RETAILER MEMBERSHIP

TEA & HERBAL
ASSOCIATION OF CANADA

ASSOCIATION DU
THÉ ET DES TISANES
DU CANADA

MISSION & VISION

We act on behalf of our members, including Producing Countries, Growers, Importers, Packers, Allied Trade, Retailers and TAC TEA SOMMELIER® Professionals, to promote tea.

- Our Mission is to be the absolute voice of the Tea Industry responsible for government relations, advocacy and providing PR & communication to consumers & industry.
- Our Vision is to be the leading authority and industry voice on all things tea in Canada.

FOUR PILLARS

Government Relations

Ensure industry stability by positively influencing the Federal Legislative Agenda to support the Canadian tea industry's growth

Member Services

Serve as the number one source of information and research about tea and offering a recognized certified Tea Sommelier program

Communication

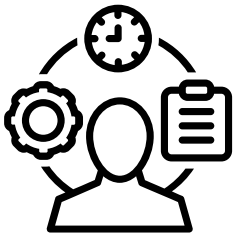
Deliver the "Tea is a Healthy Beverage Choice" message to consumers and promote the benefits of drinking tea.

Networking

Bringing together all levels of the tea industry's supply chain to provide networking opportunities through annual conferences, government liaison and events.

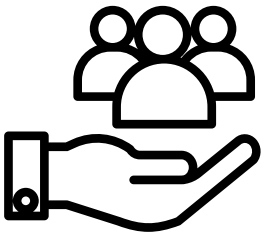
MORE THAN A MEMBER ORGANISATION.

We are a forum for collaboration, a pillar for education and a network that connects ideas and people.



Issue Management

Working as the voice of the tea industry with government officials and regulators, we represent the intersts of members on all changes to legislation.
Horizon scanning for upcoming issues and concerns allows us to spearhead projects to help move the industry forward.



Member Services

THAC provides guidelines on standards to help run your business more effectively. Research, trends, data and social media collaterol are amongst the resources available to members for use in your business.
An industry pioneer and leader in education, THAC offers the certified Tea Sommelier program, furthering the knowledge of tea to both consumers and industry paritcipants alike.

Communication

Celebrating the goodness of tea is top of mind for THAC. Generic marketing, promotion and education are central to our day to day operation. We speak to consumers through our website, social media and traditional media daily in order to elevate the message of tea.

Netoworking

Through regular events, both virtual and in-person, THAC facilitates a place for you to connect with colleagues on issues of mutual concern. The North American Tea Conference draws on industry leaders from around the world and our monthly webinars provide a place to gather new information on a large range of topics.

BENEFITS

- Member Pricing at Events
- Weekly Tea Bulletin with Industry News
- Member Alerts and Updates
- Webinars
- Industry Consultation and Crisis Support
- Regular updates on changing legislation
- Secure members only website with resources
- Industry research and trends reports
- Group Buying Benefits Program
- Credit Card Processing Savings Program

RETAILER MEMBER BENEFITS

Weekly Tea Bulletin with Industry News

Stay up to date on what is happening in the tea industry. The Friday bulletin shares updates on upcoming industry events and webinars to the latest media stories on tea.

Webinars

The Listen-Learn-Lead webinar series offers professional development and continuing education. Sessions are offered approximately once per month and focus on in-depth looks into countries of origin, tea types, new health research, marketing and more.

Member Pricing at Events

Members receive a discounted rate when registering for events such at the North American Tea Conference and the Holiday Lunch.

Secure members only website with resources

Retailer members have access to the members only section of tea.ca. This gives you access to resources such as: regulatory standards and guidelines specific to the tea industry (eg. nutrition labelling), consumer research, generic marketing material to use in your own promotion campaigns and more.

RETAILER MEMBER BENEFITS

Research

Every year THAC conducts custom consumer research. Research has included tea consumer decision tree, generational tea consumption trends and tea's success in foodservice. All this research will assist you with your future business plans and provide insight into possible avenues of growth.

Group Buying Benefits Program

Strength in numbers means that members have access to group buying benefits programs including Avis (up to 25% off), Budget (up to 25% off), Lenovo (up to 30% off) and UPS (up to 40% off).

Opportunity to be a part of THAC's livestream events

Every year we host two virtual events. Streamed live on Facebook and YouTube to our audiences we hold **Iced "Tea"V** in June and **Entertaining with Tea** in November/December. Participating members are given a platform to demonstrate their theme related tea recipes to everyone watching - from consumers to industry.

MEMBERSHIP CATEGORIES

Our membership spans across the entire supply chain. Large or small, our philosopy is one of collaboration.

MEMBERSHIP CATEGORIES:

Producing Country:
The government of any tea and/or herbal producing country or duly designated agency shall be eligible to be a member of the Association.

Importer:
In the business of importing tea and/or herbal tea in bulk only, there is no 'value added' to the product.

Packer:
In the business of importing tea and/or herbal tea nad adding value to the product and/or selling tea brands.

Retailer:
In the business of selling tea and/or herbal tea in a retail store (brick and mortar), online, wholesale or any combination of the above.

Grower:
A person, partnership, corporation or firm involved in the growing of tea and/or herbal tea.

Allied Trade:
A partnership or corporation engaged in any business allied or associated with the tea and/or herbal tea trade.

TAC Tea Sommelier Professional
Graduates of the TAC Tea Sommelier Certification Program to maintain their designation. This category is strictly for gracuates not involved in any other category.

WHO WE ARE

The day to day operations and administration of the Tea & Herbal Association are carried out by the following staff members:

Shabnam Weber, President

Shabnam Weber has spent the last twenty years in the tea business as an entrepreneur. As owner of a specialty tea company, a tea school and a Director on THAC's board, she has a unique perspective on multiple angles of the tea business. She is the author of THAC's well known and recognized Tea Sommelier® program and a big driver in both consumer and industry education. Shabnam values the diversity offered by all parts of the tea industry, both in Canada and beyond and focuses always on the bigger picture. Shabnam is a graduate of the University of Toronto with an Honours degree in Political Science and she also holds a post-graduate diploma in Psychology.

Adi Baker, Communication & Program Coordinator

Adi Baker is THAC's Communication & Programs Coordinator. In this role she is dedicated to membership relations and in charge of marketing, media outreach, events and coordinating the Tea Sommelier® Certification Program.

Adi holds an Honours degree from Queen's University and has earned a Masters degree from York University. Additionally, she is a certified TAC Tea Sommelier®.

WHO WE ARE

OFFICERS & BOARD OF DIRECTORS

The Tea & Herbal Assocation of Canada is governed by an elected volunteer board of directors made up of representatives from member companies.

Chairperson: Henry Evans, Twinings North America
Vice Chairperson: Robin Lavooij, Van Rees North America
Treasurer: Kurt Hatherly, TATA Global Beverages

Carman Allison, Nielsen Canada
Mark Arathoon, Blue Ocean Tea & Herb Company
Kim Cunningham, Mother Parker's Tea & Coffee
Visvajit Dealwis, Harris Tea
Nancy Lavigne, Lipton
Richard Enticott, Meridian Trading
Kevin Gascoyne, Camellia Sinensis
Jeff Rose, G. E. Barbour
Christian Sauvé, Trans Herbe
Sarah Segal, DAVIDs Tea
Kirsten Sullivan, Bigelow Tea
Chandima Kiriwandala, Sri Lanka Tea Board
Ms. Peris Mudida, Tea Board of Kenya
Prabhat Kamal Bezboruah, Tea Board of India

To become a member, contact us at: info@tea.ca

tea.ca