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Fact Sheet: Numi, the “Greenest” tea of them all

From tea garden to tea cup: top efforts in sustainability

By supporting organic agriculture, paying an above average wage and buying tea through Fair Trade Certified farming cooperatives, Numi Organic Tea has provided health care, housing and/or land on which to build and farm as well as a chemical and pesticide-free work environment to farmers and farm workers around the world.

Organic Agriculture

Numi Organic Tea is committed to sourcing USDA Certified Organic teas and herbs. Conventional tea growing and processing exposes workers to harmful chemicals, which are sprayed directly onto the tea leaves. In China, 42,800 new cases of pesticide poisoning were reported in 1994, including 3,900 fatalities. All but one of Numi’s 22 teas and teasans are USDA Certified Organic and Kosher, and Numi is currently in the process of helping certify the orchard where its Dry Desert Lime grows.

Fair Trade

Numi is highly committed to ethical sourcing that supports the rights and livelihoods of farmers and farm workers. Numi works with TransFair USA to source as many Fair Trade Certified products as are currently available within Numi’s innovation and quality standards. Numi also has worked diligently to fill in the gaps where Fair Trade Certified is not yet applicable, and has been instrumental in the launch of the new Fair Labor Practices and Community Benefits Certification developed by Scientific Certification Systems, a leading U.S. standards developer and certifier in sectors such as food, forestry, fisheries, and cut flowers.

Numi began purchasing Fair Trade Certified teas in April 2005 and is now one of the top importers of Fair Trade Certified tea to the US. Since that time, the company has purchased over 358,000 pounds of tea from 17 different Fair Trade tea estates in six countries resulting in more than \$134,800 in social program funds benefitting tea workers all over the world.

Communittea

A high percentage of Numi’s handmade bamboo gift and packaging items are assembled by women. With the option of working from home, these women are able to care for their children and household while still earning income from bamboo handicraft production.

In 2005, flooding took more than 600 lives and forced the evacuation of about 333,000 people in the region where Numi’s bamboo supplier is housed in China. Numi donated more than \$10,000 USD to the supplier to help with replacement of equipment and the rebuilding of the factory.

Here in the U.S, Numi’s assorted packs and bamboo items are assembled by people with disabilities. For more than 4 years,

Numi has worked with Community Gatepath for assembly production needs. For each dollar of business we give to Community Gatepath, the state of California matches that dollar to support their programs.

Sustainability

All of Numi’s packaging materials are biodegradable and/or recyclable, and our retail products are cello-wrap free. More than 95% of our packaging materials incorporate the use of post-consumer waste or bamboo. In the village in Guangxi, China, where the bamboo is produced, they switched from the harsh fumes of petroleum-based lacquer to the use of 100% natural lacquer back in 2004. Furthermore, in 2007, Numi has switched to soy-based inks for the printing of its retail cartons and other printed materials.

In 2009, Numi announced its initiative toward minimizing impact: A partnership with Big Tree Climate Fund on an offsetting program, including the purchase of renewable energy certificates (RECs) and carbon offsets. Big Tree assisted Numi in conducting an annual emissions audit through calculations of carbon output in electricity and natural gas usage, employee air travel, use of company car, pounds of landfill use and overall shipping for 2008. Big Tree then sourced and supplied the equivalent amount of carbon offsets and renewable energy certificates. Numi purchased enough carbon offsets and Renewable Energy Certificates to offset its total estimated emissions for 2009.

Our boxes and marketing collateral are made from 100% recycled material made of a minimum of 85% post-consumer waste. By using recycled materials in all of our packaging, Numi annually conserves the below estimates:

ECO AUDIT				
Trees Saved	Landfill Reduced (lbs)	Energy Reduced (ooo) BTU	Water Reduced (gallons)	Net Greenhouse Emissions
5,202	334,560	2,754 million	2,332,740	470,475

Data research is provided by Environmental Defense at: www.environmentalsdefense.org

Eco-Audit

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This commitment was verified by the California Integrated Waste Management Board through their Waste Reduction Awards Program (WRAP), when Numi won the “Wrap of the Year” award for 2006. This award ranked Numi among the top 5 companies in the state for the use of sustainable packaging and general waste-reduction initiatives.