

Gujarat Tea Processors and Packers Limited (GTPPL) continue its moral and ethical commitments to support and collaborate in research & education awareness pilots as a step towards eliminating pesticides from tea cultivation.

GTPPL, one of the leading tea packaging company and marketer of Wagh Bakri Tea and other tea brands in India announces to continue its moral and ethical commitment to support & collaborate research and education awareness pilots in minimising & if possible avoiding use of chemical pest management as a step towards sustainable crop protection practices from tea plantations in India even though the company is not the owner of any plantation.

As an immediate step, the company will aim to support, collaborate and invest in research & education awareness pilots with the Tea Board of India, Tea Research Association, key industry partners like the Indian Tea Association and United Planters Association of South India. The aim of the pilots may then be to facilitate development of protocols for field-trials aimed at developing and evaluating novel approaches for biological, herbal, 'non-chemical', agronomic crop protection management aiming at a holistic rejuvenation of the eco-system to control pests.

These pilot field-trials may be run in partnership with the Tea Board of India and tea growers. The research & education awareness pilots will be initiated in the next growing season given the cooperation of tea growers at different locations & different scale. This initiative has potential to lay a firm foundation for the industry, regulatory authorities and tea growers to further develop a clear roadmap at the end of the pilots for achieving sustainable crop practices and livelihood in tea cultivation.

GTPPL look forward to working and collaborating with the Tea Board of India to work towards biological & sustainable crop management methods of plant protection in tea cultivation in India. GTPPL whole-heartedly support all initiatives, which are in public & ecosystem interest and for the long-term benefit of the environment, all stakeholders, and the consumers.

There is always growing consumer demand for tea being natural & healthy beverage around the world. GTPPL continuing its commitment for sustainable crop practices; underscores that the company is committed to its consumers as exemplified by ongoing testing of tea samples at the time of purchase and blending in its own in-house NABL accredited laboratory and hence GTPPL will be supporting approaches of ecological agriculture in tea. GTPPL are in service to this industry from four generations and it is the company's policy to serve best quality of tea to its consumers with high quality and purity standards by purchasing tea matching its quality standards.