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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. sustainability standards developer and certifier in sectors such as food, forestry, fisheries, and cut flowers.

In 2006, 16 of Numi’s teas were Fair Trade Certified, making Numi one of the top importers of Fair Trade Certified tea into the US. In China alone, Numi paid more than \$23,000 USD in social premiums to their suppliers in 2005-2006.

Communita

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.

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.

Eco-Audit

Our boxes and marketing collateral are made from 100% recycled material made of a minimum of 50% 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

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