



MUTHAIGA TEA COMPANY – FOCUS ON SUSTAINABILITY

Our focus on sustainability is centered on three principles:

1. **Conscious sourcing** – we source our teas from farms that are pesticide free, with a number of them being organic certified farms. Along with sustainable tea agriculture our farmers also support various initiatives such as education, fair wages and promotion and fair treatment of women on the farms.
2. **Packaging** – we endeavour to source sustainable packaging solutions and hence we launched with reusable glass jars and caddies and are now also starting a new line of bio-degradable tea bags. Along with being biodegradable, these bags don't have an outer envelope by design as that is generally non recycled plastic which creates massive pollution given the volume of daily consumption of tea. Our cardboard tubes are made of cardboard which can be recycled easily.
3. **RI – real intelligence:** whereas the world is very keen on AI we have taken the RI approach and believe employment of humans is very important for sustainability. Rather than focusing on automation our goal is to create more jobs within the value chain of tea for humans and hence we don't seek automated packaging solutions and want to educate consumers to be more accepting of the minor imperfections of human craft. We have started our team with colleagues who had no experience in tea or manufacturing and have trained them to become skillful at multiple tasks and we believe this translates into a much better next generation.