

"We are drinking Ndima tea. Why don't you do the same?"

Patricia Mutangili
Ndima Tea Factory, Kenya



Photo: Richard Else

Mama Fairtrade

Patricia Mutangili's neighbours call her Mama Fairtrade because she spreads the message everywhere she goes.

She sells her tea to Ndima - which supplies tea used in the Traidcraft range - and explained why every cup we drink makes a difference.

"It is going to bring bread to the tables of the producers. It is going to make them educate their children. It is going to make them more employment and they are going to elevate their standards of living.

"Our tea is all the way from the slopes of Mount Kenya. The tea likes sunshine; it has a very good taste."



Tea and teaching

Local schools and churches with land also sell tea to Ndima. At Thunguri Primary School casual workers pluck the school's 2,000 bushes, with the money raised paying for exam papers and helping with maintenance.

Around 350 children attend the school which doesn't have electricity, so sometimes lessons are delayed until the morning light improves. The school also has a special needs class – the only one in the area.

"Tea is the backbone of this area. Where there is no tea, the children normally drop out of school. We have also benefited from Ndima factory which has provided us with seedlings and trees."

Peter Mwaniki Njali
School principal



Photo: Richard Else

Now we have a well

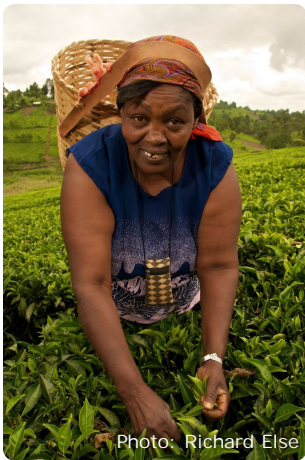


Photo: Richard Else

Purity Muthoni not only grows tea but drinks it while she is plucking. How many cups does she drink each day?

"Uncountable! I carry tea here in a Thermos and sweet potato and arrowroot. Tea helps me in many ways: to educate, to provide the family with food, good clothes, buying cows. Because of Fairtrade our lives are improved."

Now Purity has fresh water to make her tea because she and her husband, William, have used money from their tea sales to build a well next to their house.

Fighting poverty through trade

Ndima is one of six farmer-owned tea factories we are working with in Kenya through a new project to improve the lives of 30,000 smallholder tea farmers.

As well as strengthening their farmers groups, we are helping them to diversify so they can supplement their earnings from tea. Donations to our charity, Traidcraft Exchange, help us to support vital projects like these.



Registered charity number 1048752