



# FRONTIER™ TEA PROGRAM

## Fair Trade Certified™ Tea Estate Overview

Estate	Teas	Date Est.	Country	Location	Workers	Type Production	Elevation	Annual Production	Cultivated Hectares
Ambootia	Darjeeling	1861	India	Himalayan foothills	911	100% Organic & Biodynamic	950m–1,450m	175,000–250,000kg	240
Dunsandle	Nilgiri	1997	India	Western Ghats of South India	315	80% Organic	600m–1,600m	225,000–230,000kg	155
Fatikchera	Earl Grey, Indian Black	☼	NE India	Tripura (Remote area in Northeast India)	☼	Organic and Conventional	☼	☼	200
Iyerpadi	Earl Grey, Irish Breakfast	1898	India	Western Ghats of Southern India	306	Organic and Conventional	1,000m–1,800m	150,000kg	312
Makaibari	Black, Green, Oolong, White	1859	India	Darjeeling Hills of Northeastern India	610	100% Organic & Biodynamic	700m–1,260m	120,000–150,000kg	274
Oothu	English Breakfast, Green Chai	1965	India	Southern end of the Western Ghat Mountain Range	788	100% Organic & Biodynamic	1,160m	594,000kg	312
Dazhangshan	China Green, Gunpowder, Jasmine	1997	China	Wuyuan Mountain Region	4,100	80% Organic and Conventional	600m–1,600m	2,000,000kg	1,337
Kanchanjangha	Black, Green	1984	Nepal	Eastern Himalayan Region of Nepal	260	100% Certified Organic	1,300m–1,800m	35 tons	94
Wupperthal	Rooibos	1999	S. Africa	Heart of Cedar Mountains in the Western Cape province of South Africa	160 farms in coop	100% Organic	100m–500m	70,000–75,000kg	256
Venture	Ceylon	1984	Sri Lanka	Bogowanthalawa Valley in the Dumbulla Region	1,000	Organic and Biodynamic	1,100m–1,300m	200,000kg	265



Look for this Label!

ESTATE	Funded Projects									
	EDUCATION	DISASTER RELIEF	PUBLIC HEALTH	RETIREMENT FUND	CONSTRUCTION	INFRASTRUCTURE	ORGANIC AGRICULTURE	COMMUNICATION	TRAINING	RECREATION
Ambootia	☼	☼	☼							
Dunsandle	☼		☼	☼						
Fatikchera	☼		☼							
Iyerpadi	☼		☼		☼					
Makaibari	☼		☼		☼	☼				
Oothu				☼						
Dazhangshan	☼					☼	☼			
Kanchanjangha	☼		☼	☼	☼	☼				
Wupperthal						☼		☼	☼	
Venture	☼		☼							☼

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## FAST FACTS: Fair Trade Certified™ Specialty Tea



### What is Fair Trade?

Fair Trade certification identifies teas produced by gardens and cooperatives in tea production. Fair Trade standards:

- **Guarantee fair wages and decent working conditions**
- Establish a Fair Trade premium, managed by the workers **for the benefit of their community**
- Promote the use of **sustainable farming methods** that are safer for humans and the environment



### How Fair Trade Works

The best tea gardens and cooperatives understand that specialty teas depend on the people and the environment that produce them. Fair Trade certification verifies and acknowledges the commitment of these producers to meeting internationally recognized Fair Trade standards. For tea, these standards include:

- **Wages that meet or exceed** legally established minimums.
- **Absence of forced or child labor.**
- Freedom of association and organization.
- **Safe working conditions**, including protection from exposure to harmful agrochemicals.
- **Adherence to national and international labor protections**, including those established by the International Labor Organization of the UN and, in India, by the Plantation Labor Act.

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## How Fair Trade Makes A Difference

Tea pluckers have the capacity to play an active role in improving their own lives. Here's how some worker communities have chosen to use their Fair Trade premiums:



- At the Makaibari tea estate in India, the workers have created a community loan fund. Small loans have been distributed to families to address specific medical and educational needs. They have also utilized

the funds to support women and children's health programs that focus on nutrition and family planning.

- On the Da Zhan Shan tea cooperative in China, tea farmers have placed an emphasis on education. A portion of the Fair Trade premiums have been invested in building library and computer facilities for students. They have also allocated funds to each of the tea farmers' children to support their enrollment in high school and university.
- At Herkulu estate in Tanzania, workers have dedicated Fair Trade premiums to repairing dilapidated housing and constructing new village facilities, including a medical center, grain mill and food dispensary.
- The small farmers of the SOFA tea cooperative in Sri Lanka have chosen to use their Fair Trade premiums towards tea-quality improvement initiatives, including premium organic inputs and tools which increase efficiency and production. They have also used their Fair Trade funds for income diversification projects such as beekeeping and dairy cows.

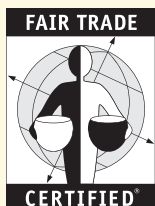
## A Growing Market

Based on the enormous success of Fair Trade Certified coffee, TransFair USA began certifying tea in 2001. Since then, nearly 70 U.S. tea importers and blenders are licensed to sell Fair Trade Certified tea from Sri Lanka, Nepal, India, Vietnam, Tanzania, China and South Africa.

In 2005, the total volume of Fair Trade Certified tea was 517,500 lbs., an incredible 187% growth from 2004, nearly 90% of which is estimated to be organic. Fair Trade Certified tea products available on the market today include rooibos, chai, bottled RTD tea, loose and bagged teas, green tea mints, and nutritional bars containing tea extract.



## TransFair USA



TransFair USA is the only third-party certifier of Fair Trade Goods in the U.S. market, and also works to educate consumers and industry about the role of Fair Trade in ensuring a decent standard of living for producers in developing countries.

**For more information about importing, blending, or retailing Fair Trade Certified teas, please call TransFair USA at (510) 663-5260.**



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## Tea...Liquid Gold

- ☀ **Calorie Free** – essentially no or very low in calories
- ☀ **Fat and Cholesterol Free**
- ☀ **Additive Free** - no preservatives, colors or other additives
- ☀ **Coffee and Soda alternative** – low to moderate caffeine content
- ☀ **Antioxidant Rich** – plentiful diversity of antioxidants
- ☀ **Natural Product**
- ☀ **Preventive** – helping to prevent a lengthy list of health problems
- ☀ **Performance enhancing** – caffeine is clinically proven to improve some mental functions
- ☀ **Nurturing, pleasurable, refreshing beverage**

Subjective, but hard to argue!

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## Frontier Recommended Tea Set

### Top Sellers (sales ranking)

2821	Assam Cert. Org. FAIR TRADE CERTIFIED (8)
2872	Black Chai Cert. Org. FAIR TRADE CERTIFIED (6)
1067	Ceylon Cert. Org. FAIR TRADE CERTIFIED (9)
1072	Darjeeling Cert. Org. FAIR TRADE CERTIFIED (4)
2826	Earl Grey Cert. Org. FAIR TRADE CERTIFIED (3)
1078	English Breakfast Cert. Org. FAIR TRADE CERTIFIED (5)
2871	Green Chai Cert. Org. FAIR TRADE CERTIFIED (11)
2873	Gunpowder Cert. Org. FAIR TRADE CERTIFIED (1)
1077	Irish Breakfast Cert. Org. FAIR TRADE CERTIFIED (10)
1079	Jasmine Cert. Org. FAIR TRADE CERTIFIED (2)
2828	Rooibos Cert. Org. FAIR TRADE CERTIFIED (7)
2564	Yerba Maté Leaf Cert. Org. (12)

### Other Options

2912	Almond Blossom Cert. Org.
1076	Bancha Cert. Org.
2830	China Black (Orange Pekoe) Cert. Org.
2921	China Green Cert. Org. FAIR TRADE CERTIFIED
2894	Dragonwell Cert. Org.
2941	Earl Grey CO <sub>2</sub> Decaffeinated Cert. Org. FAIR TRADE CERTIFIED <b>New!</b>
2829	Genmaicha Cert. Org.
2867	Green Earl Grey Cert. Org.
2920	Hojicha Cert. Org.
2942	Indian Black CO <sub>2</sub> Decaffeinated Cert. Org. FAIR TRADE CERTIFIED <b>New!</b>
2944	Indian Green Cert. Org. FAIR TRADE CERTIFIED <b>New!</b>
1304	Indian Spice Chai
1021	Kukicha Twig Cert. Org.
2943	Mango Green CO <sub>2</sub> Decaffeinated Cert. Org. FAIR TRADE CERTIFIED <b>New!</b>
2929	Lapsang Souchong Cert. Org.
2935	Nepalese Black Cert. Org. FAIR TRADE CERTIFIED <b>New!</b>
2934	Nilgiri (FTGFOP) Iced Tea Cert. Org. FAIR TRADE CERTIFIED
2911	Orange Spice Cert. Org.
2874	Raspberry Flavored Green Cert. Org.
2827	Se Chung Special Oolong Cert. Org.
1075	Sencha Cert. Org.
2875	Strawberry Flavored Green Cert. Org.
2870	Tangerine Flavored White Cert. Org.
1058	White Peony Cert. Org.
2936	White Tea, Indian Cert. Org. FAIR TRADE CERTIFIED
2895	Young Hyson Cert. Org.
2898	Yunnan Cert. Org.

Give your customers what they're looking for with Frontier's Premium Tea Set, including many certified organic and Fair Trade Certified™ teas.



LOOK FOR THESE LOGOS

Trade Fixtures gravity bins and tray fit perfectly into your existing *Madix* or *Lozier* style grocery shelving.



### Starter Kit

	Qty.	Regular Price	Frontier Discount	Introductory Offer
1 Hands-Free Gravity Pull Bins	12	1,128.00	- 112.80	<b>1,015.20</b>
2 4' steel grocery shelf tray	1	150.00	—	<b>150.00</b>
3 "Gold Standard" labels FREE	39	—	—	—
4 Tea Savvys FREE	25	—	—	—
5 Freight FREE* (estimated)	1	75.00	- 75.00	—
Total		1,353.00	- 187.80	<b>1,165.20</b>

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## Customers & Retailers Alike Love Frontier's Hands-Free Gravity Bins

*Customer praise from the*  
**GreenStar 2 Cent Community Board**  
*(suggestion box)*

We love the huge selection  
of hard to find organic and  
fair trade tea.

Love the new and sleek  
look of the herb section.

### Greenstar Cooperative Market



“Supporting the Fair Trade and Organic movement is extremely important to our Coop and our community, so we jumped at the opportunity to bring in Frontier’s new Fair Trade/Organic Tea Gravity Bin Set. Our Bulk Herb sales have more than doubled as a result of this exciting new addition. We love the clean and contemporary look the Gravity Bins bring to our Herb Department and our customers love how easy they are to use.”

DiAnna Snyder, Wellness Manager- GreenStar Cooperative Market

“Our new gravity bins make ordering so simple and the Bulk Tea Bins always look clean and straight. Our customers love how the bins are more sanitary and how the label’s are clear & easy to read.”

Wellness Department Staff Person

### Wild Oats Superior, CO



### Huckleberry's Spokane, WA