

Tea Association of Canada Membership Package



BENEFITS OF MEMBERSHIP

- **GOVERNMENT RELATIONS**

Acting on behalf of our members we are the industry voice on issues affecting the Canadian tea market and strive to encourage a strong and prosperous marketplace

- **PROMOTION**

Benefit from generic promotion initiatives on tea including it's many health and lifestyle attributes

- **NETWORKING**

Opportunity to build strong business connections at industry events

- **EDUCATION / INFORMATION**

Obtain the latest information on market trends, statistics and consumer information

YOUR PARTNER FOR SUCCESS

The Tea Association of Canada is a national not-for-profit Association representing leading tea manufactures, importers, retailers, suppliers, and producing countries including Kenya, India and Sri Lanka.

Established in 1951, the organization was founded by our producing countries to promote tea to Canadians. Today with over 75 members, we now act in the best interest of our members as the voice of the Canadian Tea Industry. Not only

engaging in generic promotion but encouraging a strong and prosperous marketplace.

Through our membership and in cooperation with our partners the Association actively engages in **Advocacy** to ensure industry stability; **Promotion** of tea to Canadians to encourage consumption; and **Education / Information** as the source for current and new information pertaining to the Canadian Tea Industry.



Tea
Association

Of Canada

Membership Category Definitions

Allied Trade

Any person, partnership or corporation doing business in Canada and engaged in any business allied or associated with the tea trade shall be eligible for this category of membership in the association.

Importer

Any person, partnership or corporation doing business in Canada, and engaged as an importer or broker of the bulk commodity tea, shall be eligible for Importer membership in the Association.

Packer

Any person, partnership or corporation selling or importing tea in Canada (engaged in the blending, packaging, and/or finished goods of tea), shall be eligible for Packer membership in the Association.

Producing Country (Government)

The government of any tea producing country or duly designated agency thereof which supplies at least five percent (5%) of the total amount of tea imported by Canada shall be eligible to be a Government member of the Association.

Provisional

Firms or individuals evaluating starting a tea business but not currently engaged in the tea business. Membership eligibility in this category is limited to first year only.

Retailer

Any retail organization selling tea in Canada shall be eligible for this Category of membership.

Students

Individuals currently enrolled in the Tea Sommelier Program.

Tea Sommelier

For persons who have completed the Tea Sommelier program and have received their certificate of completion.