



Food and Agriculture
Organization of the
United Nations



International Tea Day

24th Session of the Intergovernmental Group (IGG) on Tea

*International Tea Day
Marketing, Media and Outreach Report*

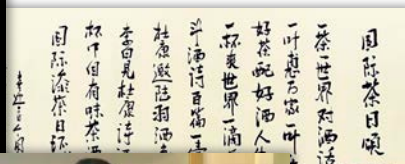
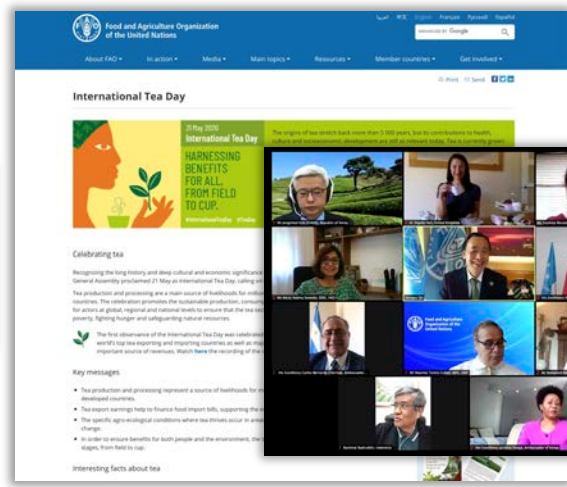


Markets and Trade Division
Food and Agriculture Organization of the United Nations (FAO)

Celebrating tea

Recognizing the long history and deep cultural and economic significance of tea around the world, the United Nations General Assembly proclaimed 21 May as International Tea Day, calling on FAO to lead the observance.

The first observance of the International Tea Day was celebrated in a virtual event that brought together the world's top tea exporting and importing countries as well as major producing countries where tea cultivation is an important source of revenues.



Multilingual and multi-platform campaign

International Tea Day is an opportunity to celebrate the cultural heritage, health benefits and economic importance of tea, while working to make its production sustainable “from field to cup” ensuring its benefits for people, cultures and the environment continue for generations.



Trello board



Story

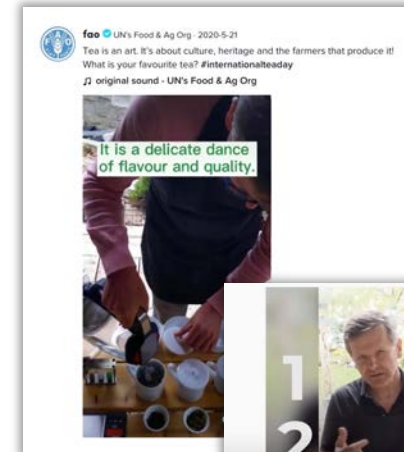
Tea: a love that has stood the test of time



International Tea Day 2020



4 tea sites recognized by FAO as Globally Important Agricultural Heritage Systems



John Snell, a tea expert, on the 5 attributes he looks for in tea!

Social media presence

United Nations @UN

Tea is grown in more than 35 countries & supports millions of smallholders & their families.

On Thursday's first #InternationalTeaDay, more from @FAO on how tea production contributes to employment, exports earnings & food security. bit.ly/2ADJuBJ

Smallholder farmers are responsible for 60% of world tea production.



0:00 19.3K views

FAO in New York @FAONewYork · May 21, 2020

Very happy to collaborate with @Chinamission as a celebration of the first #InternationalTeaDay

@FAO and partners are working hard to keep it sustainable.

Chinese Mission to UN @Chinamission · China government organization

At the virtual celebration of the 1st #InternationalTeaDay, the Chinese Ambassador to the UN, Jun conveyed the congratulatory message from the Chinese government. China will work with all sides to nurture the development of the global tea industry, and deepen cultural exchange.



787 views 0:08 / 1:05

FAO en français @FAOenFrancais · May 25, 2020

Le thé : un amour qui résiste au temps

Célébrons cette boisson populaire qui est importante pour les agriculteurs, le développement et la culture bit.ly/2ZA0odt

#JournéeInternationaleDuThé #JournéeDuThé




1

FAO @FAO · May 21, 2020

Despite #Tea being centuries old, the world's passion for the drink shows no sign of slowing.

It is the second most popular drink after water!

But just how important is tea for the world's four largest exporters? #InternationalTeaDay



fao.org

Tea: a love that has stood the test of time

Celebrating the popular beverage important to farmers, development and culture

1 41 103

UN GA President @UN_PGA

Tea production constitutes a vital source of livelihood for millions of families in developing countries. On this #InternationalTeaDay, let us call for collective action in favour of the sustainable production and consumption of tea.

My full remarks here: bit.ly/3bQrBC

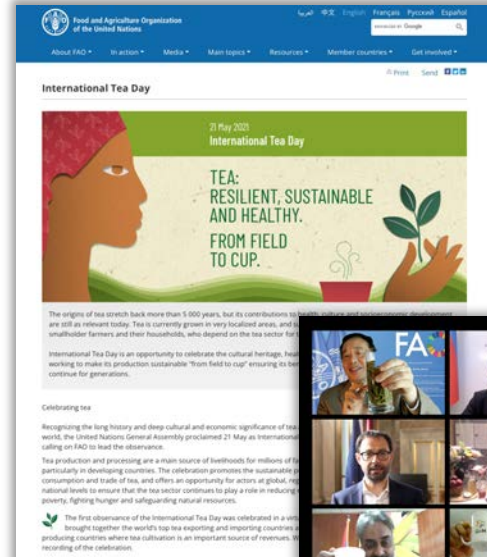


International Tea Day 1,305 Views

Food and Agriculture Organization of the United Nations 0:04 / 0:30

International Tea Day

2021



Multilingual and multi-platform campaign

International Tea Day 2021

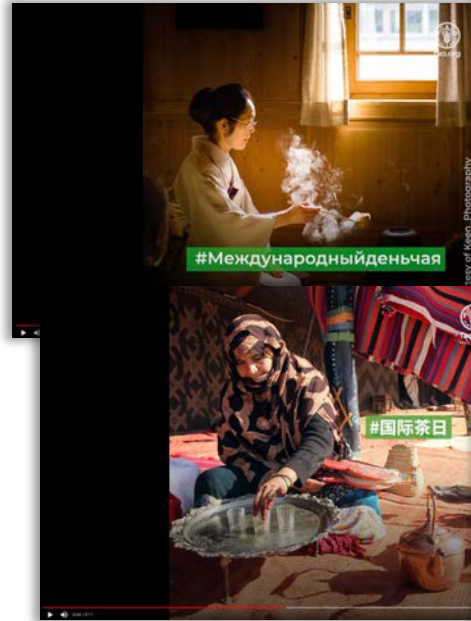


International Tea Day 2021

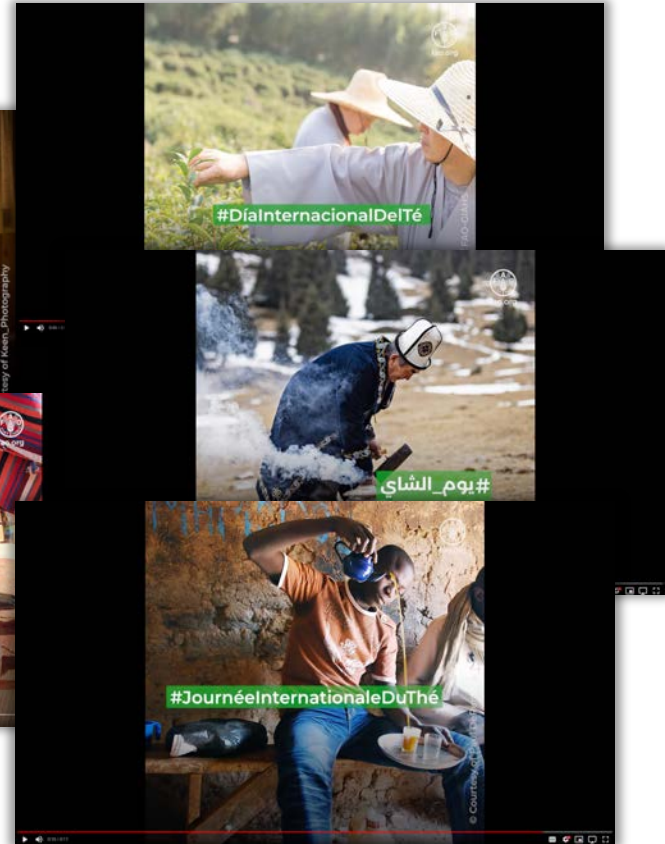


Tea: A Resilient Sector

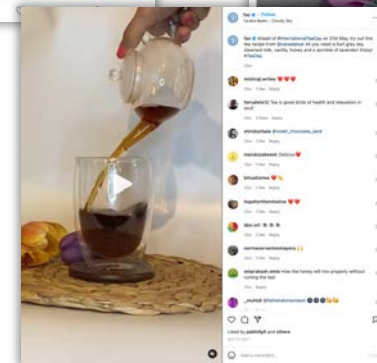
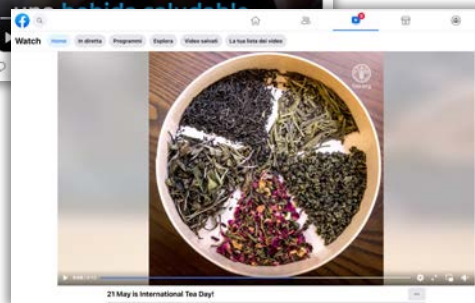
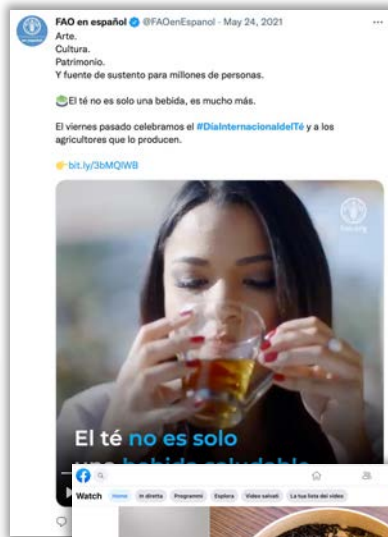
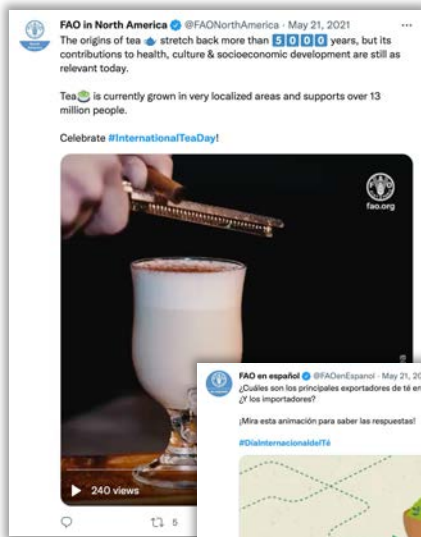
#InternationalTeaDay



Digital and multimedia
FAO Social Media

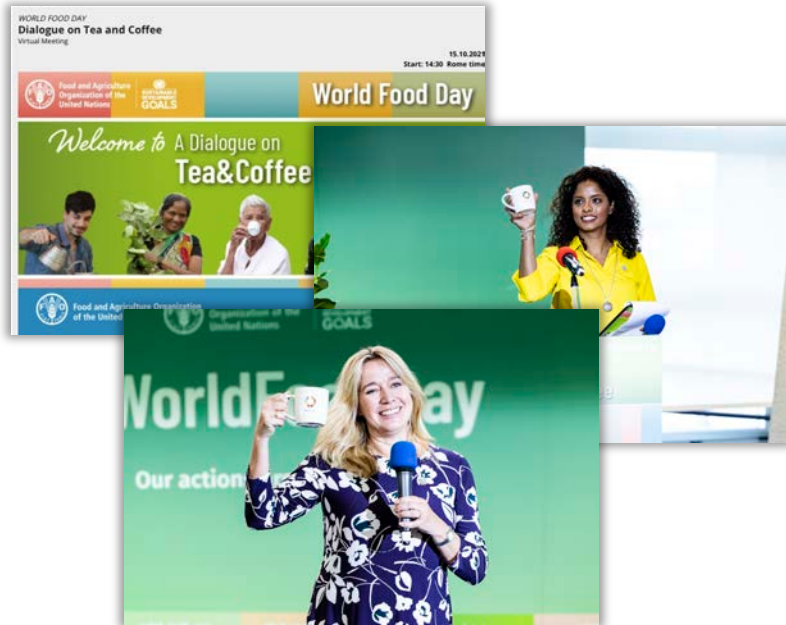


Social media presence



Global event

The Dialogue on Tea and Coffee, part of global World Food Day celebrations hosted by FAO focused on the tea and coffee sectors and their importance as a vital source of income and employment for millions of people in developing countries.



Social media presence



Tea and coffee: The aroma of unity

A screenshot of a tweet from the FAO Director-General, QU Dongyu. The tweet text reads: "Millions depend on tea & coffee production & trade for their livelihoods. To make the sectors more efficient, inclusive, resilient & sustainable, we must leverage technology, innovation, data & good governance." It includes the hashtag #WorldFoodDay and a quote from FAO: "For millions of farmers in the poorest parts of the world, coffee & tea represent a precious source of income & livelihoods. Let us unite to support these #FoodHeroes & leave no one behind." The tweet is dated Oct 15, 2021.

Tweet

FAO Director-General QU Dongyu @FAODG

Millions depend on tea & coffee production & trade for their livelihoods.

To make the sectors more efficient, inclusive, resilient & sustainable, we must leverage technology, innovation, data & good governance.

#WorldFoodDay

FAO @FAO · Oct 15, 2021

For millions of farmers in the poorest parts of the world, coffee & tea represent a precious source of income & livelihoods.

Let us unite to support these #FoodHeroes & leave no one behind.

#WorldFoodDay

A screenshot of a Weibo post from the United Nations World Food Programme (联合国粮农组织). The post is in Chinese and discusses the importance of tea and coffee for farmers in the poorest regions. It includes a video thumbnail showing coffee beans and the text "咖啡和茶是收入和生计来源" (Coffee and tea are sources of income and livelihood).

热门

联合国粮农组织

联合国粮农组织

21:10-17 09:09 浏览 微博视频号

对于世界上最贫穷地区的数百万农民来说，咖啡和茶叶代表着宝贵的收入和生计来源。

让我们团结起来，支持这些#粮食英雄#，不让任何人掉队。

#世界粮食日# 联合国粮农组织的微博视频

咖啡和茶是收入和生计来源。

2257次观看

A screenshot of a TikTok video. The video shows a group of farmers working in a field, likely harvesting tea or coffee. The text overlay on the video reads: "To millions of farmers in the poorest parts of the world,". The video has 11.3K views and is dated Oct 15, 2021.

TikTok

For You

Following

LIVE

Suggested accounts

edheran

fedez

thareelmonesin

maliberrafai

afersakhsia

Following accounts

Discover

Coastville

Caravello

spontaneous

Go On: La Repubblica di Lira

To millions of farmers in the poorest parts of the world,

11.3K views

0:13 / 1:07

3:30 PM · Oct 15, 2021 · Twitter Web App

A screenshot of an Instagram post from the FAO account. The post features a woman smelling a cup of coffee and a person pouring coffee. The text reads: "Tea & coffee unite people all over the world. For millions of farmers in the poorest parts of the world, coffee & tea represent a precious source of income & livelihoods. Let us unite to support these #FoodHeroes & leave no one behind. Are you more of a tea or a coffee person? Share your answer! #WorldFoodDay". The post is dated Oct 16, 2021.

Instagram

Search

fao · Follow

fao Tea & coffee unite people all over the world

For millions of farmers in the poorest parts of the world, coffee & tea represent a precious source of income & livelihoods.

Let us unite to support these #FoodHeroes & leave no one behind.

Are you more of a tea or a coffee person? Share your answer! 🍵

#WorldFoodDay

17w

&_regenerar The poorest farmers

Liked by chanaka.jayasingha and others

OCTOBER 16, 2021

Add a comment...

Post

The comforting aromas of coffee and tea unite people all over the world.

Photo Missions

2022



اليوم الدولي للشاي

<https://www.fao.org/international-tea-day/ar/>

International Tea Day

<https://www.fao.org/international-tea-day/en/>

Día Internacional del Té

<https://www.fao.org/international-tea-day/es/>

Journée internationale du thé

<https://www.fao.org/international-tea-day/fr/>

Международный день чая

<https://www.fao.org/international-tea-day/ru/>

国际茶日

<https://www.fao.org/international-tea-day/zh/>

الجماعة الحكومية الدولية المختصة بالشاي
(الدورة الرابعة والعشرون)

<https://www.fao.org/markets-and-trade/commodities/tea/teaigg24/ar/>

Intergovernmental Group on Tea (24th Session)

<https://www.fao.org/markets-and-trade/commodities/tea/teaigg24/en/>

Grupo intergubernamental sobre el té (24.ª reunión)

<https://www.fao.org/markets-and-trade/commodities/tea/teaigg24/es/>

Groupe Intergouvernemental sur le thé (Vingt-quatrième session)

<https://www.fao.org/markets-and-trade/commodities/tea/teaigg24/fr/>

МЕЖПРАВИТЕЛЬСТВЕННАЯ ГРУППА ПО ЧАЮ - ПРЕДВАРИТЕЛЬНАЯ
ПОВЕСТКА ДНЯ И ПРИМЕЧАНИЯ К НЕЙ (ДВАДЦАТЬ ЧЕТВЕРТАЯ СЕССИЯ)

<https://www.fao.org/markets-and-trade/commodities/tea/teaigg24/ru/>

政府间茶叶小组 第二十四届会议 (第二十四届会议)

<https://www.fao.org/markets-and-trade/commodities/tea/teaigg24/zh/>

IGG-Tea@fao.org

انضم للمناقشة



#يوم_الشاي
#اليومالدوليلشاي



Rejoignez la conversation

#journéeInternationaleD
uThé
#journéeDuThé



En Twitter

#DiaInternacionalDelTé
#DiaDelTé



Join the conversation

#InternationalTeaDay
#TeaDay



Присоединяйтесь к
обсуждению в Твиттере

#Международныйденьч
ая
#ДеньЧая



参与对话

#国际茶日