



INTERNATIONAL SLOW TEA ASSOCIATION  
FOR A GOOD, CLEAN AND FAIR TEA

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## BUILDING A GOOD, CLEAN AND FAIR TEA NETWORK

**International Slow Tea Association** is a worldwide non-profit and non-governmental organization dedicated to promoting Good, Clean and Fair tea production and consumption, and Tea Culture. **Slow Tea** operates around the world with projects to defend local tea traditions, protect local biodiversity, and promote small-scale quality teas.

## OUR PHILOSOPHY

**Slow Tea** develops countless activities, projects and events all around the world, at international, national and local levels.

Most of these activities and projects revolve around three thematic lines.

### BIODIVERSITY

We are committed to protecting traditional and sustainable quality teas, defending the biodiversity of cultivated and wild varieties as well cultivation and processing methods. Through maintaining the diversity of regional tea and processing traditions, the wisdom of local communities can be maintained to protect the ecosystems and offer sustainable prospects for the future.

### QUALITY

**Slow Tea's** approach to tea agriculture, production and consumption is based on a concept of quality defined by three principles: Good, Clean and Fair. **Slow Tea** operates around the world with projects to supports small-scale tea producers and values their traditional knowledge, promote sustainable tea production, and support small-scale quality teas.

### NETWORKING

**Slow Tea** believes that tea is tied to many aspects of life, including culture, health, economics, agriculture and environment. This is why we are an active player in a wide variety of areas. To work across this wide sphere, **Slow Tea** defends biodiversity, promotes tea and taste education, and connects sustainable tea producers and tea lovers (shortening the tea supply chain).





# THE SLOW TEA™ MANIFESTO FOR QUALITY

**Slow Tea** support and promote projects to defend local tea traditions, to support small-scale tea producers and values their traditional knowledge, promote sustainable tea production, protect local biodiversity, and promote small-scale quality teas.

**Slow Tea's** approach to tea agriculture, production and consumption, is based on a new concept of quality defined by three principles: GOOD, CLEAN and FAIR.

## GOOD

The tea must be of distinctive quality from a sensory point of view, and rooted in the culture of an area. Quality is defined by local practices and traditions. This organoleptic quality, which educated and well-trained senses can recognize, is the result of the producer's competencies of the environment, the choice of raw materials and production methods, which do not change its naturalness.

## CLEAN

Ecological sustainability has to be respected and promoted by agricultural practices, processing, marketing, and consumption. Every stage in the Tea Production and Supply Chain, consumption included, have to protect our ecosystems and biodiversity, and guard the health of the consumer and the producer. Cultivation techniques must avoid the use of synthetic chemicals as much as possible.

## FAIR

Fair Tea, means tea produced using working conditions which respect people, their rights and culture, while providing a fair return. This can be achieved by striving for globally balanced economies, practicing solidarity and upholding cultural and traditional differences. The price of tea must be fair and transparent also for the consumers.

*Good, Clean and Fair are the three tenets of Slow Food's approach to food and food production, as outlined in the Slow Food Manifesto for Quality.*



## HISTORY OF SLOW TEA

**Slow Tea** was born in Italy in the Piedmont region, the worldwide epicenter of the “go slow” movement.

**Slow Tea** is inspired by the work of the Italian journalist Carlo Petrini who, in the 80s, founded the international Slow Food movement, now operating in 150 countries with more than 100,000 members.

**Slow Tea International**, founded by Marco Bertona (Chairman of the Tea Association of Italy and National Delegate at the Intergovernmental Group on Tea of the FAO), operates around the world with projects to defend local tea traditions, protect local biodiversity and promote small-scale quality teas.

Thanks to Bertona international tea activities and contacts, **Slow Tea's** philosophy has spread around the world, and a worldwide **Slow Tea™** movement began to take shape.

Today **Slow Tea** is a global organization with referents in some of the world's most dynamic producer and consumer countries, and recently it have also started to monitor the activity of some small tea producers, interested in following our certification program.

*Slow Tea is not affiliated with Slow Food Association, but it supports Slow Food movement's philosophy and activities.*



## WHY THE LADYBUG SYMBOL?

For some, a ladybug is cute, often lucky. For **Slow Tea** it means so much more. Not just a charming mascot to **Slow Tea**, the ladybug has a purpose, and she is always had purpose in nature.

### LADYBUG, GOOD BUG

The ecological value of ladybugs is well known, and their presence serves as an indicator of ecological health.

Ladybugs are great. They react strongly to chemical fertilizers and pesticides, and they are highly sensitive to environmental conditions. Indeed, some researchers have proposed that they be used as “indicator species” for environmental change.



Ladybugs also have often been used along with organic farming methods for pest control. Tim Adriaens from the Research Institute for Nature and Forest (INBO) in Belgium said, "Within the insect world ladybirds are as iconic as panda bears and they provide an incredibly useful ecological function by keeping aphids in check".



Ladybugs eat insects that farmers consider to be pests, like aphids, and don't harm plants themselves, and unlike many pesticides, they leave no toxic traces. The ladybugs don't kill everything like chemical pesticides, they simply correct the natural order of the tea gardens, thereby making the plants flourish, green, and healthy, just as mother nature intended.

## SLOW TEA VILLAGE AT KIP EXPO PAVILION

From October 12 to 18, in the "Multipurpose space for Partners expositions" of the KIP EXPO Pavilion, Slow Tea International will organize a SLOW TEA VILLAGE: a space dedicated to the **Slow Tea™** Culture, with tasting sessions, tea ceremonies and many other cultural activities. Also attending will be 10 of the best tea producers in the world who produce according to the strict quality standards of Slow Tea's "production and trade protocols". Contact person: Mr Marco Bertona.



## TO KNOW MORE

[www.SlowTea.org](http://www.SlowTea.org)

[weibo.com/SlowTeaChina](http://weibo.com/SlowTeaChina)

You can find us also on Facebook and LinkedIn

## CONTACT

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WE MAKE THE WORLD TEA BETTER

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