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%).

**PRODUCING COUNTRIES**

- 14 **PRODUCING COUNTRIES**
  - **TOP 3 PRODUCING COUNTRIES:**
    - India
    - Kenya
    - Malawi

**CONSUMING COUNTRIES**

- 48 **CONSUMING COUNTRIES**

**AVERAGE PREMIUM**

- **4.19 € CENTS /KG**
  - The UTZ premium is used to further professionalize at cooperative level, and part is paid in cash to UTZ producers’ groups and estates.

**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%).

**SUPPLY - DEMAND RATIO**

- **6%**
  - (Average) percentage of their UTZ certified production that farmers sell as UTZ.
  - In 2018, companies sourced enough tea to make **3.8 BILLION CUPS OF TEA**

Download the full report to find out the latest facts and figures. [www.utz.org/teastatistics](http://www.utz.org/teastatistics)