

V Chellai's story

No wonder Indian tea farmer V Chellai and his wife, Kurzhamma are smiling. They not only enjoy growing tea on their small farm in Kerala, they are now getting a good price because they are members of Sahyadri Farmers Consortium – one of Traidcraft's newest Fairtrade tea supplier.



The couple's mission is to grow the best tea possible and they visit the fields of other farmers to share some of the techniques they use to get a better yield.

"The secret is in plucking only good quality leaves," Chellai said. "We have realised that we must take only the good leaves that are ready."

Members of the consortium not only receive a fair price for their tea but have access to low-interest loans, with repayments taken directly from their weekly payments for the tea. This is helping many families to educate their children and carry out improvements on their farms.

The role of women tea farmers is also important. Through the Women's Development Wing they are able to exchange knowledge and express their views.

Chellai and Kurzhamma are happy that people in the UK can now enjoy Sahyadri tea in Traidcraft's new-blend Indian Ocean tea. They can thoroughly recommend their locally-grown tea.

"We like the taste, so now we are not able to drink the other teas!" Chellai said.

About Sahyadri Farmers Consortium

Based in Peermade, a small town in the mountains of Kerala, the Sahyadri Tea Farmers Consortium is Traidcraft's newest tea supplier.

Small-scale farmers in the area grow tea which is processed in their own modern factory. Model farmers share knowledge with their neighbours on how to produce quality tea without pesticides or chemicals.

A women's development wing has also been established which helps identify projects to be funded by the Fairtrade premium.

Buy tea from Sahyadri

[Shop online and buy fair trade tea.](#)

Want to visit this producer group?

- [Take our Meet the People tour to South India and see the benefits of fair trade firsthand.](#)