

MALAWI TEA 2020

# BUYER ASSESSMENT

**11 companies (9 buyers, 2 retailers) were assessed based on the 2019/2020 season, through interviews with Oxfam and IDH, and data provided by the Ethical Tea Partnership.**

Retailers were not assessed on all questions: the assessment methodology was adjusted to reflect their position in the supply chain.



Read more on [MalawiTea2020.com](http://MalawiTea2020.com)



**8/9**

**COMPANIES (99% VOLUME) PROVIDED EVIDENCE OF THEIR CONTRIBUTION & COMMITMENT** (through engaging in a buyer assessment with IDH and Oxfam)



**9/11**

**COMPANIES (99.5% VOLUME) HAVE AT LEAST 1 SEASON CONTRACT IN PLACE**



**7/11**

**COMPANIES (67% VOLUME) HAVE COMMITTED TO CONTRIBUTE TO WAGES** (based on the sustainable procurement model, towards payments that could close the living wage gap by at least 20%)



**2/11**

**COMPANIES (5% VOLUME) ADDRESS VALUE TO WORKERS** (Agreement in place with producers with explicit wording on how additional value reaches workers).



**5/9**

**COMPANIES (89% VOLUME) MAINTAIN OR INCREASE VOLUMES** (and continue to prioritize Malawi as a tea origin)



**2/9**

**COMPANIES (31% VOLUME) SOURCE HIGHER VALUE TEAS** (shift towards higher value teas and embed this as a longer-term sourcing strategy)

All volumes presented in this visual are coalition buyers' volumes. Coalition members typically buy approximately half of Malawi's tea production each year.



TWININGS  
OF LONDON



TAYLORS  
of HARROGATE



TESCO



M&S  
EST. 1884