

Supporting sustainability

Typhoo Tea and Rainforest Alliance collaborate to encourage responsible farming practices

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In the wake of Earth Day, celebrated on April 22 across the world, Typhoo Tea launched its first environmentally sustainable teas to be marketed across India. Typhoo and Rainforest Alliance have collaborated to encourage responsible food marketing and farming practices. The Rainforest Alliance certified seal assures consumers that goods have been grown and harvested responsibly and that businesses have made a verifiable commitment to servicing and sourcing that is beneficial not just for people but also the planet. The new suite of certified teas include the Classic Assam, English Breakfast, Gold and 24-Carat Tea Leaf, which bear the famed green frog seal on the packaging, indicating authentication.

A holistic approach

A round table conference was organised at The Intercontinental, Marine Drive, to explore the possibilities of a

sustainable future along with a group of experts from various fields. The idea was to discuss and debate on climate, community, consumption and consumers. Subrata Mukherjee, Business Head of Typhoo's operations across India said, "Through our capable leadership, Apeejay Surrendra Group has been practising responsible irrigation and farming of products for the community and the environment. Partnering with Rainforest Alliance has furthered this commitment, which boils down to better products and practices for a better world." These practices also ensure soil restoration and effective use of resources without harming the environment, which is beneficial to everyone in the ecosystem.

Moving beyond buzzwords

Dominique Gangneux, Vice-President, Markets Transformation, The Rainforest Alliance, says, "We are looking forward to working with Typhoo in reaching out to a growing community of



Dominique Gangneux, Subrata Mukherjee and Tensie Whelan at the Typhoo event

RAINFOREST ALLIANCE PLANS TO LAUNCH OTHER ENVIRONMENT-FRIENDLY PRODUCTS LIKE COFFEE, SPICES, FARM OIL AND RUBBER IN INDIA

socially-conscious consumers in India who want to purchase brands that empower their commitment to a more sustainable world." This is the first pan-India product launch with an Indian company and Typhoo has leapfrogged the campaign by forming a

strategic partnership.

Future perfect

It is certainly a two-way relationship where the consumer and the producers have a shared responsibility in driving the demand and supply value chain, specifically where sourcing ethical produce is concerned. Adding to this, Tensie Whelan, President of Rainforest Alliance, asserted the need to nurture all consumers towards understanding the social impact of their buying behaviour. Rainforest Alliance plans to launch other environment-friendly products like coffee, spices, farm oil and rubber in India as well as come up with a proposal to build a more sustainable future.