

# OpportuniTEAs in Canada

Louise Roberge

President, Tea Association of Canada



## Country Overview



✓ Population: 35,851,000

✓ Area 9,970,610 square km

✓ 3 people per square km

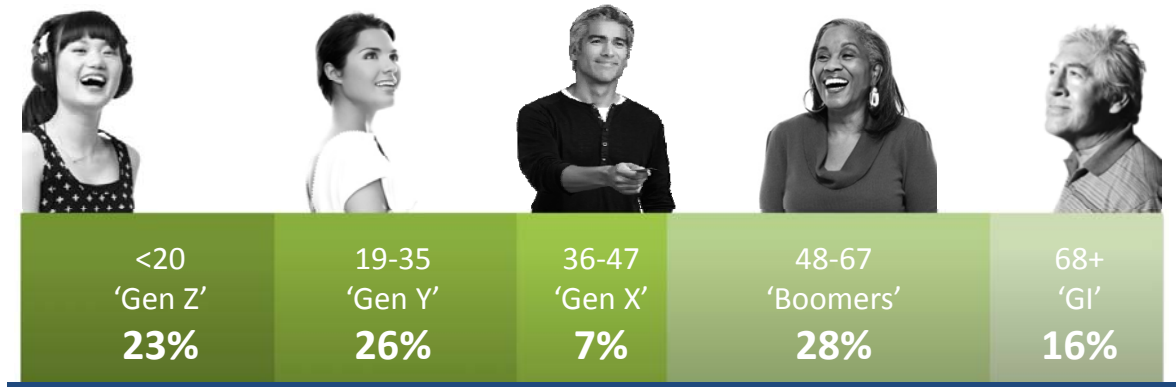


## Who are Canadians?



## Common Generational Definitions

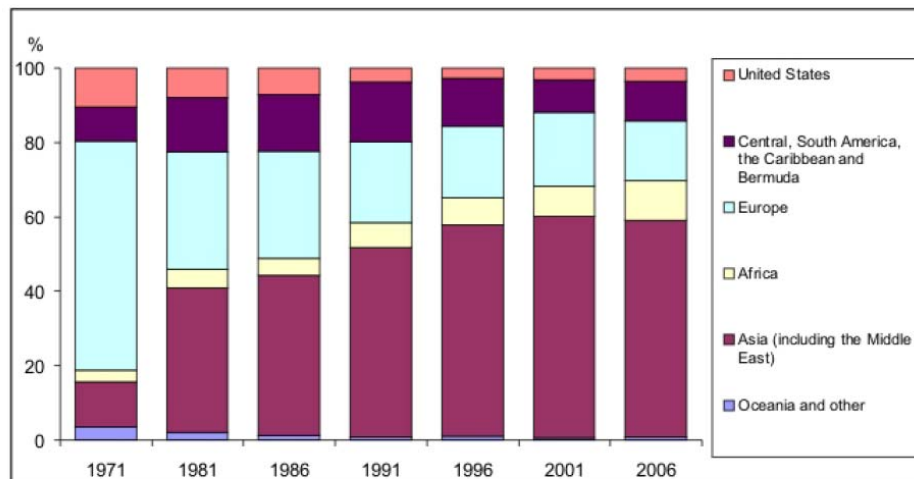
While there are many generalizations, there is no “official” definition



Source: Statistics Canada – Census 2011

5

## Region of Birth of Immigrants to Canada



- In 1971, most immigrants were born in Europe, representing 61.6% of all new immigrants at the time. Over the years, this share declined significantly.
- In contrast, the share of recent immigrants born in Asia (including the Middle East) grew steadily. In 1971, 12.1% of recent immigrants were born in this region. By 2006, the share of recent immigrants born in Asia (including the Middle East) was 58.3%.

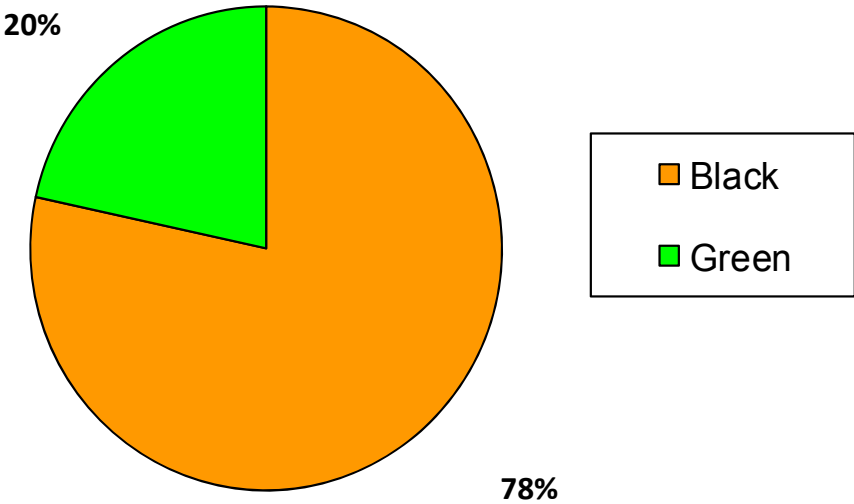
# Asian Population in Canada



IMPORTS

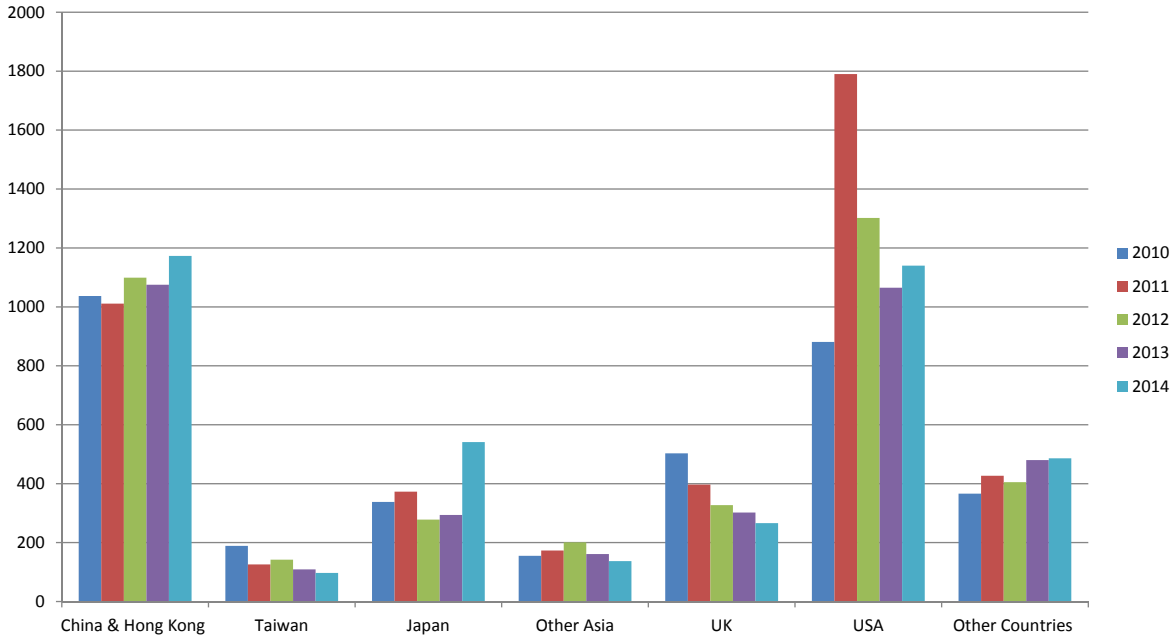
# Tea Imports 2014

## Category Percentage

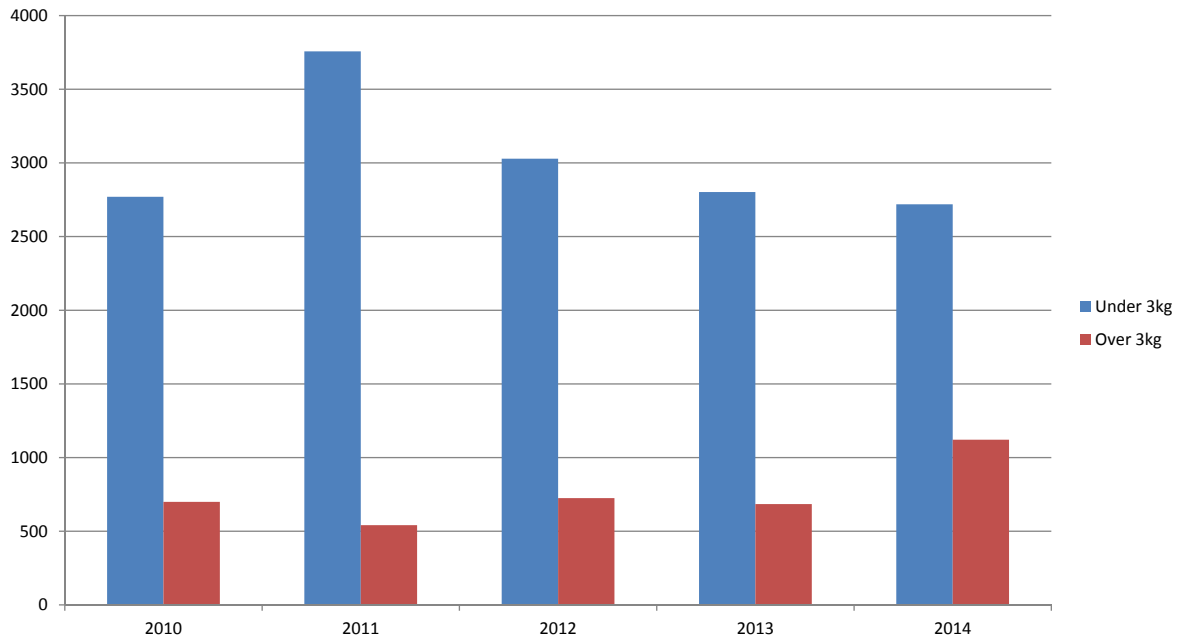


Source: International Tea Committee

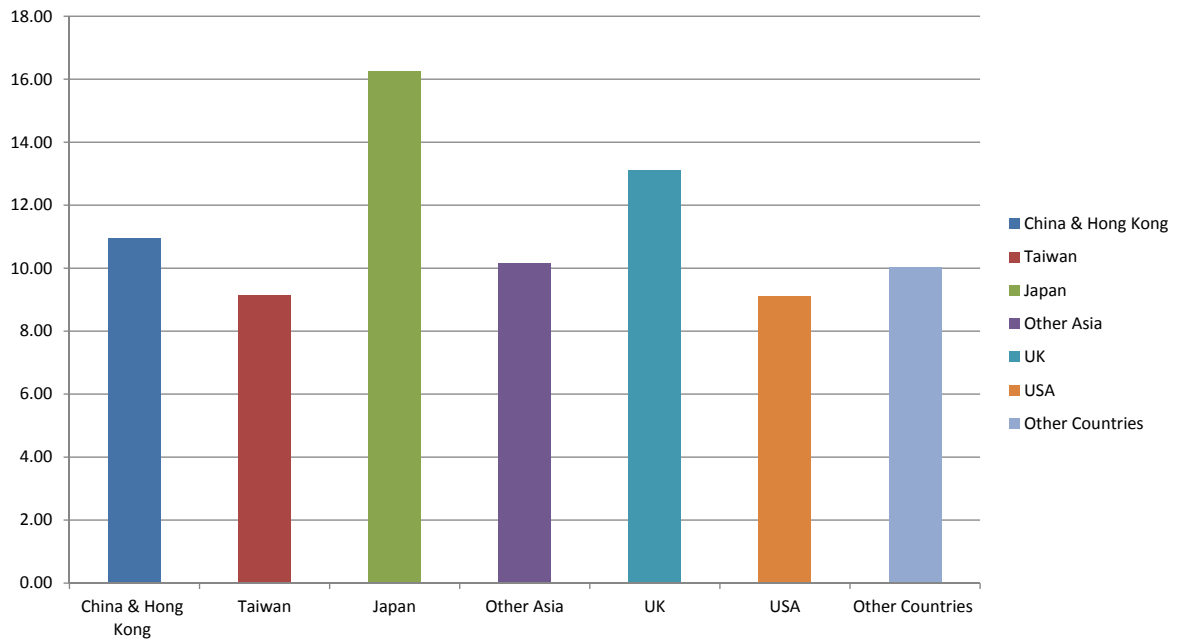
## Green Tea Imports



# Format



# Price per Metric Ton





# TYPES FORMAT PURCHASE

## What are Canadians drinking?

Q: "Which of the following types of coffee/tea have you consumed in the last month?"

39%

Green tea



36%

Black tea



27%

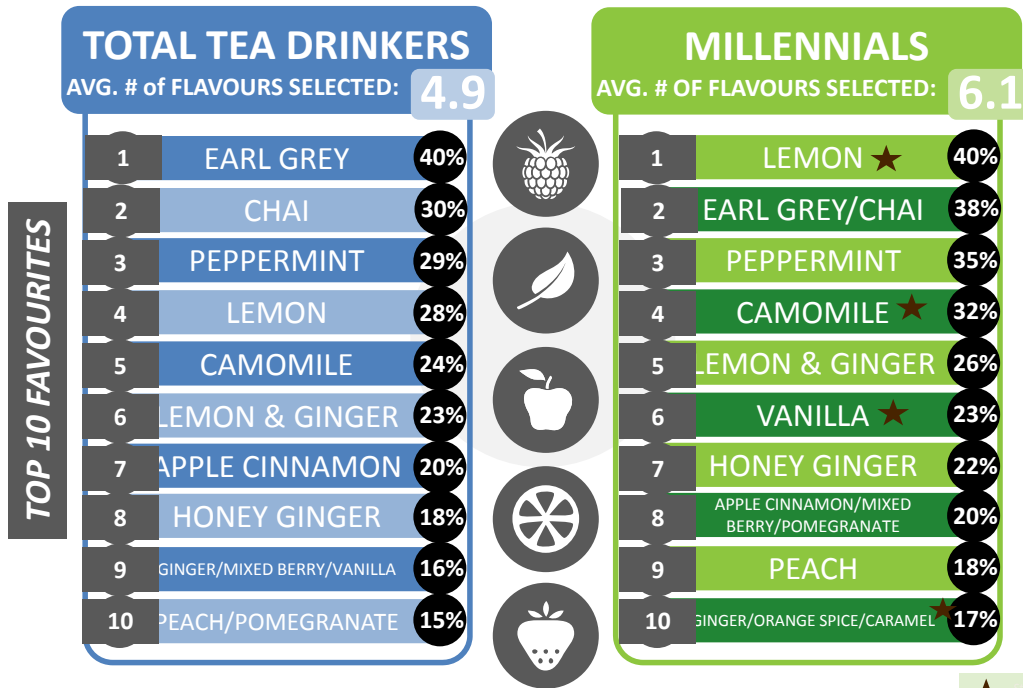
Fruit/herbal/botanical



**MILLENNIALS HAVE MORE FAVOURITE FLAVOURS THAN TOTAL TEA DRINKERS (indicated by more average selections), ALTHOUGH BOTH GROUPS FAVOUR TRADITIONAL FLAVOURS.**

**Most popular tea flavours**

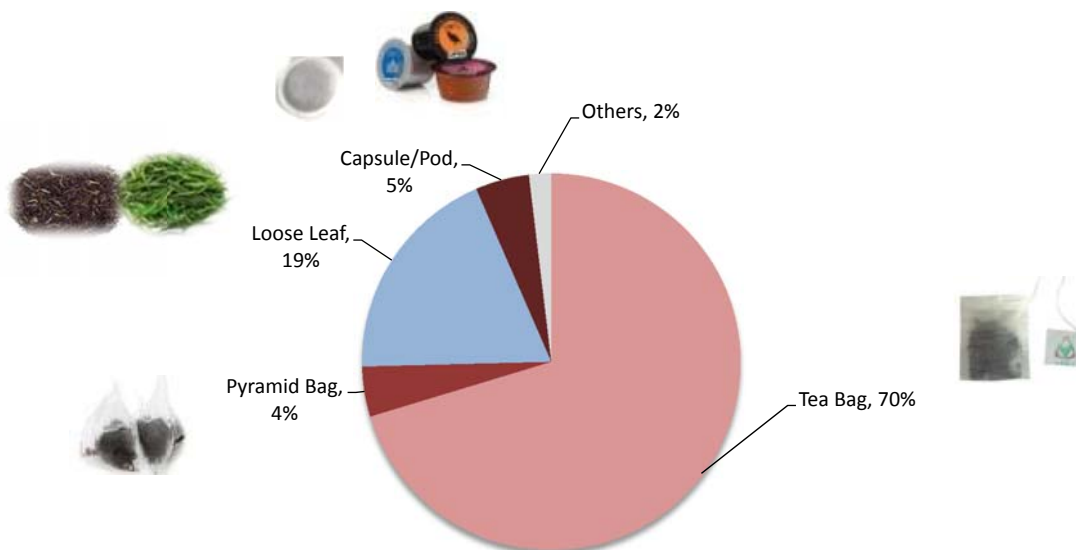
[NEW QUESTION](#)



BASE: THOSE WHO DRINK AT LEAST ONE CUP OF TEA PER WEEK, AND CONSUME TEABAGS/LOOSE LEAF TEA/TEA PODS (Q17/Q18)  
 Q29) Which of the following tea flavours do you most enjoy? Please select all that apply.

★ **Millennials Favourite**  
 Total Tea Drinkers n=386  
 Millennials n=168

# Share of Usage at Home by Format





# convenience, ethnic, buying in bulk and specialty leads retail growth in

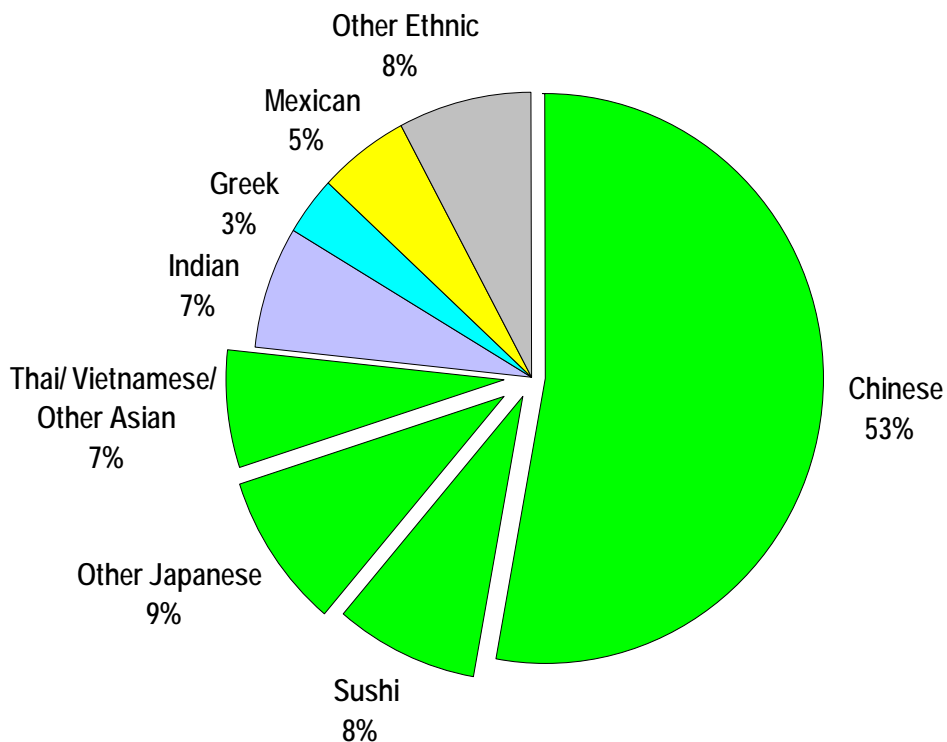
## Canada



Online	+48%	Grocery	-1%	Office Supply	-15%
Ethnic Grocery	+14%	Drug	-2%	Electronic	-14%
Health Food	+7%	Dollar Stores	-2%	Department	- 9%
Pet Specialty	+8%	Mass Merch	+5%	General Merch	-5%
U.S. Stores	+5%			Hardware/DIY	-2%
Warehouse	+5%				
Conv. & Gas*	+3%				

Source: Nielsen Homescan Channel Watch – Canada - 52 weeks to December 28, 2013  
 \*Convenience Track 52 weeks to December 14, 2013 \* Excluding Cigarettes

## Canadians ❤️ Restaurants



Source NPD Group Canada

# Restaurants



# Grocery / Specialty Stores





# Japanese Business Community



Japanese Studies  
Association of Canada



## Cultural Events



# EDUCATION

## What is a Certified TAC TEA SOMMELIER® Professional?

### **What Is a TAC TEA SOMMELIER® Professional?**

A trained and knowledgeable tea professional who is well versed on all aspects of tea as it affects the consumer. They should have a thorough understanding of tea and its history, processing methods and preparation. A tea sommelier should be able to interact easily with anyone on the subject of tea and make recommendations based on their needs in an approachable and easy manner.

### **A TAC TEA SOMMELIER® Professionals.**

- Has full knowledge of tea processing methods, history and regions
- The ability to design a comprehensive tea menu for retail or any food service environment
- Can understand and apply the principals behind tea and food pairings
- Can understand and articulate the tasting notes associated with different teas.

### **How long does it take?**

The course is approximately 150 hours. Each student will be required to complete and pass each course before they are eligible to participate in the final certification examination (conducted by TAC).

# TEA SOMMELIER® Certification Program

- 1000 students in colleges & online
- 165 Certified as TAC TEA SOMMELIER® Professionals



North American Tea Conference  
September 20 – 22, 2016

## COMPETITIONS

# Gold Medal Tea Competition

- Best Cup per Origin
- Judged on the following characteristics, leaf make: the dry leaf style and quality as a depiction of the grade; infused leaf: brightness (where appropriate), evenness and aroma; and, liquor: flavor, appropriate mouthfeel and balance
- Teas will be judged by origin regardless of production type or grade
- Any and ALL origins entered will be judged
- It is up to the participating producer to decide what style of manufacture an entry should be (they will not be segregated)



## Sustainability Awards



### **Best Environmental Initiative**

This will award an initiative designed to advance environmental sustainability within the tea sector. It recognises a company that advocates environmental benefits that may include reduced carbon emissions, waste or pollution, protecting biodiversity and ecosystems.

### **Best Social Initiative**

This will award an initiative designed to advance social sustainability within the tea sector. The initiative can be focused on social conditions such as empowering women, improving the quality of life, and increasing diversity.



# Judges

## Dr. Norman Kelly

Norman Kelly worked with Unilever for 28 years. He comes from a farming background in Northern Ireland, studied Chemistry and Agriculture at Queens University Belfast and Animal Nutrition at Glasgow University. He was awarded a PhD in 1977.

After joining Unilever in 1979 Norman held various management positions in several food categories (animal feeds, vegetables & tomatoes, culinary category, R&D, plant breeding and biotechnology prior to joining Brooke Bond Tea Tanzania as Managing Director in 1998,

Norman moved from Tanzania to Kenya in 2004 to take on the position of Operations & Development Director for Unilever Tea Kenya. In this role he combined the task of Operations Director for the four Kericho Business Units with Research & Development, Supply Chain, Safety, Health & Environment and Quality Assurance for Unilever Tea East Africa. He retired from Unilever at the end of 2006 and joined the Ethical Tea Partnership (ETP) as Executive Director in 2007. In May 2009, following the appointment of a new Executive Director for ETP, he became Chairman. He retired from ETP in March 2011. From 2013 - 2016 Norman was Chairman of the International Tea Committee. He has now retired (?) for the last time.



## David Browning

David Browning leads TechnoServe's corporate partnerships (Senior Vice President, Strategic Initiatives), collaborating with multinational corporations to identify solutions to poverty in the places where they work. He also heads TechnoServe's global coffee practice.

David previously led TechnoServe's Coffee Initiative and served as Regional Director for Latin America. Prior to joining TechnoServe, he worked for McKinsey & Company as a management consultant. Browning also has held a range of managerial positions in the manufacturing, petroleum and retail industries. He holds an M.B.A. from Yale University, as well as a bachelor's degree in marketing and a master's degree in advanced finance from the University of New South Wales in Sydney, Australia.

"I'm passionate about the potential for business knowledge and skills to have a profound impact on global poverty via wealth creation and increased incomes for the world's poor. I see tremendous potential to leverage the scale and reach of multinational corporations in ways that create value for disadvantaged populations, as well as the corporations and their stakeholders."



## Best Social Initiative

- **GOLD**: Emrok Ngererit School World Reader Program (Emrok Tea Canada, Kenya)
- **SILVER**: Goodricke School for Special Education (Goodricke Group Ltd, India)
- **BRONZE**: One Pre-School per year and One Cup Porridge per child (Sorwathe Ltd., Rwanda)



# Best Environmental Initiative

- **GOLD**: Metropolitan's Environment Action Program/Carbon Program  
(Metropolitan Tea Company)
- **SILVER**: Climate Change Adaptation in the Kenyan Tea Sector  
(ETP, Kenya)
- **BRONZE**: Environmental Sustainability & Biodiversity Program  
(Kabepe Chakra, Indonesia)



## Winners



Thank You ARIGATOU

