

Certified Teas: Good for the Body and Soul

Certified teas launched onto the market in a direct response to the recent environmentally conscious and socially responsible food and drink movement.

Even your grocery store has to certifiably tell you which foods are grown or produced chemical and pesticide free now.

Tea drinkers, on the coattails of coffee drinkers, are now not only demanding chemical and pesticide-free teas, but they also take pride in buying teas from organizations that take care of their tea farmers.

Two of the most commonly known programs are Organic Tea Certification and Fair Trade Tea Certification.

Organic Teas

Decades of chemical farming may have just about played themselves out. Consumers are starting to stand up and demand safe, quality goods for their dollar. Such farming methodology adversely affects agricultural sustainability, productivity, and quality, farm worker health, and ultimately our health as we ingest chemically grown crops into our bodies.

In 2002, the U.S. Department of Agriculture (USDA) put National Organic Standards into practice, which requires all organic products to be certified under certain guidelines by a USDA-approved independent agency (such as Quality Assurance International, Inc.) and labeled as such.

So now certified organic teas are readily available on the market, and yes, avid tea snobs are willing to pay a little more for them. After all, it's a benefit for your health and your taste buds and an insurance policy toward quality tea for years to come.

Fair Trade Teas

Fair Trade certification is newer to the certified tea market than organic tea or at least it's only recently advancing in popularity. Coupled with Organic certification, Fair Trade certification just ups socially conscious consumerism another notch.

Fair Trade helps farming families in developing countries build successful working cooperatives and market their crops on the international circuit.

Subsequently, the farmers can warrant a fair price for their goods and invest back into the farming cooperatives by means of improved healthcare, education, and housing and preserving sustainable growing methods. By empowering these groups, there is a higher guarantee of quality products as well. A healthy farmer with thriving land can come up with some incredible results!

Fair Trade is truly a working partnership between tea farmers, tea traders, and tea drinkers. Supporters and buyers actively uphold its efforts. It creates a positive and functioning cycle that ultimately works for the betterment of human lives and the ecosystem — and not to mention the long-term cultivation of great tasting tea!

For more information on certified teas, see the links below.

www.consciouschoice.com
www.organicconsumers.org
www.gai-inc.com
www.transfairusa.org

