

CLIPPER[®] IT'S TIME TO CELEBRATE NATURAL, FAIR & DELICIOUS[™] FAIRTRADE FORTNIGHT, 27th Feb-12th March

DID YOU KNOW?

TEA IS THE MOST POPULAR DRINK IN THE WORLD AFTER WATER?
70,000 CUPS ARE DRUNK EVERY SECOND!
YET, TOO OFTEN TEA WORKERS STRUGGLE TO GET A FAIR DEAL.

IN 1994 CLIPPER BECAME THE **UK'S FIRST FAIRTRADE TEA COMPANY**
AND CONTRIBUTED TO WRITING THE ORIGINAL FAIRTRADE STANDARDS.

TODAY, CLIPPER SUPPORTS APPROXIMATELY

114,000

PRODUCERS AND THEIR FAMILIES

AROUND THE WORLD.

IN 2022

CLIPPER GENERATED

£538K

IN FAIRTRADE PREMIUM
THROUGH SALES,
WHICH **PRODUCER COMMUNITIES**
INVESTED IN PROJECTS THAT
MATTER TO THEM.



ACROSS THE WORLD, WILDLIFE IS BECOMING EXTINCT UP TO

10,000

TIMES FASTER THAN THE NATURAL RATE. INTENSIVE AGRICULTURE AND ITS HEAVY USE OF PESTICIDES IS THE MAIN DRIVER OF THE DECLINES.

SWITCHING TO CLIPPER & SUPPORTING FAIRTRADE HELPS TO SLOW DOWN THE IMPACTS OF GLOBAL WARMING ON THE WORLD'S SPECIES AND SUPPORTS FARMERS IN THE FIGHT AGAINST CLIMATE CHANGE.

AT THE ORGANIC TEA ESTATES IN INDIA, IT'S THESE POSITIVE CHANGES IN FARMING, AND THE ABILITY TO INVEST IN NATURE PRESERVATION, THAT HAVE SEEN THE EMERGENCE OF WILD BISON, BLACK PANTHERS AND RARE ORCHID SPECIES! NATURAL, FAIR AND DELICIOUS. THAT'S THE CLIPPER DIFFERENCE.



CHECK CLIPPER WEBSITE & FOLLOW @CLIPPERTEAS ON INSTAGRAM TO FIND OUT MORE

FAIRTRADE.ORG.UK/CHOOSE-THE-WORLD-YOU-WANT

TEA FOR PEOPLE WHO LIKE PEOPLE AND TEA.

