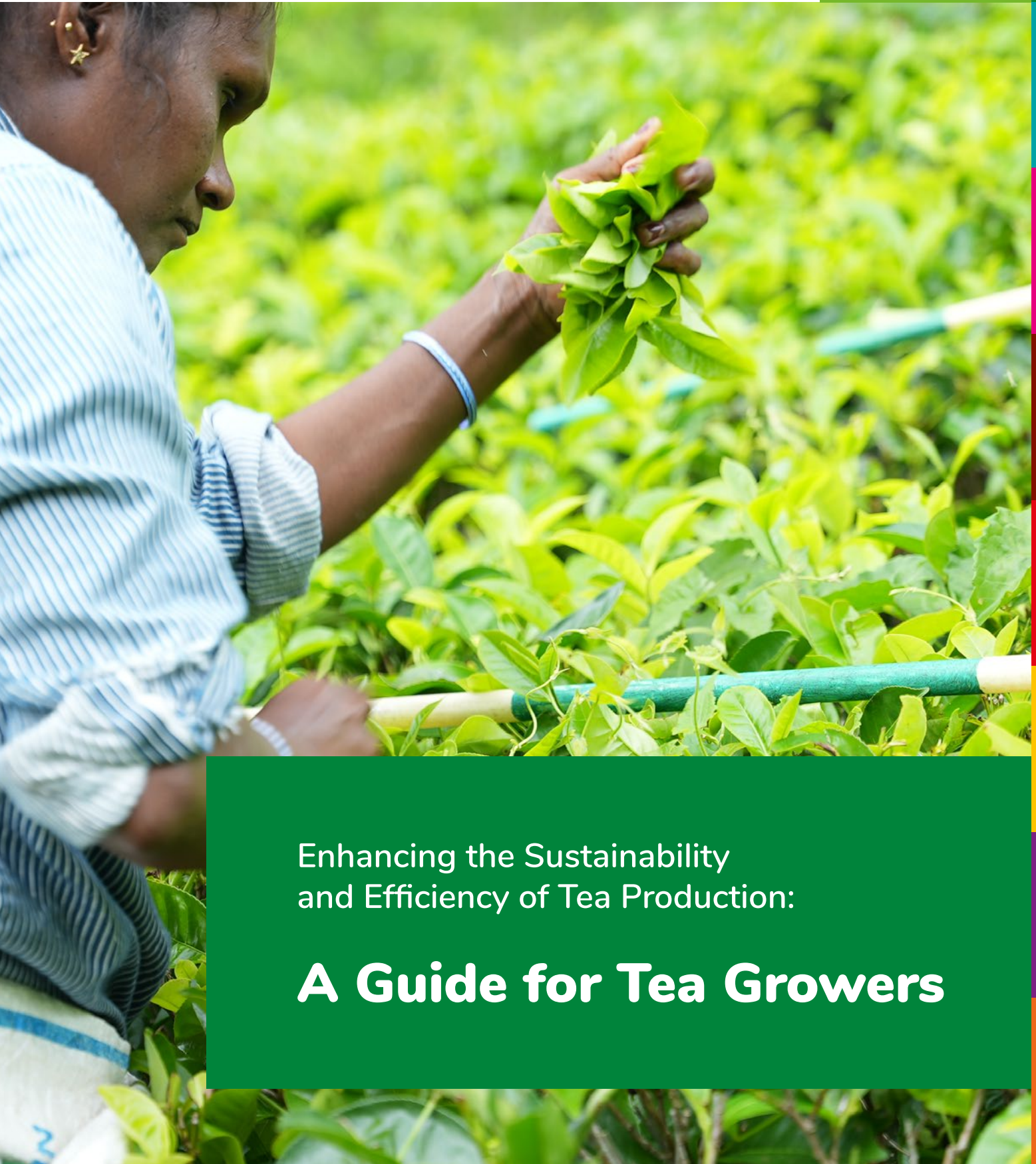




Tea



Enhancing the Sustainability
and Efficiency of Tea Production:

A Guide for Tea Growers

This white paper provides valuable insights and practical solutions for you as tea growers wanting to improve your tea production processes, reduce labor intensity, minimize costs, and embrace sustainable practices. We highlight challenges you may face, such as transport limitations, difficult weather conditions, sourcing suitable soils and concerns around sustainability like the use of plastic, as well as the need for better rooting success rates when it comes to tea varieties that are hard to root.

Here, you will find suggestions for tackling these challenges, as well as the advantages that Jiffy Pellets can offer as an efficient and sustainable alternative to traditional growing methods. By implementing these ideas, and adopting Jiffy Pellets, you can improve your sustainability efforts, reduce labor intensity, save water, optimize transportation, and achieve higher-quality tea crops in a shorter time.

Revolutionizing tea cultivation to create a more efficient, sustainable, and cost-effective future for the industry.

Cultivating excellence in tea production, together.

Introduction

We understand the challenges you face as tea growers on your journey towards improving efficiency in tea production, reducing labor intensity and minimizing costs, while at the same time caring for the environment, in particular by reducing plastic use. Both growers and propagators strive to enhance growing processes and explore new products that align with their sustainability goals.

Our strong sustainability credentials make us a valued partner in this endeavor. All Jiffy production and raw material processing locations are ISO 14001 certified, assuring that our organization operates in a sustainable and environmentally friendly way. In addition, our ISO 22000 certification confirms that our organization complies with sector-specific global food safety standards. In this white paper, we not only address the challenges you face as tea growers, but also offer practical and sustainable solutions to overcome them.



Challenges faced by tea growers in Asia

Driven by a growing global demand for high-quality tea products, tea cultivation in many Asian countries is thriving. However, these growers face challenges that could hinder progress. These include:

Sustainability and environmental concerns

Today, sustainable tea production is paramount as consumers and regulators prioritize environmental conservation and social responsibility. As a result, tea growers face mounting pressure to adopt sustainable practices such as reducing chemical inputs, conserving water resources, promoting biodiversity, and ensuring fair wages and fair working conditions for tea workers. However, meeting these requirements often entails investment in infrastructure, education and certification processes.

Poly bags and plastic waste

Many tea growers currently use poly bags for tea cultivation, resulting in an accumulation of plastic waste. As well as the potentially negative impact on the environment, using poly bags is labor-intensive. In addition, because the topsoil mix used in these bags often contains harmful micro-organisms, moving these bags to other regions could cause contamination in otherwise 'clean' areas.

Increasing the success rate of hard-to-root tea varieties

To achieve maximum cost efficiency and profitability, it is crucial to increase the success rate of tea crops from varieties that are hard to root. Finding effective methods to ensure their successful growth is a priority.

Ideas for tackling these challenges and enhancing sustainability

To help tea growers overcome these challenges and improve the sustainability of their tea production, we present four practical ideas:

Sustainable practices and certifications

Adopt sustainable practices such as organic farming, integrated pest management, water conservation methods and the selection and propagation of favorable cultivars; the use of Jiffy Pellets can support you in all these areas. Acquiring the relevant certifications for these practices may also enhance your marketability and help meet consumer expectations.

Alternative growing mediums

Consider transitioning from poly bags using local topsoils, to the cleaner, more sustainable growing mediums in Jiffy Pellets. These remove the risk of contamination from harmful micro-organisms or insects, often present in local soil.

Adopting new technology

Embrace technological advancements to optimize the tea cultivation processes; these could include precision agriculture techniques, remote sensing technologies or data analytics for making informed decisions and improving resource management.

Research and collaboration

Engage in research and collaboration with industry experts such as Jiffy Group, universities, and research institutions to stay updated on the latest innovations, best practices, and emerging trends in tea cultivation. Sharing knowledge and experiences can lead to collective growth and improvement.





Growing tea with Jiffy Pellets

Jiffy Pellets, available in various forms for different end uses, offer practical solutions to many of the specific challenges faced by tea growers. These include:

Improved efficiency and reduced labor intensity

The Jiffy-7C pellet significantly reduces the cycle time of tea cultivation, resulting in improved efficiency and reduced labor requirements. These pellets are easy to handle and simplify the planting process, reducing time and effort.

Enhanced survival rates for hard-to-root varieties and cultivars

Tea varieties that don't root easily often pose challenges in terms of successful propagation and establishment in the field. Jiffy-7C Pellets provide an ideal environment for root initiation as well as the further development of the tea plant, leading to a better success rate than cultivation in soil pots. This also applies to cultivars, which can display poor rooting capacity in soil pots/poly bags; these perform better, with a higher rooting percentage, using Jiffy-7C pellets.

Water efficiency

Jiffy-7C Pellets require less water for irrigation than traditional methods. Their unique composition, which allows for good moisture retention, combined with a low pH, ensures efficient water usage throughout the cultivation process.

Space-saving and transport benefits

Jiffy Pellets are lightweight – they have been compressed and dried to contain 18% to 20% of moisture, and take up less space than poly bags or pots. This allows for more crops to be transported in a single batch, boosting efficiency. They are also easy to handle, which improves labor conditions.

Environmental sustainability

Jiffy Pellets are plastic-free. They use lightweight PLA (polylactic acid) netting, made from material based on corn starch. The nets are biodegradable and compostable under controlled conditions. So by using Jiffy Pellets you will not only benefit tea crops, but ensure active participation in environmental conservation.

While poly bags may appear to be the cheaper option, Jiffy-7C Pellets could lead to long-term cost savings as well as addressing challenges related to plastic waste and labor intensity. They may also improve the success rate of tea varieties that are hard to root. And all in less time. Jiffy Pellets offer an efficient, sustainable, and cost-effective solution.

We invite you to explore the opportunities offered by Jiffy Pellets and see first-hand how they can transform your tea cultivation processes. Let's embark on a journey together towards a more sustainable and successful future in tea production.

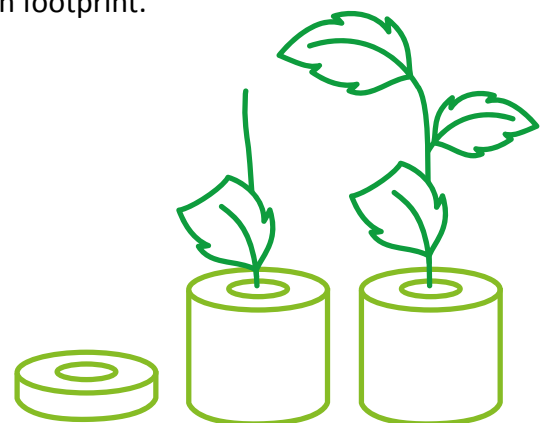
The Jiffy-7C pellet

Today, an increasing number of plant propagators favor the use of Jiffy-7C pellets in greenhouses and nurseries; they have many properties that make them attractive for sustainability-conscious tea growers:

- Instead of peat, the Jiffy-7C pellet contains a coir substrate composed of 100% RHP-certified coconut fiber. Because this is a waste product from the coconut industry, using these pellets contributes to a circular economy. Also, because Jiffy coir products are made using innovative production methods, water consumption is reduced by 40% compared to industry standards;
- These pellets are industrially compostable because the netting that holds them together is made from all-natural PLA, not fossil plastic;
- The Jiffy-7C has excellent water-to-air ratio for strong root development;
- The pellets have a soft center for the easy insertion of tea cuttings;
- Their low moisture content makes them lightweight, leading to cost savings during shipping and storage;
- Trays of Jiffy-7C pellets can be filled and expanded automatically, reducing labor costs;
- Jiffy-7C trays can also be refilled and recycled, reducing a tea grower's carbon footprint.



Improved
growing process
for **better rooting**





For more information on Jiffy Pellets and how they can benefit your tea cultivation, please visit our website at <https://jiffygroup.com/products/jiffy-pellets/>

Ready to get started with Jiffy Pellets?

Follow this [link to download](#) a step-by-step guide on how to use them.

Together, let's cultivate excellence in tea production.

Sincerely,
Jiffy Group

