

**EXHIBIT A**  
**TO REGISTRATION STATEMENT**

*Under the Foreign Agents Registration Act of 1938, as amended*

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Tea Council of the U.S.A., Inc. 230 Park Avenue New York, N.Y. 10169	2. Registration No. 1853
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3. Name of foreign principal  Casa Fuentes, S.A.C.I.F.I.	4. Principal address of foreign principal Cucha Cucha 1364/70 Buenos Aires, Argentina
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5. Indicate whether your foreign principal is one of the following type:

Foreign government

Foreign political party

Foreign or  domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input checked="" type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____

Individual - State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Casa Fuentes, S.A.C.I.F.I. is a privately-owned firm engaged in the growing, producing and exporting of tea.

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal . . . . Yes  No

Directed by a foreign government, foreign political party, or other foreign principal . . . . Yes  No

Controlled by a foreign government, foreign political party, or other foreign principal . . . . Yes  No

Financed by a foreign government, foreign political party, or other foreign principal . . . . Yes  No

Subsidized in whole by a foreign government, foreign political party, or other foreign principal . . . . . Yes  No

Subsidized in part by a foreign government, foreign political party, or other foreign principal . . . . . Yes  No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Sr. Antonio Fernandez Espinosa

Date of Exhibit A January 23, 1984	Name and Title Donald A. Wiederecht Executive Director	Signature <i>Donald A. Wiederecht</i>
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UNITED STATES DEPARTMENT OF JUSTICE  
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT  
Under the Foreign Agents Registration Act  
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Tea Council of the U.S.A., Inc.	Casa Fuentes, S.A.C.I.F.I.

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.


Casa Fuentes, S.A.C.I.F.I., an Observer Member of the Tea Council, contributes a small sum of money to the Council and it does not have a vote or a voice in the programs or management of the Tea Council.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

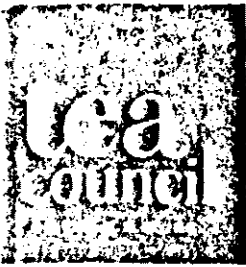
Promote tea consumption in the U.S.A., without regard to brand or country of origin, through an industry-wide campaign in competition with all other beverages, hot and cold.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
January 23, 1984	Donald A. Wiederecht Executive Director	

<sup>1/</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



230 PARK AVENUE • NEW YORK CITY 10169

Telephone: (212) 986-6998  
Cablegrams: TEACOUNCIL NEWYORK

August 29, 1983

Mr. Nelson Aspitarte  
Aspitarte y Cia.  
Vidt 1669  
Buenos Aires, Argentina

Dear Mr. Aspitarte:

I have just been informed that Aspitarte y CIA have become Observer Members of the Tea Council.

Please accept my personal thanks for taking the initiative and joining the Council. Your action is much appreciated by all and we look forward to working with you very closely in our efforts to increase tea consumption in the U.S.A.

I look forward to seeing you at our Tea Convention in October.

Sincerely,

J. H. Wertheim  
Chairman

JHW:jes



MAILGRAM SERVICE CENTER  
MIDDLETOWN VA. 22645  
26AM

Western Union Mailgram



4-0174958238002 08/26/83 ICS IPMMTZZ CSP NYAD  
1 2129866998 MGM TDMT NEW YORK NY 08-26 1047A EST

TEA COUNCIL L HATTON  
230 PARK AVE ROOM 450  
NEW YORK NY 10169

THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

TDMT NEW YORK NY 76/73 08-26 1047A EST  
INT SENOR NELSON A ASPITARTE  
CARE ASPITARTE Y CIA SA  
VIDT 1669

BUENOSAIRE (ARGENTINA)

WE HAVE NOTIFIED TEA COUNCIL BOARD OF DIRECTORS THAT ASPITARTE Y CIA IS A MEMBER IN GOODSTANDING OF THE COUNCIL. WE LOOK FORWARD TO SEEING YOU AGAIN AND PERSONALLY WELCOMING YOU INTO THE TEA COUNCIL AT THE FORTHCOMING TEA CONVENTION IN OCTOBER. THANK YOU FOR YOUR SUPPORT OF USA TEA PROMOTION PROGRAMS.

BEST WISHES

DONALD A WIEDERECHT  
EXECUTIVE DIRECTOR  
TEA COUNCIL OF USA

COL 1669

10:48 EST

MGMCOMP



230 PARK AVENUE • NEW YORK CITY 10169

Telephone: (212) 986-6998  
Cablegrams: TEACOUNCIL NEWYORK

August 29, 1983

Mr. Antonio Fernandez Espinosa  
Casa Fuentes, S.A.C.I.F.I.  
Cucha Cucha 1364/70  
Buenos Aires, Argentina

Dear Antonio:

Don has advised that Casa Fuentes have decided to become Observer Members of the Tea Council. I would like to take this opportunity to thank you personally for so doing. Welcome to the group! Your help to our combined efforts is much appreciated by all.

I look forward to seeing you at Convention time.

Sincerely,

J. H. Wertheim  
Chairman

JHW:jes



MAILGRAM SERVICE CENTER  
MIDDLETOWN, N.J. 22645  
26AM

Western  
Union Mailgram



4-017079S238002 08/26/83 ICS IPMMTZZ CSP NYAB  
1 2129866998 MGM TDMT NEW YORK NY 08-26 1042A EST

TEA COUNCIL L HATTON  
230 PARK AVE ROOM 450  
NEW YORK NY 10169

THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

TDMT NEW YORK NY 71/67 08-26 1042A EST  
INT SENOR ANTONIO FERNANDEZ ESPANOSA  
CARE CASA FUENTES SACIFI CUCHA/CUCHA 1364/70  
BUENOSAIRE (ARGENTINA)

WE HAVE NOTIFIED TEA COUNCIL BOARD OF DIRECTORS THAT CASA FUENTES IS  
A MEMBER IN GOODSTANDING OF THE COUNCIL. WE LOOK FORWARD TO  
PERSONALLY WELCOMING YOU INTO THE COUNCIL AT FORTHCOMING TEA  
CONVENTION IN OCTOBER. THANK YOU FOR YOUR SUPPORT OF USA TEA  
PROMOTION PROGRAMS.

BEST WISHES  
DONALD A WIEDERECHT  
EXECUTIVE DIRECTOR  
TEA COUNCIL OF USA

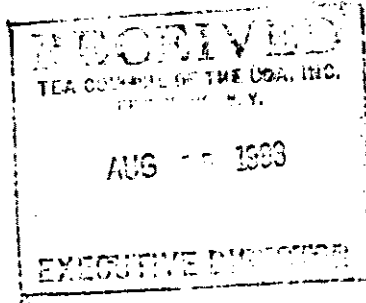
COL 1364/70

10:43 EST

MGMCOMP

# North American Crop Services Ltd.

833 Summer Street, Stamford, Connecticut 06901  
Telephone (203) 356-9192 / (212) 489-9130  
Telex 643644 (NACS STD)



August 11, 1983

Tea Council of the U.S.A., Inc.  
230 Park Avenue  
New York, NY 10169

Gentlemen,

We are enclosing checks for \$2,500 each from William H. Hall Co. and ourselves representing \$5000 contribution from Casa Fuentes s.a.c.i.f.i. in Buenos Aires. This is their contribution for the calender year 1983.

This contribution has been in the process of being finalized for some time, and on behalf of Casa Fuentes we regret the delay.

Sincerely,

R.E. Weiskopf

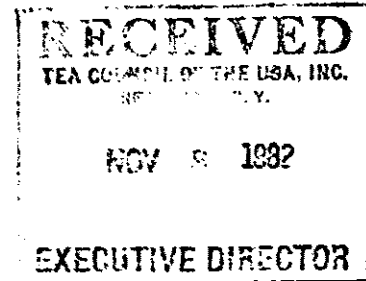
REW/km  
ENCL

**NACS**

230 PARK AVENUE • NEW YORK CITY 10169

Telephone: (212) 986-6988  
Cablegrams: TEACOUNCIL NEWYORK

November 4, 1982



Mr. Antonio Fernandez Espinosa  
Casa Fuentes, S.A.C.I.F.I.  
Cucha Cucha 1364/70  
Buenos Aires, Argentina

Dear Antonio:

Referring to our conversation regarding the Tea Council and Argentina's participation in it, I am enclosing herewith a copy of a letter I wrote a couple of weeks ago to Nelson Aspitarte which I think you will find self-explanatory.

I can appreciate that involving your government will prove quite difficult, if not impossible, at this point but your suggestion to have individual exporters contribute to the Council I am sure would be appreciated. I wonder what arrangements you might be able to make on an Ad Hoc basis amongst the various shippers. Would you mind dropping me a note and letting me have your views in further detail.

Sincerely,

J. H. Wertheim  
Chairman

JHW:jes

Enclosure

cc D. A. Wiederecht

230 PARK AVENUE • NEW YORK CITY 10017

Telephone: (212) 986-6998  
Cablegrams: TEACOUNCIL NEWYORK

May 31, 1979

Mr. Robert E. Weiskopf  
James Fyfe & Co.  
26 Journal Square  
Jersey City, N.J. 07306

Dear Bob:

Thanks for your letter and (ever the optimist) I agree that "a fruitful approach" will eventually present itself. Patience and perseverance will out!

I'll be certain to allot time in San Diego this November to be with Mr. Fernandez and you. I've noted that Argentina's exports of tea through April are off compared with 1978, but then they are down 10% from all producing countries. Still early, though.

Again, I appreciate your continuing efforts for us on the "Argentine Connection," and we'll see you this summer.

Best regards,

DAW/lh

# JAMES FYFE & CO.

26 JOURNAL SQUARE

~~P. O. BOX 6046~~

JERSEY CITY, N. J. 07306

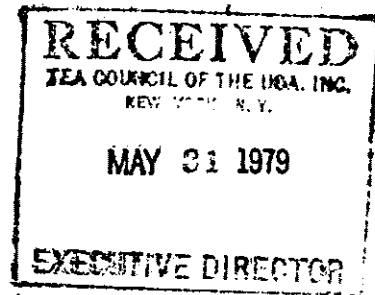
CABLE ADDRESS:  
FYFEWIG, JERSEY CITY, N. J.

TELEX:  
WU 128250  
WU 129170

TELEPHONES  
201 792-6490  
212 349-1263

May 29, 1979

Mr. D. A. Wiederecht  
Tea Council of the U.S.A. Inc.  
230 Park Avenue  
New York City 10017



Re: Argentine Tea

Dear Don,

As regards your letter of February 16, a reply was apparently sent to me from Argentina on March 16. But the letter never arrived and I finally asked for and received a copy.

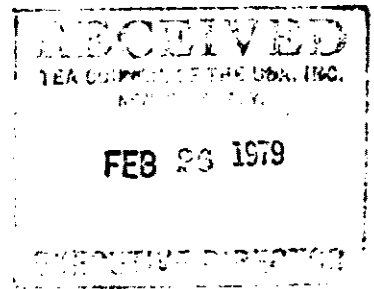
In a nutshell, prospects for Argentina contributing to the Council are not good, according to Mr. Fernandez. There seems to be no cooperation between the various segments of the trade: growers, processors, exporters, the local government in Misiones, and the national government in Buenos Aires. There is an Argentine Tea Association, of which Mr. Fernandez is presently the President. However, he calls it an absolute failure which now exists only on paper.

Mr. Fernandez plans on attending the Tea Convention in November, and I suggest that we wait until then to take up the whole matter again. At the moment there seems to be little hope, but there must be a fruitful approach somehow.

In any event, I am more than willing to pursue this in any way you suggest, so just let me know in case you have other ideas.

Sincerely,

R. E. Weiskopf



February 27, 1979

Mr. Antonio Fernandez  
c/o Casa Fuentes S.A.C.I.F.I.  
Cucha-Cucha 1364/70  
Buenos Aires, Argentina

Dear Antonio,

C  
O  
P  
Y

You well know that Argentina in 1978 was the fourth largest supplier of black tea to U.S.A., and the increased importance of Argentina tea has not gone unnoticed by many of our mutual friends. In fact, there has been a certain amount of discussion at this end as a result of which I am writing you informally on behalf of the Tea Council to ask for your advice and guidance.

We would like to have Argentina become a contributing member of the Tea Council. How do you suggest we go about accomplishing this?

Should the approach be to an agency of the Argentine Government, or is there an Argentine tea trade organization? I believe that other countries have contributions authorized by a government agency, or else a tea trade organization which is under government control to some degree. If I understand correctly, Argentina is a bit different in that the Government and the trade are not close. This makes our task more complicated when it comes to initiating an approach.

As regards the amount of money we might be talking about, I take a deep breath and throw out a figure in the range U.S. \$30,000 to 40,000 based on a vague relationship with the other contributing origins. I mention these numbers only because without some sort of indication you would be working in a vacuum. There is nothing even faintly official about them.

You are well acquainted with the work of the Tea Council from your visits here, including the conventions. Nevertheless, I am enclosing copy of letter of February 16 from Don Wiederecht to me, as well as the 1976 and 1977 annual reports.

As far as I know, this whole matter has not been brought up and is not being pursued with anyone else in Argentina. We are relying on you for guidance. That is your burden for being the leader of the Argentine tea industry.

Please let me hear from you by letter, telex or telephone.

Best regards,

R. E. Weiskopf

Enc.



ARGENTINA

DONALD A. WIEDERECHT  
Executive Director

230 PARK AVENUE • NEW YORK CITY 10017

Telephone: (212) 986-6998  
Cablegrams: TEACOUNCIL NEWYORK

February 16, 1979

Mr. Robert E. Weiskopf  
James Fyfe & Co.  
P.O. Box 6846  
Jersey City, N.J. 07306

Dear Bob:

In line with my recent conversation with you and Charles Pontin of Nestle, I thought you might want to convey information concerning the make up and activities of the Tea Council of the U.S.A. to Senor Antonio Fernandez.

Although most tea drinkers are unaware of the country of origin of the tea they drink, increasingly large numbers of persons in the U.S.A. are consuming Argentinian teas. Recently, we have seen imports from Argentina rise dramatically, almost five-fold in the last six years, with a 45% gain just the last year to more than 16 million pounds.

With these facts in mind, it occurred to us that this major factor in the U.S. Tea Trade might like to know more about the promotional and public relations (only) campaigns that the Tea Council of the U.S.A. has conducted for 29 plus years and just how the Council operates.

Our efforts concentrate in those areas where the individual tea brands either cannot or do not operate. The work abets the considerable tea brands own promotion and advertising, and this brand and industry combination is a synergism that works.

We operate within an annual budget of approximately \$800,000; these contributions are split, on a 1 to 1 basis, between the U.S. Tea Trade and six Producing Countries -- India, Indonesia, Kenya, Malawi, Sri Lanka and Tanzania. The Producing Countries contribute, as a group, a total of about \$400,000 annually, based on each country's tea imports to the U.S.A. over the three years preceding a given year.

Cont.....



We believe that members of our Tea Council receive Tea promotion and publicity value well beyond the dollar amounts they contribute.

I think the work of the Tea Council is well documented in the 1976 and 1977 Annual Reports that I enclose.

Bob, we'd be interested to know of any reaction you might receive from Mr. Fernandez.

Sincerely,

encs.  
DAW/lh

VANNIER TEA INC.

445 PARK AVENUE, NEW YORK, N. Y. 10022 • TELEX: 236169 • CABLE: JAVANNIER • (212) 832-1113

August 23, 1983

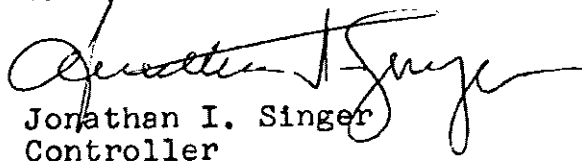
Mr. John A. Kennedy  
Kennedy, McGovern & Company  
290 South Livingston Avenue  
Livingston, New Jersey 02039

Dear Mr. Kennedy:

Enclosed please find a check for \$5,000.00 representing an Observer Membership contribution for Aspitarte Y Cia. Please notify Mr. Donald Wiederecht of the Tea Council in New York immediately upon receipt.

Thank you for your assistance.

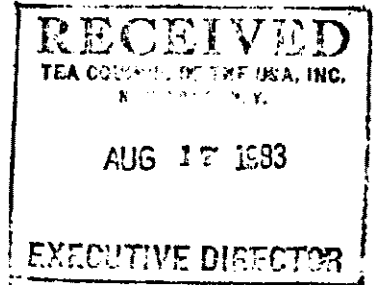
Very truly yours,  
VANNIER TEA INC.

  
Jonathan I. Singer  
Controller

Encl.

VANNIER TEA INC.

445 PARK AVENUE, NEW YORK, N. Y. 10022 • TELEX: 236169 • CABLE: JAVANNIER • (212) 832-1113



August 16, 1983

Mr. Donald A. Wiederecht, Executive Director  
Tea Council of the U.S.A. Inc.  
230 Park Avenue  
New York, N. Y. 10017

*Dear Don,*

This will confirm our telephone advice that effective immediately, Messrs. Aspitarte Y Cia. will become members of the Tea Council with an initial contribution of \$5,000.00.

We shall forward the \$5,000.00 to you shortly and guarantee payment in the meantime. We trust that the notification of their becoming members will be released to the trade in conjunction with any other new members joining at this time.

Please confirm directly to Aspitarte Y Cia.

cc: Mr. Nelso Aspitarte

JDV/er

*[Signature]*

*Regards*

*[Signature]*



DONALD A. WIEDERECHT  
Executive Director

230 PARK AVENUE • NEW YORK CITY 10169

Telephone: (212) 986-6998  
Cablegrams: TEACOUNCIL NEWYORK

July 27, 1983

Senor Nelso Aspitarte  
Presidente  
Aspitarte y Cia. S.A.  
Vidt 1669  
Buenos Aires  
Argentina

Dear Senor Aspitarte:

Now that all of the legal details have been cleared for our mutual security, we would like to extend once again the invitation we made when you visited the Tea Council offices in May.

And that invitation is to become an Observer Member of the Tea Council of the U.S.A. We believe it is a most propitious time now for you to become a member, since our Tea Convention is only ten weeks hence and we would be delighted to announce your membership to the Convention audience if it were a fact. We would also publicize your joining in the various journals and publications which are read by the entire U.S.A. tea trade.

I have attached a copy of the Tea Council By-Laws and a schedule of yearly payments from which you would determine your contribution. Since 1983 is now seven months old, perhaps you would be able to settle on a fair and reasonable level of payment for this year.

Investment in the work of the Tea Council has long provided a splendid return to its membership. For instance, retail sales of tea in the U.S.A. have risen by 125% since 1950, the first year of the Tea Council campaign (while U.S.A. population has increased by only 52% in that period).

We know that Aspitarte y Cia would be warmly welcomed as an Observer Member by the Board of Directors of the Tea Council (and the Tea Association as well), and we await your reply.

Best regards,

enc.  
DAW/lh

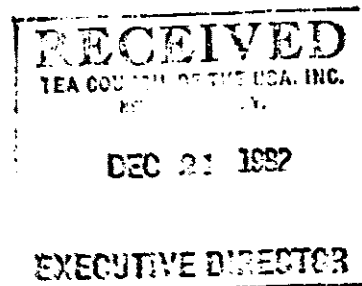


230 PARK AVENUE • NEW YORK CITY 10169

Telephone: (212) 986-6998  
Cablegrams: TEACOUNCIL NEWYORK

December 17, 1982

Mr. Nelson Aspitarte  
Aspitarte y Cia. S.C.A.  
Vidt 1669  
Buenos Aires, Argentina



Dear Mr. Aspitarte:

Many thanks for your letter of November 30th regarding the affairs of the Tea Council.

I appreciate your bringing this matter to the attention of the Argentinian Tea Trade. We would like nothing better but to have Argentinian shippers participate in the activities of the Council. I discussed this matter with Antonio Fernandez Espinosa when he visited during the Tea Convention and I have also taken the liberty of giving him a copy of the letter I wrote to you.

As regards the formula, a contribution by producing members on a pound-per-pound basis has been accepted practice of all producers since the formation of the Tea Council 28 years ago. As I mentioned to you during our conversation, we are flexible as to contributions from members and will be glad to consider special cases. Our trade feels that it is essential that the Argentine with such a large share of the U.S. market become a contributor to the activities of the Council.

I look forward to hearing from you further in due course. I might add that I shall be visiting the Argentine during the week of January 17th and will take the opportunity of discussing all of this further with you personally.

With my very best wishes for a happy holiday season, I remain

Sincerely,

J. H. Wertheim  
Chairman

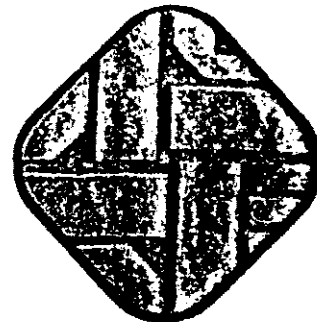
JHW:jes

# Aspitarte y Cía. s.c.a.

ELABORACION DE TE

VIDT 1669

BUENOS AIRES



Buenos Aires, 30th November 1982.

Messrs  
Tea Council of the U.S.A. Inc.  
At. Mr J.H. Wertheim  
230 Park Avenue  
NEW YORK, N.Y. 10169  
U.S.A.

Dear Mr. Wertheim,

Thank you very much for your kind letter dated October 16th, 1982, and we have taken close note of its contents with reference to membership of the Tea Council.

We will be bringing this matter up, here in Argentina, but could probably gain a little time, by making a suggestion. And, our suggestion is on the contribution basis.

In your letter you explain it is based on a formula applied on the poundage of tea exported to the U.S.A., amongst the Producing Countries.

In our opinion these teas are all of different values in the world tea market, and therefore believe that contributions should not be based so much on poundage, if not on the value of the tea exported to the U.S.A. In this way each country will be making its contribution according to the prices its teas reached, and the costs would not be so out of line with takings on Tea in each country.

As informed, this is a suggestion and would very much appreciate your opinion on this point. Meanwhile we will bring the matter up here and will inform you of the outcome.

Thank you once again for your kind letter and we remain

Yours sincerely

P.P. ASPITARTE Y CIA. S.A.

MAN/jad

TELEFONOS:  
824-8704  
824-1826  
83-5528

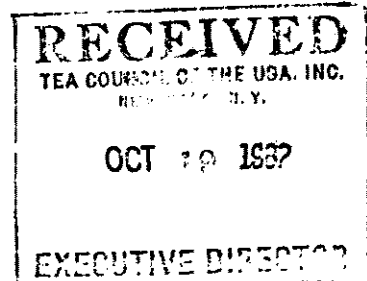
TELEGRAMAS  
ASPICO

TELEX  
12-2619 Ar-Aspic

230 PARK AVENUE • NEW YORK CITY 10169

Telephone: (212) 986-6998  
Cablegrams: TEACOUNCIL NEWYORK

October 16, 1982



Mr. Nelson Aspitarte  
Aspitarte y Cia.  
Vidt 1669  
Buenos Aires, Argentina

Dear Mr. Aspitarte:

When you visited our offices the other day I mentioned to you the desire of the U.S. Trade to have Argentina become a member of the Tea Council of the U.S.A., Inc. This is a subject that we have discussed a number of times with Mr. Antonio Fernandez Espinosa. Letters have also been written to your associations but no action has been taken in the past.

The Tea Council of the U.S.A., Inc. is a nonprofit organization established in 1950 and financed by five of the major tea producers and the U.S. tea trade for the purpose of increasing U.S. sales and consumption of tea.

It is a unique international partnership currently supported jointly by The Sri Lanka Tea Board; The Tea Board of India; The Republic of Indonesia; The Tea Board of Kenya; The Tanzania Tea Authority; and forty U.S. firms engaged in the tea trade, i.e. packers, importers and allied businesses who account for at least 85% of total U.S. tea sales.

The Board of Directors of the Tea Council which meets in New York at least four times each year is composed of a Vice Chairman and a Director from each of the five Producing Countries, and ten U.S.A. Trade members who are typically the chief executive officers of their firms. The Tea Council staff is composed of an Executive Director and a Secretary and six support persons in offices in New York.

The Tea Council's annual budget for all activities and operations is approximately U.S. \$950,000 and is supported on a one-to-one basis by contributions from the U.S. Tea Trade (based on a formula applied to the poundage of tea handled per year) and by the five Producing Countries (based on a formula applied to the poundage of tea exported to the U.S.A.). Had Argentina been a member of the Tea Council in 1982, its contribution would have been approximately U.S. \$60,000.

Mr. Nelson Aspitarte

-2-

October 16, 1982

The Tea Council's role in the complex U.S. marketing structure is to use publicity and public relations techniques exclusively (no paid advertising) to project messages for tea that could not be done nearly as well by a tea brand or a Producing Country.

By projecting ideas about tea in areas where there would not be sales pressure (against the American consumer) otherwise, the generic campaign conducted by the Tea Council gives added weight and effect to the tens of millions of dollars being spent by the tea brands.

The Tea Council uses all of the communications media in its educational, promotional, public relations and publicity programs, including daily and weekly newspapers, wire services and feature syndicates, radio and television stations, consumer and trade magazines, and motion pictures.

It prepares and sends material to a wide variety of individuals including food editors and women's page editors, radio and television commentators, program directors, business news editors, picture editors, sports directors, columnists and many others. It also supplies full information on Council activities to the press of the Tea Producing countries.

U.S. tea sales through retail food stores last year were 156 million pounds; and in the 32 years since the Tea Council began operation, grocery store tea sales have increased by 124%--a gain of more than 86 million pounds. Population in the U.S.A. in that time grew by only 46%. Total tea sales last year, including an estimated 28 million pounds consumed as a beverage out of the home, now have reached approximately 185 million pounds.

Tea in the U.S.A. continues to move forward and it is clear that a measure of the credit for this must relate to the fact that our international partnership, The Tea Council, is working effectively.

Argentina has participated in the growth of the U.S. market to a very large extent as indicated by the imports of Argentine tea into the U.S. during the past ten years. According to the figures compiled by the Tea Examiner's office, Argentine imports for this period were as follows:

Mr. Nelson Aspitarte

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<u>Year</u>	<u>Total quantity (pounds)</u>	<u>Share of total U.S. imports</u>
1972	4,704,697	3.1%
1973	3,323,506	2.0%
1974	6,123,897	3.4%
1975	4,133,921	2.6%
1976	4,000,834	2.3%
1977	11,197,606	5.5%
1978	16,219,359	9.7%
1979	15,926,365	9.1%
1980	22,757,592	12.3%
1981	23,244,378	12.3%
Through August 1982	12,558,836	11.9%

Today Argentina represents the third largest source of supply of tea to the U.S.A. and, thus, has benefited greatly from the activities of the Council. As a matter of fact, as I mentioned to you, it is rather a source of embarrassment to those that import Argentine teas to find that Argentina does not contribute to the work of the Tea Council but, at the same time, reaps the benefits of its efforts.

I do hope that upon consideration amongst your trade you will agree to become members. All of us would welcome such an action greatly.

I look forward to hearing from you.

Sincerely,

J. H. Wertheim  
Chairman

JHW:jes

cc D. A. Wiederecht