

Directory of Tea Superconnectors

AFFILIATION

Co-Founder & President of Wild Orchard

NAME

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HERE IS WHAT MOST INTERESTS ME IN TEA...

It’s not just the flavor, the ritual, or even the health benefits – though all of those are part of it. What draws me in most is the story behind each leaf: how it’s grown, who grows it, and the impact that process has on the soil, the environment, and the people involved. I’m especially passionate about regenerative organic tea farming – practices that heal the land, restore ecosystems, and produce teas that are as good for the planet as they are for the body. To me, tea is one of the few daily rituals that can connect us back to nature, to community, to each other, and to a more sustainable future.

CLIMATE CHANGE & EXTREME WEATHER EVENTS

Rising temperatures, shifting rainfall patterns, prolonged droughts, and unpredictable storms are already impacting tea yields, quality, and the livelihoods of millions of smallholder farmers. Traditional growing regions—some of which have cultivated tea for centuries—are becoming less viable, while pests and diseases spread to new altitudes and latitudes. But within this crisis lies an opportunity: The industry has a chance—and responsibility—to lead in climate resilience. Regenerative organic agriculture offers a path forward. By rebuilding soil health, improving water retention, and sequestering carbon, these methods not only protect crops but actively restore the ecosystems tea depends on. Consumers are also increasingly seeking transparency and environmental accountability, creating a market advantage for brands that commit to climate-positive practices. The future of tea will be defined by how seriously we take climate adaptation today—and how boldly we invest in long-term regeneration over short-term yield.

MY MAIN INTERESTS

- Educating consumers about tea's cultural significance, health benefits, traditions, history.
- Facilitating the exchange of best practices among growers, traders, and researchers.
- Leveraging digital technologies, including blockchain and artificial intelligence, to enhance transparency and efficiency.
- Mechanical expertise in mechanization, equipment selection and maintenance and field and factory operations.

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• Marketing, brand building, practical experience in retail and wholesale, import and export and logistics.
• Tasting, blending, formulation, packaging, product life-cycle

MY TRAINING AND EDUCATION (LINKEDIN PROFILE OR WEBSITE URL)

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OPTIONAL: UPLOAD AN EXAMPLE OF COLLABORATIONS THAT DEMONSTRATE YOUR ROLE AS FACILITATOR.

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