



Directory of Tea Superconnectors

AFFILIATION

Harney & Sons Teas

NAME

Michael Harney

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PROFILE PHOTO

- [image.jpg](#)

HERE IS WHAT MOST INTERESTS ME IN TEA...

Seeing tea being made and learning why it tastes the way it does

CLIMATE CHANGE & EXTREME WEATHER EVENTS

Starting to be a factor

SUPPLY CHAIN DISRUPTIONS & GEOPOLITICAL INSTABILITY

Tariffs

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.
- 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)

<https://www.harney.com>

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