**INTRODUCING PSTAK**

The Purple & Specialty Tea Association of Kenya (PSTAK) was formed in 2016 when the founder members met in Kericho at the Tea Research Institute during AFA Tea Directorate’s Specialty Tea Sub Sector \_Framework Implementation Meetings to deliberate on issues touching on planting, manufacture and marketing of High Value Purple & Specialty Teas. There was a growing need to come together, learn, be orderly and speak with one voice. The Association was subsequently registered on 4th July 2017. The following are the founder members of PSTAK.

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|  | **Member** | **Organisation** |
| 1 | Henry Njeru (Chairman) | Njeru Industries |
| 2 | Kim Martin (Vice Chairman) | Chesumot Farm |
| 3 | Robert Keter (Treasurer) | Emrok Tea Factory |
| 4 | Mercylynate Rotich (Executive Secretary) | Tea Greens Kenya |
| 5 | Karanja Kinyanjui (Member) | Gatanga Industries |
| 6 | Boaz Katah (Member) | Tumoi Teas |
| 7 | Robert Murimi (Member) | Horera Forest Edge |
| 8 | Philomena Koech (Member) | Chai Imara Purple Tea Ltd |
| 9 | James Njogu Mwai (Member) | Kirinyaga |
| 10 | Amit Shah (Member) | Evergreen Tea Factory |

**VISION**

‘To be the global most preferred platform offering Kenya’s high value purple & Specialty Teas’

**MISSION**

‘To plant, manufacture and market high value purple and specialty teas of supreme quality and unique taste in the most sustainable way, for the niche markets.’

**Objectives of PSTAK**

1. To promote growing, processing and marketing of high value Purple and Specialty Teas in Kenya.
2. To make membership of PSTAK a sign of quality, reliability and orderliness in production and marketing of high value Purple & Specialty Teas.
3. To promote the highest standards in growing & processing of Purple &Specialty Tea that will meet the need of global niche markets.
4. To provide access to accurate information and statistics to the members regarding growing, production and marketing of Purple & Specialty Teas.
5. To establish Rules, Regulations & Code of ethics that will help members establish best practices and refrain from any unlawful business practices, unethical production and trade that would otherwise jeopardize the mission of producing & selling high value Purple & Specialty Teas.
6. To promote and maintain close relations within Purple & Specialty Tea industry and create a spirit of co- operation, support and mutual goodwill between its members.
7. To create a forum for the settlement of disputes within the Purple & Specialty Tea industry segment.
8. To foster innovative ideas and programs to enhance the growth and well-being of the Purple & Specialty Tea industry segment in Kenya.
9. To function as the advocate and voice for the Purple &Specialty Tea industry Segment positively influencing Governments, International & Regulatory bodies, and public opinion.

**PSTAK Constitution**

As an association, PSTAK is governed by its Constitution that was formulated by Members. The Constitution clearly stipulates the way PSTAK carries out its affairs in an orderly way.

**Management of PSTAK Affairs**

As anchored in its Constitution, the management of PSTAK’s business is vested in the Executive Committee elected at the AGM. The Executive Committee consists of seven members constituted by the Chairperson, Vice Chairperson, Executive Secretary, Treasurer and three Member Categories Representatives.

PSTAK’s Executive Committee is currently constituted as follows:-

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| --- | --- | --- | --- |
| **S/No.** | **Title** | **Full Names** | **Organization** |
| 1 | Chairman | Mr. Boaz Katah | Tumoi Teas |
| 2 | Vice Chairman | Ms. Grace Nduta Mogambi | KTDA Ltd |
| 3 | Executive Secretary | Ms. Mercylynate C. Rotich | Tea Greens Kenya |
| 4 | Treasurer | Mr. Robert Koech | Siomo Tea Factory |
| 5 | Committee Member | Mr. Robert Murimi | Horera Forest Edge |
| 6 | Committee Member | Mr. Jaswinder Sing | Kabianga Tea Factory |
| 7 | Committee Member (Alternate) | Mr. Festus Kaburi | KTDA Ltd |

**MEMBERSHIP**

Currently PSTAK’s membership stands at 21 (twenty one) companies in number covering all tea growing regions , both large and small holder tea producers, traders and related technical and educational institutions.

The following are the membership categories

**Membership Categories & Criteria for Admission**

**1. Manufactures/Cottage Members**

1. Any person, firm or company, established in Kenya for the purpose of receiving

purple and green wet leaves for processing high value Purple and Specialty Teas is, subject to the provisions of the Association, eligible for membership as a Manufacturer/ Cottage Member.

1. Before consideration of an application for Manufacturer/Cottage Member Membership, the Association must satisfy itself with any of the following conditions;
2. That the mission of the Manufacturer/Cottage Member is to produce high value Purple and Specialty Tea within the product range provided by the Tea Directorate.
3. That the mission of the Manufacturer/Cottage Member shall process Purple and Specialty Teas for niche markets and not mass markets.
4. An applicant for membership as a Manufacturer/Cottage Member must provide the following to the Association:-
5. Manufacturer/Cottage Member details (Name, Address and Contact Person)
6. Registration Certificate issued to the applicant by the Tea Directorate.
7. Intended product range of Purple and Specialty Tea, capacity, quantity and acreage.
8. Acceptance to abide by The PSTAK Constitution and Purple & Specialty Tea Sub sector Code of Conduct.

**2. Grower Representative - Purple & Specialty Tea (Corporate/Association)**

1. Any firm, company or association (representing growers) engaged in planting purple or green leaf for specialty teas is subject to the provisions of the Association, eligible for membership.
2. An applicant to this category must be a body corporate and must be the authorized custodian of growers register involved in planting and supply of wet leaf for purple and specialty tea products.
3. An applicant for membership as a Grower Representative-Purple & Specialty Tea (Corporate/Association Member) must provide the following to the Association:-

i) Member details (Name, Address and Contact Person)

ii) Registration Certificate issued to the applicant by the Tea Directorate.

iii) Copy of Growers Register including location, farm size, number of bushes and clones.

iv) Acceptance to abide by The PSTAK Constitution and Purple & Specialty Tea Sub sector Code of Conduct.

1. **Packer Member**
2. Any person, firm or company, actively engaged in buying Purple & Specialty Tea products from the Association Manufacturers/Cottages with a mission for value addition and marketing to high end segments locally/internationally is, subject to the provisions of the Association, eligible for membership as a Packer Member.
3. The Packer Member should commit to maintaining high standards in branding, quality care, hygiene and handling of the purple and specialty tea products and shall in no way engage in the activities that will proliferate or decrease the quality of the teas.
4. An applicant for membership as a Packer Member must provide the following to the Association:-
5. Packer Member details (Name, Address and Contact Person)
6. Registration Certificate issued to the applicant by the Tea Directorate.
7. Brand Names, Intended product range of Purple and Specialty Tea and quantity.
8. Acceptance to abide by The PSTAK Constitution and Purple & Specialty Tea Sub sector Code of Conduct.
9. **Tea Marketers and Promoters**
10. Any person, firm or company, with expertise in tea marketing, established in Kenya for the purpose of marketing and otherwise promoting purple and specialty teas is, subject to the provisions of the Association, eligible for membership as a Tea Marketer and Promoter Member.
11. Tea Marketers/Promoters must demonstrate to the Management Committee that at least one of its Directors/Managing Director/Chief Executive Officer meets the following mandatory requirements:
12. Expertise in tea tasting, tea valuation and global tea trade.
13. Understanding of Purple & Specialty Tea Products and overall tea landscape and value chains in Kenya.
14. Requisite knowledge of export market segments with regards to demand, consumption, tastes and preferences.
15. He/She must have a university degree in any field, including marketing qualification.
16. An applicant for membership as a Tea Marketer/Promoter must provide the following to the Association:-

i) Member details (Name, Address and Contact Person)

ii) Registration Certificate issued to the applicant by the Tea Directorate.

iii) CV of at least a Director/Managing Director/Chief Executive officer

iv) Acceptance to abide by The PSTAK Constitution and Purple & Specialty Tea Sub sector Code of Conduct.

1. **Associate Member**
2. Any person, firm or company engaged in the support business of the Association may, at the discretion of the Association, be admitted as an Associate Member on such terms and conditions as the association may determine.
3. Associate Members include consultants incidental to the operations of PSTAK, Logistics Partners, Financiers, Research Institutions, Educational institutions of Higher Learning, International Specialty Tea Associations and any other parties interested in supporting development of purple and specialty tea sub- sector in Kenya and Globally.
4. An applicant for membership as an Associate Member must provide the following to the Association:-

i) Member details (Name, Address and Contact Person)

ii) Letter of Intent and scope of associating with PSTAK.

iii) Acceptance to abide by The PSTAK Constitution and Purple & Specialty Tea Sub sector Code of Conduct.

1. **Honorary Membership**
2. Shall be a prestigious honor bestowed for life to an individual acknowledged for preeminence and outstanding contribution to the development of purple and specialty tea sub sector in Kenya.
3. An Existing Honorary Member/PSTAK Member with good standing may nominate an individual for consideration of Honorary Membership to the Executive Committee provided that the nominated individual has reasonable accumulated exceptional distinct service that has been consistent rather that for one single accomplishment.
4. Honorary Members have the right to vote and hold office in the Association and shall not be required to pay membership dues.
5. The Nomination shall be made in writing through nomination forms.
6. Nominating party shall attach a CV and recommendation letter with content demonstrating exceptionally distinguished contribution of the nominee.
7. The submission shall be addressed to the Chairman of PSTAK at least 21 days before AGM of the Association.

**Benefits of PSTAK Membership**

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| **Benefits to Manufacturer/Cottage Member** | | |
| 1 | | Information on production methodologies for high value purple & specialty tea |
| 2 | | Access to Producer Members who can supply unprocessed leaf to your facility |
| 3 | | Access to local and global training opportunities for your staff |
| 4 | | Learn about Export coaching and preparedness for your products through Tea |
| 5 | | Directorate & Export Promotion Council partnership. |
| 6 | | Learn about Value Addition/Branding and how to implement |
| 7 | | Access to Tea Soko online trading platform exclusive for Purple & Specialty Teas |
| 8 | | Directly interact with buyers on Tea Soko Portal and negotiate prices for your teas |
| 9 | | Create a direct link to your website and marketing opportunity though Tea Soko |
| 10 | | Participate in PSTAK activities to interact with Members in promoting your interests |
| **Benefits to Grower Representative -Purple & Specialty Tea (Corporate/Association)** | | |
| 1 | Information regarding proximity of Manufacturers/Cottages | |
| 2 | Information regarding type of tea processed by Manufacturers/Cottages | |
| 3 | Higher returns for green leaf payment upon compliance with unprocessed leaf requirements | |
| 4 | Training and Field days education forums | |
| **Benefits to Packer Member** | | |
| 1 | Access to high quality, high value purple & Specialty tea | |
| 2 | Learn about Export coaching and preparedness for your products through Tea | |
| 3 | Directorate & Export Promotion Council partnership. | |
| 4 | Learn about Value Addition/Branding and how to implement | |
| 5 | Access to Tea Soko online trading platform exclusive for Purple & Specialty Teas | |
| 6 | Directly interact with buyers on Tea Soko Portal and negotiate prices for your teas | |
| 7 | Participate in PSTAK activities to interact with Members in promoting your interests | |
| **Benefits to Tea Marketer/Promoter Member** | | |
| 1 | Information and access to purple & specialty tea on offer from Manufacturers/Cottages | |
| 2 | Information regarding type of tea on offer processed by Manufacturers/Cottages | |
| 3 | Directly interact with buyers on Tea Soko Portal and negotiate prices on behalf of clients | |
| 4 | Access to PSTAK Membership by Business Partners for business opportunities | |
| 5 | Access to PSTAK capacity building opportunities including field audits | |
| **Benefits to Associate Member** | | |
| 1 | Access to high quality, high value purple & Specialty tea of Kenyan origin | |
| 2 | Access to top manufacturers and cottage owners of Purple & Specialty Tea | |
| 3 | Opportunities to negotiate for contact manufacturing and strategic partnerships. | |
| 4 | Access to PSTAK Membership by Business Partners for business opportunities | |
| 5 | Access to PSTAK Membership by Business Partners for business opportunities | |
| 6 | Participate in PSTAK activities to interact with Members in promoting your interests | |

**PRODUCTS**

**A.] Specialty Teas:**

These teas are manufactured from green and purple clones of camellia sinensis bush as whole leaf or tips by way of machine rolling, hand rolling and extraction.

The specialty tea products include the following:-

1. Purple Tea
2. Green Tea
3. Yellow Tea
4. White Tea
5. Oolong Tea
6. Black Special Tea

**B.] Orthodox Teas:**

These teas are manufactured by machine rolling and may be manufactured from green clones and purple clones of camellia sinensis.

Orthodox tea products produce the following common grades:-

1. OPA
2. OP1
3. GFOP/FOP
4. GBOP/GFBOP
5. PEKOE

**SPECIALTY TEA COMPETITIONS**

Following the Purple & Specialty Tea Association quarterly meeting held at Central Highlands on 19th September 2019, it was resolved that PSTAK shall organize the First tea expo to showcase its unique and high value tea products.

The rationale of the EXPO is to bring the world to Kenya, communicate the message of our tea, and offer the best of our products to global value buyers. It is envisaged that this will be the first ever marketing platform for PSTAK since inception. A committee was proposed and is working on the critical planning stages to ensure the PSTAK Expo becomes a success.

As observed from successful Global Tea Expos, tea competitions complement EXPOs and give an international appeal. As such PSTAK Executive Committee strongly recommended that we set more organized Specialty Tea Competitions in the run up to TEA EXPO 2020. This was to create more uniformity and standardization in specialty tea products development within PSTAK, create learning opportunities in tea quality evaluation and encourage quality processing of purple and specialty tea that will be available on commercial basis by the time TEA EXPO happens in 2020.

**PSTAK Quarterly Competitions**

The Specialty Tea Competitions are being held quarterly where a panel of judges professionally brew the teas and judge as per standards set up by PSTAK and consistent with international practices. The best entries with highest scores and the least with lowest scores are brewed again and discussions made during PSTAK quarterly meetings.

It is highly recommended that each factory/cottage commits to produce premium quality and makes entries in the quarterly competitions. The cumulative results of the competitions (As shown below) will be calculated on average for the four entries and the winners published in PSTAK website, Tea Expo Website, Tea Soko and other Global platforms and hence position the factory/cottage as Kenya’s Best producer in respective winning category.

The schedule for the quarterly (qualifier) competitions were planned as follows:-

December 2019, March 2020, June 2020 and September 2020.

Due to Covid-19 disruption challenges, the quarterly event for June 2020 was rescheduled to July 2020.