



Trinitea – the road to market

Green Leaf Producers



Big Growers



Small Tea Growers

Green Leaf Transportation



Leaf Agents / Sub Agents

Made Tea Producers and Sellers



Estate Factories



Bought Leaf Factories



SHG / FPO Factories

Made Tea Storage



Auction Warehouse



Own / 3PL Warehouse

Tea Trade



Auction

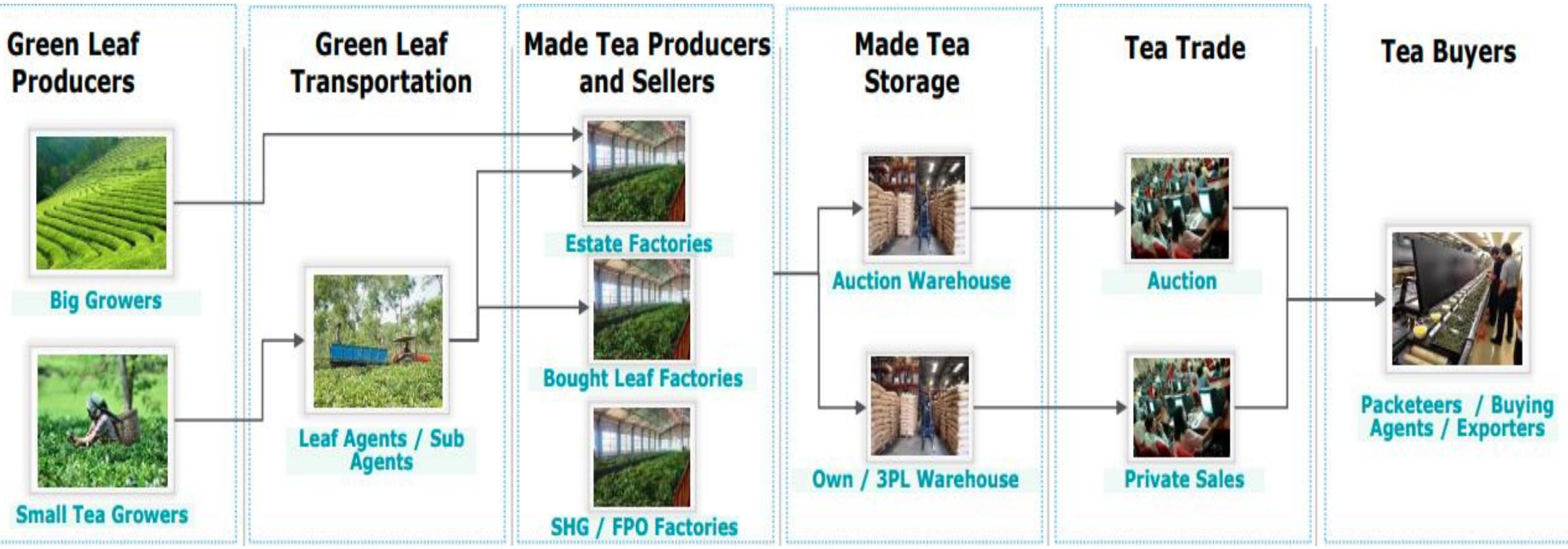


Private Sales

Tea Buyers



Packeteers / Buying Agents / Exporters



THE NEW PERCEPTION OF QUALITY

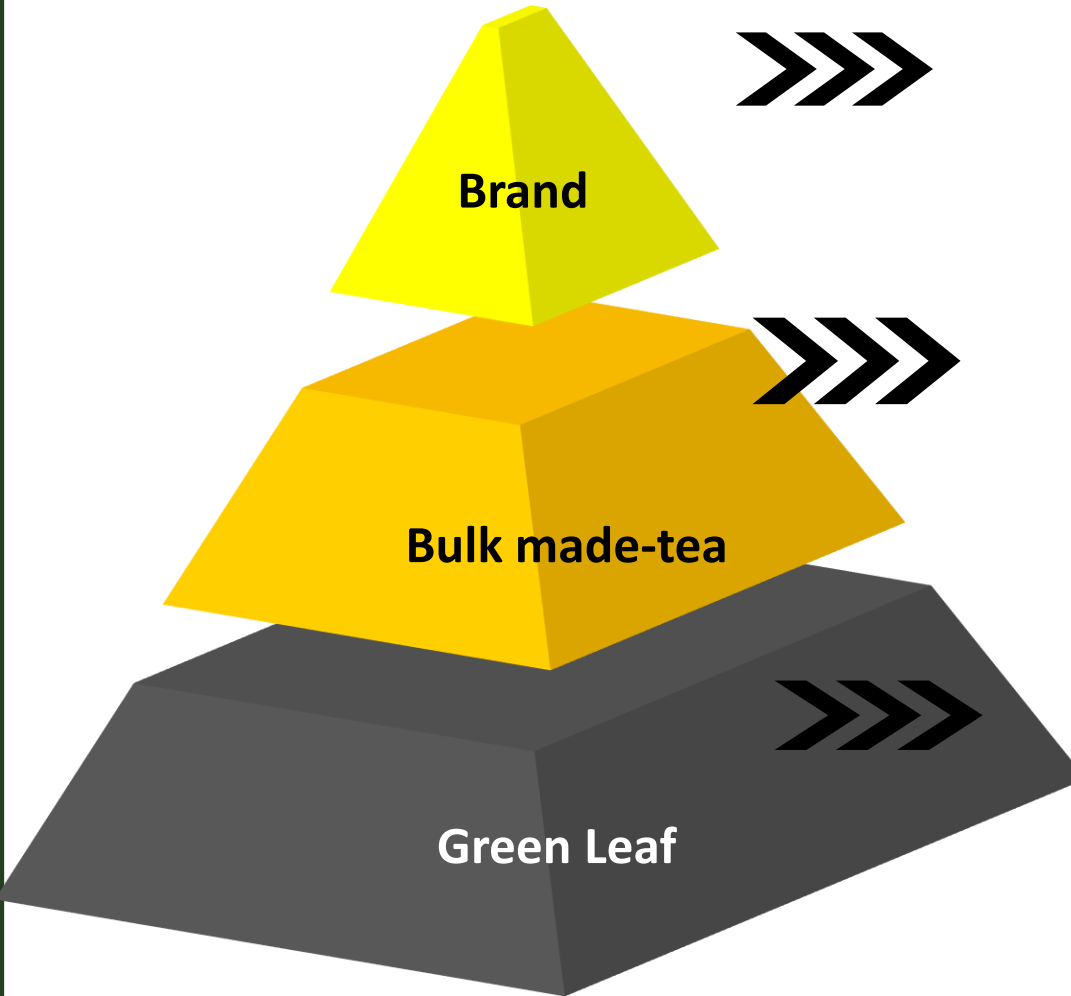
- Taste, flavour, aroma and appearance
- Chemical residues
- Safety and hygiene
- Good Practices in Agriculture and Manufacture
- Transparency and Traceability
- Sustainability
- Environment
- Livelihood and fair returns



Solidaridad



THE PYRAMID OF CHANGE



1) LEAF TO CUP

SMALLHOLDER COOPERATIVES SUPPORTED TO MARKET THEIR OWN TEA PACKETS OR
THE SMALLHOLDERS ARE MADE SHAREHOLDERS IN A TEA PACKING COMPANY

2) BULK TEA TO AUCTIONS

TRACEABLE SUPPLY CHAINS DEVELOPED BETWEEN:

- STGs & THEIR OWN FACTORIES
- STGs & BLFs
- STGs & ESTATE FACTORIES

PRICES APPRECIATE AT THE AUCTION BASED ON QUALITY, TRACEABILITY & SUSTAINABILITY

3) GREEN LEAF TO FACTORY

TRACEABLE SUPPLY CHAINS DEVELOPED BETWEEN:

- STGs & TEA FACTORIES
- FACTORIES GET ACCESS TO A DASHBOARD TO PROCURE LEAF FROM THE STGs
- PRICES IMPROVE THROUGH BETTER QUALITY OF LEAF AND FOOD SAFETY

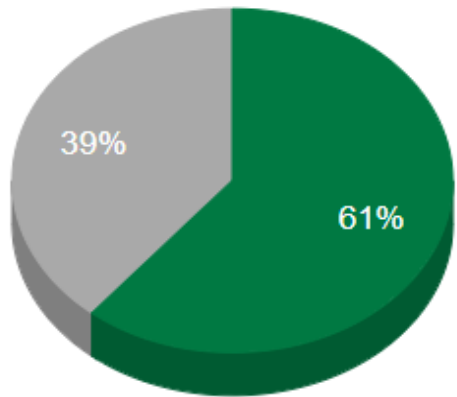
Trinitea Dashboard

First Assessment

All Regions

Analyse

Area Under Cultivation



● Tea Area 42,514 Ha
● Other Crop Area 26,646 Ha


Workers

Permanent male: 8914
Permanent female: 5284

Assessment Demography

 69,3
11
Registered Users

♂ Male: 93%
♀ Female: 7%
👤 Trans: 0%

 62,8
18
Farmers Started Assessment

🕒 Completed: 61,660
🕒 Yet to complete: 1,158


State: 4 District: 20


Farmers


75
127
249
61209

Ratings



 Region wise Sustainability status

 Small holder Sustainability status

 Farmer Spread

Averages

Avg. Age of Farmer:
45 Yrs.

Avg. green leaf production per Hectare:
10,925 Kg.

Avg. distance from farm to factory:
6 Km.

Avg. price recieved last year:
Rs. 14

TEA SUPPLY CHAIN & TRACEABILITY

Forward Tracking

Production → Processing → Tea Auction/
Private Sale → Wholesaling → Packeting → Retailing

1



2



3



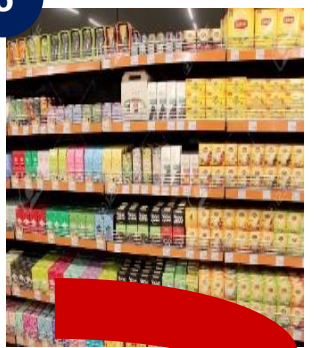
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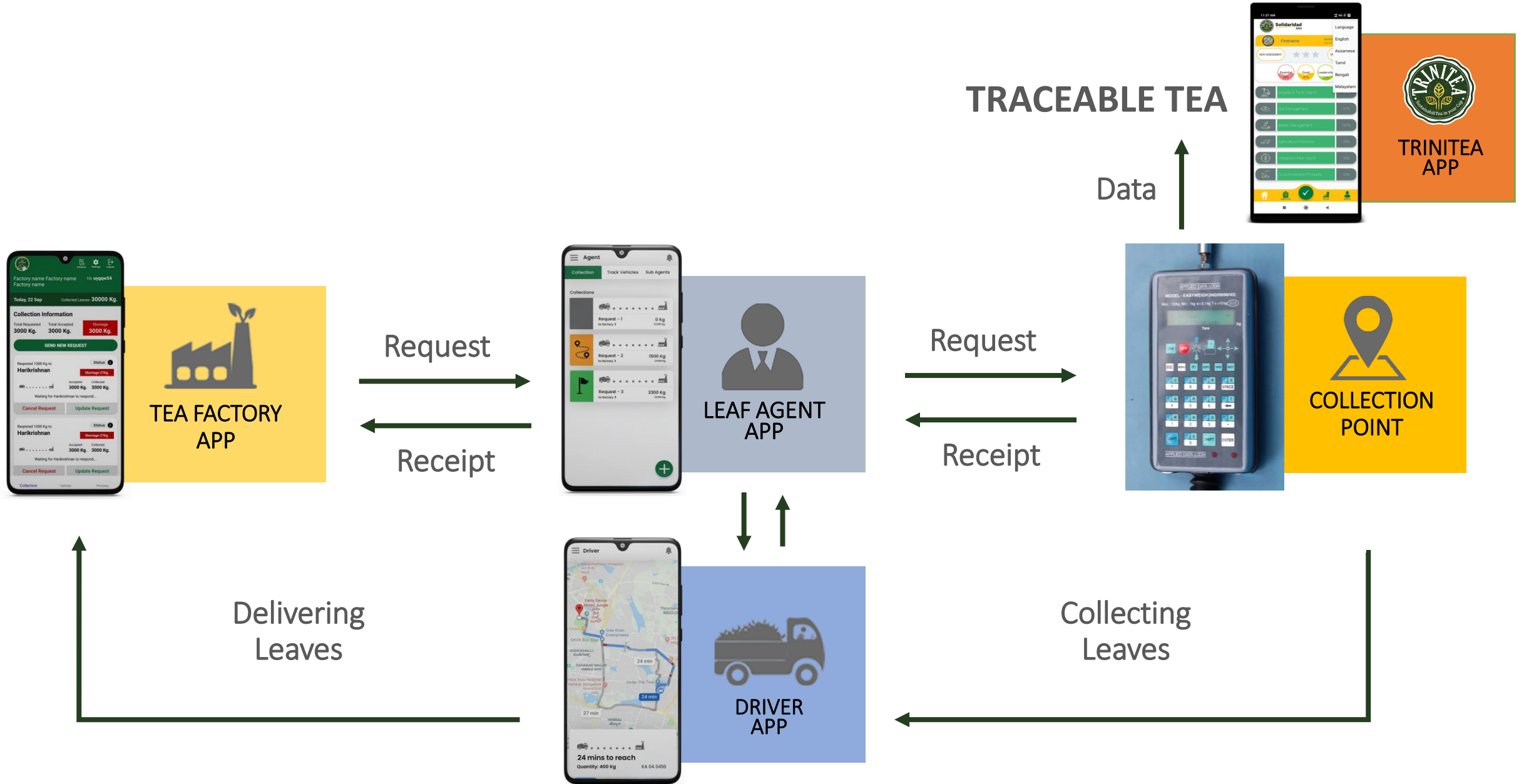


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Reverse Tracing

HOW THE TRACEABILITY APP WORKS



THANK YOU



For more information visit www.trini-tea.org

Solidaridad

Small Grower
Associations

