

UTZ CERTIFICATION 2018 TEA STATISTICS



The reach of the UTZ tea program has stabilized over the past years. In 2018 sales of UTZ tea has slowed down, while sales of UTZ Rooibos remained stable. UTZ herbal tea continued to grow, opening up new opportunities for expanding certification impacts on both supply and demand sides.

PRODUCTION



17,000+ FARMERS

94,000+ WORKERS

SALES



17% SALES

Global sales went down in all regions, with the largest drop found in Asia. However, global sales of UTZ herbal tea increased by 30%.



8% SUPPLY CHAIN ACTORS

54% of the licensed supply chain actors are based in Europe, followed by Asia (33%).

14 PRODUCING COUNTRIES

TOP 3
PRODUCING
COUNTRIES:

India
Kenya
Malawi



48 CONSUMING COUNTRIES



120,000 TONS
(global estimated production)



4.19 € CENTS /KG
AVERAGE PREMIUM

The UTZ premium is used to further professionalize at cooperative level, and a part is paid in cash to UTZ producers' groups and estates.



6%
SUPPLY - DEMAND RATIO

(Average) percentage of their UTZ certified production that farmers sell as UTZ.



DOUBLE CERTIFICATION

85% of the UTZ producers' groups and estates were certified for at least one other standard. A combination with the Rainforest Alliance certification is predominant (73%).



In 2018, companies sourced enough tea to make

3.8 BILLION
CUPS OF TEA