

GOOD & PROPER

Doing Things Properly is at the heart of how we do things at Good & Proper, from sourcing the best tea leaves from producers and suppliers that align with our values, to supporting our customers to brew the best possible cup, and we always seek to see how, every step of the way, we can do that better.

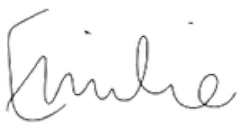
Though we are a small business, we hope to have a big future ahead of us and we therefore take seriously our role in protecting that future. We are keenly aware of the reality that every bag of tea we sell leaves its mark. We are therefore committed to ensuring that, beyond just providing a delicious cup of tea to our customers, our business operations contribute positively to both people and the planet. We take a holistic approach to sustainability, encompassing environmental, social, and economic considerations, seeing sustainability as not just a goal, but a journey of continuous improvement - our recent B Corp certification is testament to this approach.

Our Teas

Careful sourcing of our teas has always been central to that ethos of doing things properly - we work exclusively with suppliers who share our commitment to upholding the highest ethical and environmental standards. Central to this is our Supplier Code of Conduct, which outlines our expectations regarding ethical and sustainable practices. We expect all of our core suppliers to adhere to these guidelines, and this is supported by prioritising teas from Rainforest Alliance Certified estates wherever possible.

Beyond this approach to sourcing, we have also chosen to be part of the Ethical Tea Partnership, a global membership organisation working to drive systemic change within the tea industry. We hope this partnership will allow us to benefit from the shared wisdom within the community, as well as offer a new voice in the conversation around the challenges that tea faces, and the best way forward.

As Good & Proper grows as a business over the coming years, we hope to also grow our impact, and in doing so play our part in helping build a sustainable and thriving tea industry of the future.



Emilie Holmes
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