / Glucides 26 g</b>	
Fibre / Fibres 0 g	<b>0 %</b>
Sugars / Sucres 22 g	<b>22 %</b>
<b>Protein / Protéines 2 g</b>	
<b>Cholesterol / Cholestérol 0 mg</b>	
<b>Sodium 0 mg</b>	<b>0 %</b>
<b>Potassium 450 mg</b>	<b>10 %</b>
<b>Calcium 30 mg</b>	<b>2 %</b>
<b>Iron / Fer 0 mg</b>	<b>0 %</b>
*5% or less is a little, 15% or more is a lot *5% ou moins c'est peu, 15% ou plus c'est beaucoup	

On our members website we have created a package that includes:

- Food Labeling Guidelines
- Food Labeling Example
- Food Labeling Checklist
- Compendium of Templates
- Table of Daily Values

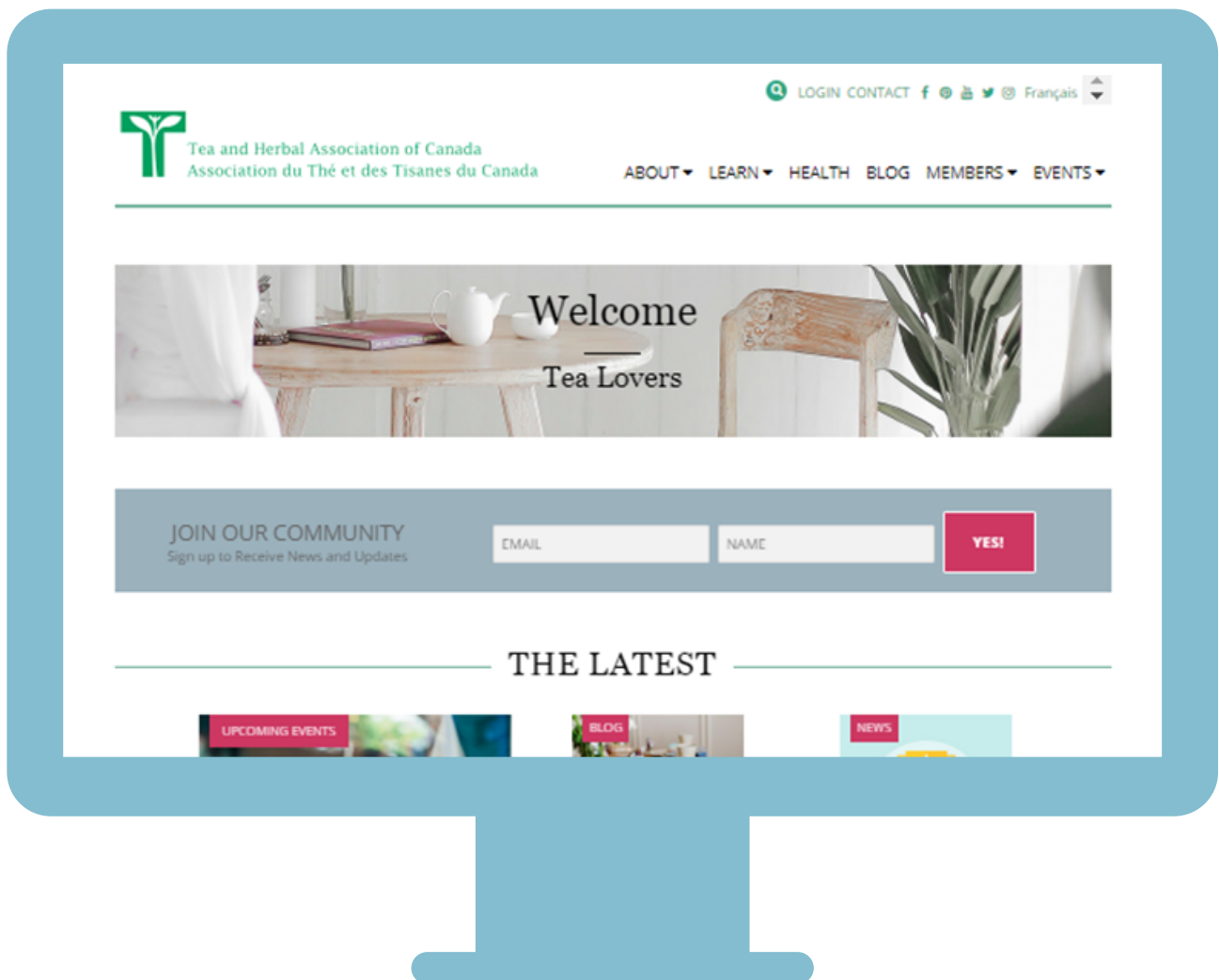
# COMMUNICATION

## NEW CONSUMER-ORIENTED TEA.CA

This year, we took the marketing of tea to the next level through a number of projects. We started with the redesign of our website. The importance of having engaging websites is indisputable. We broke out ours into two parts and chose

to look at them separately – one for public engagement, the other for members. For the public side, we focused on making it friendly and engaging. We designed a site that provides valuable information, accompanied with

beautiful images. We've loaded up recipes that are easy to find and even easier to follow. As well, we've highlighted our members by category and elevated their placement. Our goal is to have a place that tea lovers want to keep coming back to.



## WHAT'S NEW ON TEA.CA

Our website now contains easily digestible information on tea, formatted in a way that is simple to follow. We've highlighted our consuming country members on the 'Origins' page, provided concise information on tea and herbals as well as created a searchable map for

consumers to find our retailers and Sommeliers. Recipes have been formatted and presented in an appealing way. We've also grouped our education and webinar information providing easy links for consumers to register for areas they're interested in.



## HERBAL TEA

As the Tea & Herbal Association of Canada, it is important we be the resource for consumers on herbs and botanicals. We have added pages on what herbal teas are and on commonly consumed botanicals. We've included recipes with herbs and botanicals, fully integrating our messaging with the one already established for tea.



## TEA & HEALTH MESSAGE

So many of the people who land on tea.ca are looking for information on tea and health. The new site includes a "Health" tab with all of the top of mind information consumers are looking for:

- tea flavonoids
- hydration
- tea and cardiovascular health
- caffeine & more!





# Weekly Tea Bulletin

Weekly Tea Bulletin: June 2 - 8

## Tea in the News

**Forget Green, Black!**  
Blue Tea is Here With Its Many Benefits  
Green and black tea are common, but how about trying the blue tea?  
[06/04/2018](#)

**High on Tea: How Exotic and Premium Teas Have Made It Way to High-End Bars, Coffee Chains**  
Chaoyu is also rapidly growing in the home delivery segment through which it delivers fresh fruit in disposable bottles to keep it piping hot or it reaches its destination.  
[06/04/2018](#)

**Money FT! podcast: The Smallest Huddle - with T90 Tea Co-Founder Maranda Barnes**  
In the tea industry - which has a wide audience and long history but little brand awareness - T90 Tea is a disruptor.  
[06/04/2018](#)

**Green Tea Compound Dissolves Plaques in Blood Vessels, May Boost Heart Health**  
A natural polyphenol found in green tea may help prevent heart attacks and strokes.  
[06/04/2018](#)

**Bigelow Tea Becomes Benefit Corporation**  
Bigelow Tea is proud to announce the recently started director of becoming a Benefit Corporation.  
[06/04/2018](#)

**Global Green Tea Market Growth is Expected to be Driven by Growing Concern Regarding Health Benefits**  
The global green tea market is expected to register significantly high growth in the forthcoming years. Major factors driving growth of the global green tea market is growing concern of consumers regarding health.  
[06/04/2018](#)

## Tea Market Reports

[Universal Commodities \(Tea\) Trade Inc. - Weekly Commentary](#)  
[Van Breen Weekly Market](#)

## Upcoming Events

**September 25 - 27**  
North American Tea Conference  
[more information >>>](#)

## Tea Classes

July 6  
TEA 102: Regions Of The World  
Mohawk College

July 6  
TEA 107: Menu Design & Food Pairing  
Niagara College - Canadian Food and Wine Institute

July 16  
TEA 108: The Business of Tea  
Niagara College - Canadian Food and Wine Institute

[06/03/18 >>>](#)

We began in June 2018, and have since sent out a weekly 'Tea Bulletin' every Friday to your inbox. We sift through weekly news alerts on tea and share the most relevant with you. The 'Tea Bulletin' also provides a list of upcoming events and education sessions along with some useful links from our members to their weekly market reports.

# 'sip'

'sip' has been launched as our very own online magazine. We have reached out to our members for stories and updates; shared interviews and created entire entertainment stories integrating tea as an ingredient in recipes. The vision behind 'sip' is to showcase tea for consumers to integrate into their lives as part of their lifestyle.



autumn, 2018

sip

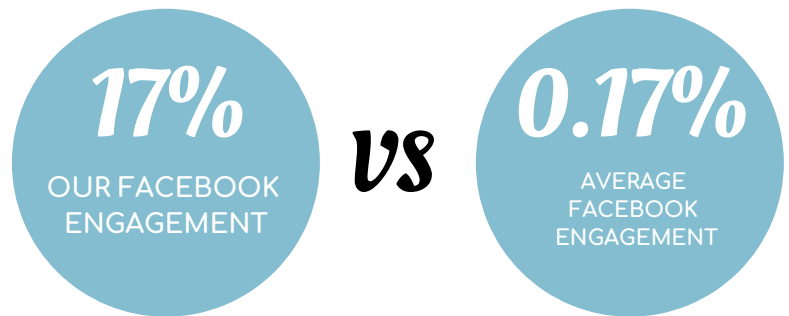
Issue 02

# SOCIAL MEDIA OUTREACH

We started with a full audit of our social media accounts this year and determined that there was a need for direction and structure. Effective social media is about staying focused, having a theme and planning ahead.

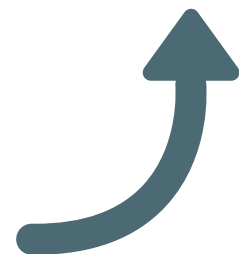
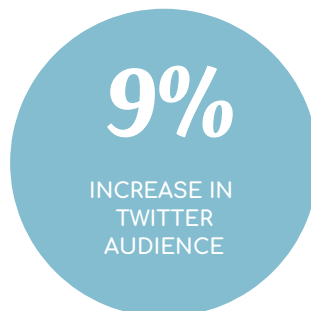
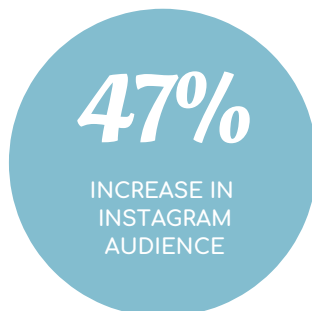
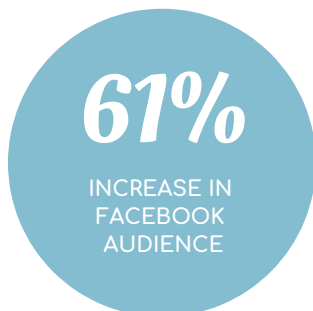
We formulated a social media calendar that allowed us to plan around an idea for each month. Our messaging had clarity and allowed us to think out what was being posted.

We integrated specific tea messaging, linked up with our members and were also able to launch some fun contests. The interactions all this created has laid the groundwork for us to build on and grow the brand of 'TEA'.



With the new consistent social media messaging going out we have seen a growth in followers on all of our platforms. Not only are more people following us, but they are engaging more with all types of posts in the form of sharing, commenting and liking.

*average* growth in  
**39%** audience  
size



# SOCIAL MEDIA OUTREACH

Hot Tea Month Video - Tea: Humanity in a Cup, was created and produced by THAC.

We used footage from producing countries, honouring TEA.

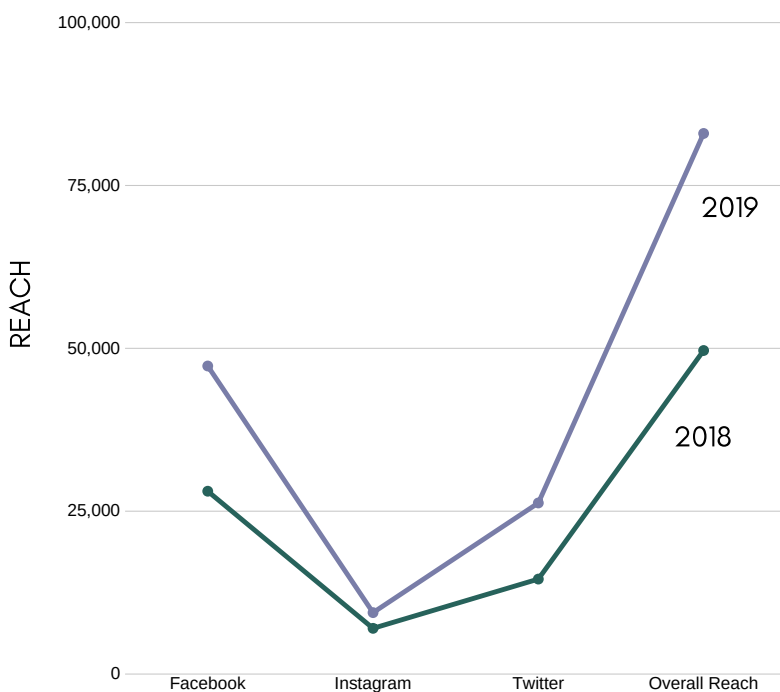


Number of minutes

# VIEWED

IN 30 DAYS

# 1,163



## HOT TEA MONTH GROWTH

The focus for Hot Tea Month is to increase awareness of the benefits of drinking hot tea. From nutrition information to lifestyle tips. 2019 saw an increase in shares, reach and engagement across all platforms. In 2018 we reached 49,668 people, and in 2019 we nearly doubled our reach to 82,986 people.

# INTERNATIONAL TEA DAY

For the first time this year, we officially celebrated International Tea Day in Canada (December 15). With the help of some of our members we held a month long contest across all social media platforms.

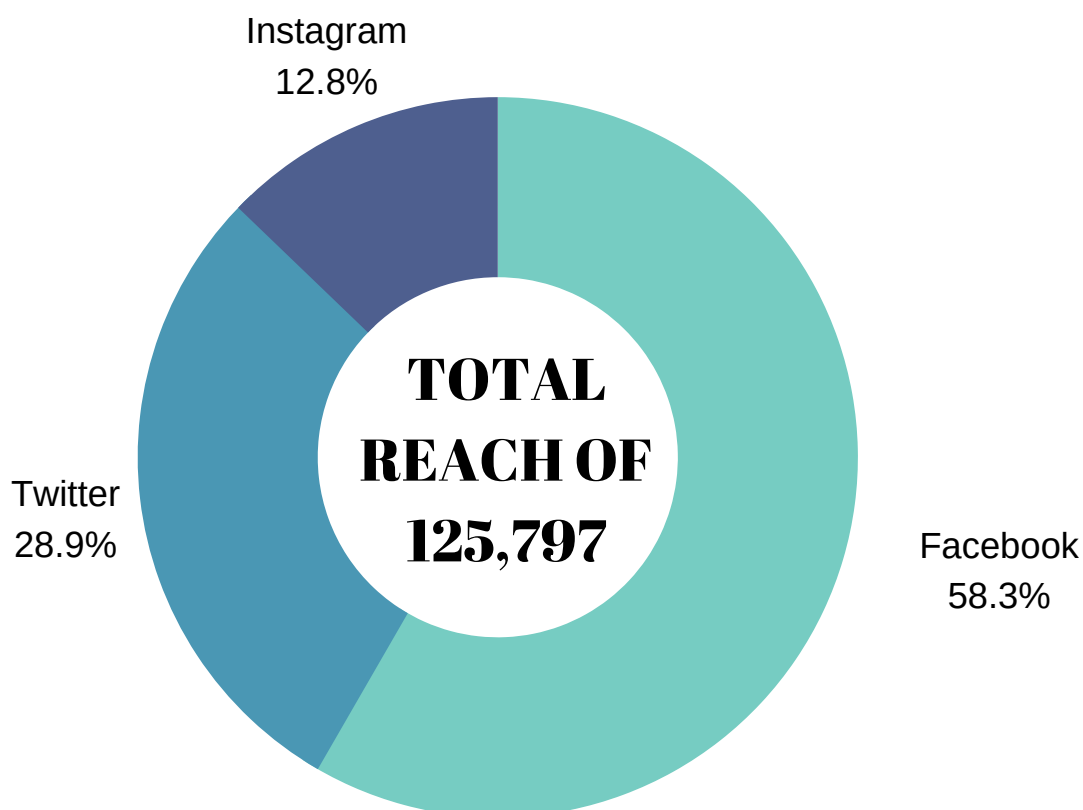
We felt that this day needed to be dedicated to those that pick our tea - so our focus was on 'the hands that bring us our tea'.

With the help of some of our members we held a month long contest across all social media platforms.



Our collective voices led to increasing our Facebook post reach in 28 days by 227% (37,685) and increased our page likes 458% (1,424 new followers).

Those are astounding numbers for TEA!



# MEMBER SERVICES

## NEW MEMBER-ONLY SITE

The member-only website was re-designed to be user friendly and the best possible resource for our members.

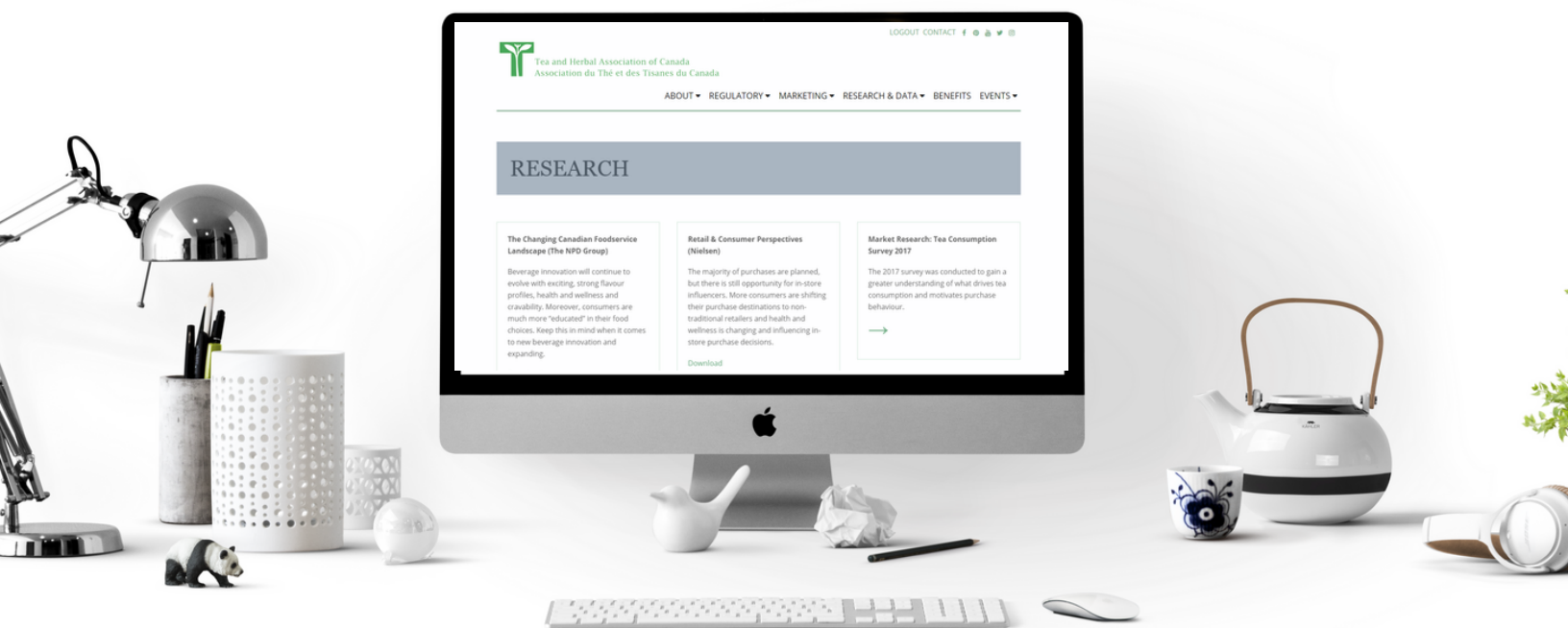
We focused on grouping topics in easy to find formats. In Regulatory, we have created documents designed to help guide you through complicated legislation. Our MRL link provides a comparative chart

to see in one place what MRL's apply to Canada, US, EU and Codex.

The Marketing link houses all the resources we create, images, videos, social media calendar, for you to integrate into your own companies.

Research and Data has been compiled for you and your team to easily access including

presentations from our most recent North American Tea Conferences.



# MARKETING RESOURCES

## SOCIAL MEDIA CALENDARS

We have introduced themed monthly social media calendars for members to use. Built-out and shared months in advance, members are provided with ready to use copy, images and hashtags for their own social media channels. By having a unified approach and voice we are working towards making TEA trend and our members stand out as go-tos for the consumer.

Two key months that we continue to celebrate are Hot Tea Month (January) and Iced Tea Month (June). This year our emphasis was on framing the health benefits of tea in fun lifestyle messages. Our audience is made of of tea consumers and there is nothing that they like to hear more than that their tea drinking choice is a healthy one.

This year we held contests on social media for Iced Tea Month, International Tea Day and Heart Health Month. These contests provided an opportunity for members to have their product showcased. By far, contest related posts created the most engagement with our audience. Not only were people entering the contests, but they were positively talking about their love for the brands.

## OTHER RESOURCES

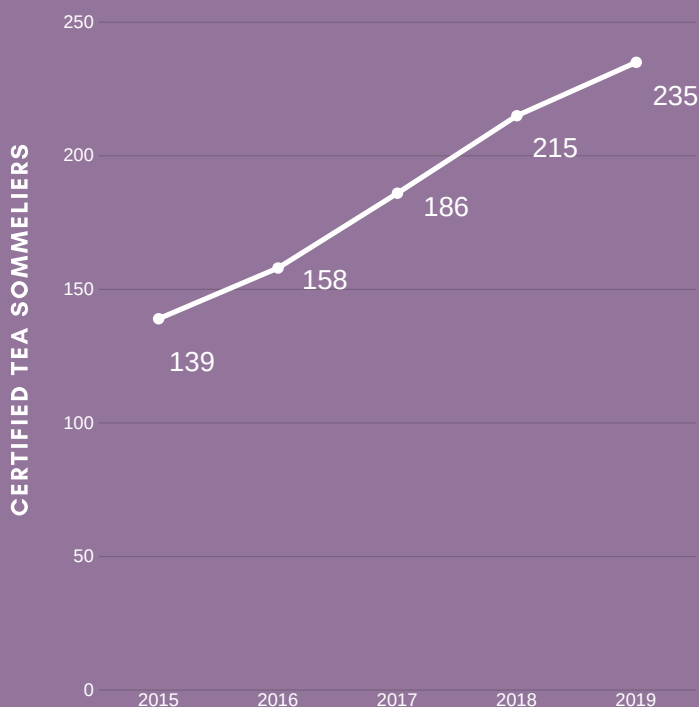
Whether you are looking for health information, instructional content or general information on tea we've created it for you. All of the resources are now housed in one easy to find location on the member-only site. Meaning that members have access to them at all times.

This year we created three new videos that any tea brand member can use on their website or social media. The first two are instructional: How to Make Iced Tea, and 5 Easy to Make Tea Lattes. The third video is special and celebrates the hands that bring

us our tea. As an industry it is important for consumers to see us celebrating the hard working farmers, factory workers etc. that grow, nurture and prepare the tea that we sell and enjoy.

# TEA SOMMELIER®

Certification Program



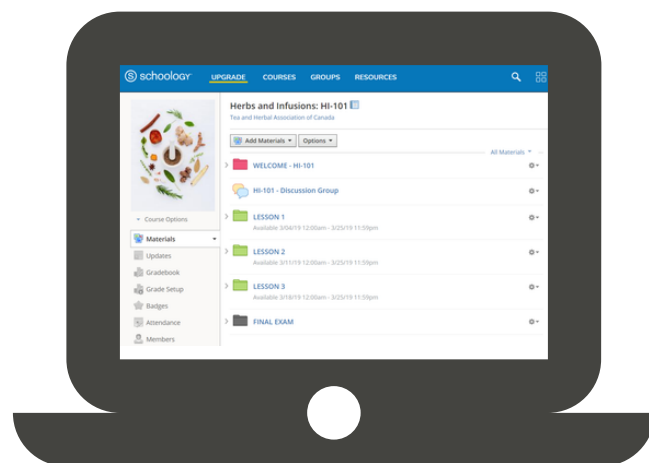
Over the last few years we have grown the Tea Sommelier Certification Program internationally. With students all over the world, we have moved to exclusively offering the final certification exam online, which has allowed us to graduate more Tea Sommeliers.

# ONLINE HERBAL COURSE

## HI-101: Introduction to Herbs & Botanicals

This past June we launched the first module of our Herbs & Botanicals program. The program was introduced to educate Tea Sommeliers, consumers, and industry members on what herbal tea is and the role it plays within the overall tea industry.

HI-101 is a self-directed online program. Enrolled students are set up with individual accounts on the e-learning platform, Schoology. Two more courses will be released in 2019.



# Group Benefits

In our work to bring THAC members more value for their membership a group benefits program was introduced. Discounts are available in a number of areas from shipping to stationary and computers for the office.

## UPS

- 40% savings on all small package shipments
- Savings start at 70% on heavyweight shipments over 150 lbs.

## InterCall

- Exclusive member rates on Audio and Web Conferencing

## Avis & Budget

- Members can save up to 25% off Avis & Budget base rates
- Additional dollars off and specials offers

## Deluxe

- From business checks to personalized printed products, logo design, website and online marketing.
- Up to 50% savings on first time orders
- 15% savings on everyday orders

## Lenovo

- Savings of up to 30% off every day web pricing entire product line of laptops, tablets, desktops, servers, accessories and more

## Grand & Toy

- 10-20% off the web price of office supplies
- No charge for next-business-day delivery on orders over \$50 to most Canadian location







# NETWORKING & PROFESSIONAL DEVELOPMENT

## ANNUAL CONFERENCE:

This year's North American Tea Conference took place in Niagara Falls (September 25 - 27). We welcomed over 150 delegates from twelve countries for three days of networking, education, and competitions.

The program included a variety of speakers featuring presentations and discussions of key factors influencing the growth of tea sales in North America, including: supply and value chain discussions highlighting issues and opportunities from producing to consuming countries, retail trends, foodservice performance, international market updates and both North American and

global tea trends.

The Gold Medal Tea Competition and Sustainability Awards had a number of entries showcasing high quality teas from producing countries and exceptional sustainability projects that members are working on.

## HOLIDAY EVENT:

Held in downtown Toronto at the Drake Hotel, members had the opportunity to network and gain some key insight on industry trends. Speakers included Stephen Twining of Twinings and Virginia Vidal of Mary's Wellness (a cannabis infused tea company).

## WEBINARS:

THAC members in every category are eager to build on their knowledge base. In response to the diverse needs we held webinars on a variety of topics.

- Tea & Health (Part 2)
- Fair Trade: What and Why
- Tea and Wine: Kristina Inman
- Cooking with Tea
- How to Start a Tea Business PI: The Basics
- How to Start a Tea Business PII: Day to Day
- How to Start a Tea Business PIII: Regulations and Logistics

Members receive two complimentary registrations to webinars every year.

# EVENTS



## COFFEE & TEA SHOW

### Presentations on Show Floor:

- THAC given a branded stage area on the show floor where both THAC & members had sessions
- Tea Sensory Development Tasting: Kenya, India, Sri Lanka and Malawi

### Education Rooms:

- Organized a panel on Sustainability in the Tea Industry, featuring THAC members
- The Importance of Associations



## WORLD TEA EXPO

### Two speaking sessions:

- *A Fresh Look at Promoting Black Tea:* Focus on ways to excite consumers when talking about black tea.
- *Sustainability:* Presented a variety of sustainability initiatives by THAC members
- Filmed Facebook Live videos with exhibiting members



## RC SHOW

### Panel Discussion, Beyond Brunch:

- Boozy brunch options have become predictable. Think beyond stereotypical mimosas and caesars. Learn how to concoct your own tea syrups for tea cocktails and explore low alcohol craft mixes that will boost your customers' meals and your bottom line.

# BOARD OF DIRECTORS

## OFFICERS

**Chairperson:** Michael Higgins, *Mother Parker's Tea & Coffee*

**Vice Chairperson:** Sylvia MacVey, *GE Barbour Inc.*

**Treasurer:** Kathy Grant-Munoz, *TATA Global Beverages*

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