

EXPO 2015 TEA WEEK FOR A GOOD, CLEAN AND FAIR TEA

By Xi Fang

From October 12 to 18 October, the Arts and Crafts Space of the KIP Pavilion has been transformed into a space dedicated to the tea culture with the participation of the members of the International Association of Slow Tea in collaboration with AdeMaThè Tea Association of Italy, a corner where the visitors of Expo had the possibility to slow down, have a rest and learn about tea ceremonies and tea culture, in particular, about the culture of Slow Tea.

Slow Tea is an international movement which supports and promotes projects to defend local tea traditions, support small-scale tea producers and values their traditional knowledge, promote sustainable tea production, protect local biodiversity, and promote small-scale quality teas. The International Association of Slow Tea has been founded by the Italian tea master, Marco Bertona, who has been nominated also the National Tea delegate of Italy by the FAO.

The Expo Tea week has been characterized by two important events: a thematic photo exhibition with tea tasting offered by the international network of Slow Tea and an Intersessional Meeting of the FAO/IGG on Tea.

Slow Tea Exposition with tea tasting

For the entire week, a real tea room has been set up inside the Building C of the Pavilion, where visitors were led to taste fine Oriental teas provided by the small producers of the Slow Tea network under the guidance of the masters of AdeMaThè Italian Tea Masters and Tasters Association. All the teas offered in the Slow Tea Cluster adhere to the quality standards defined by Slow Tea, which can be summarized in the motto: Good, Clean and Fair.

In the meanwhile, also a photo exhibition has been set up in the room. Along the walls, six projectors alternated fascinating tea plantation images, which



accompanied visitors on an imaginary journey in the major tea producing countries, to the difference cultures that have adopted tea as their traditional drink over the centuries and through their rituals and ceremonies.

Intersessional Meeting of the FAO Inter-governmental Groups on Tea

During 15 and 16 October, the Intersessional Meeting of the FAO/IGG on Tea organized by the AdeMaThè Tea Association of Italy has been held in the Theatre of the KIP Pavilion.

The FAO IGG on Tea represents a forum for intergovernmental consultation and exchange on trends in production, consumption, trade and prices of tea, including regular appraisal of the global market situation and short term outlook.

Over sixty delegates from the main tea producing and consuming countries in the world have participated in the meeting, including: China, India, Kenya, Sri Lanka, Japan, Indonesia, Vietnam, Korea, USA, Canada, Great Britain, Germany, Italy, Russian Federation, and from many other European and Worldwide countries.

In the two days, the delegates have been divided in working groups on the following themes: Maximum Residue Levels in the Brewed Tea; Tea Trade and Quality; Organic Tea; Climate Change; Smallholders.

Slow Tea's approach to tea agriculture, production and consumption, is based on a new concept of quality defined by three principles: GOOD, CLEAN and FAIR. The movement is inspired by the work of the Italian journalist Carlo Petrini who, in the 80s, founded the international Slow Food movement, now operating in 150 countries with more than 100,000 members. The Slow movement promotes an alternative to fast food, preserving traditional farming of plants, seeds and livestock characteristic of the local ecosystem. Its goals of sustainable foods and promotion of local small businesses are paralleled by a political agenda directed against globalization of agricultural products. Slow Tea is not affiliated with Slow Food Association, but it supports Slow Food movement's philosophy and activities.

To know more

[International Slow Tea Association for a good, clean and fair tea](#)

[ADeMaThè, Tea Association of Italy](#)

www.slowtea.org

<http://www.maestridelthe.it>

