

The Quarterly Brew

Volume 3, Issue 2

Mighty Leaf



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Study finds US tea consumption rising

Mighty Leaf hired the Michael Cohen Group to conduct a nationwide study about consumers' tea-drinking habits.

It found tea consumption in the US is rising slowly but surely. Americans are drinking 20 percent more tea now than they were in 2000. It concluded this jump is thanks to Baby Boomers wanting to live a healthier lifestyle, as they recognize the health benefits of tea.

Bryce Phelps, a researcher from the Michael Cohen Group, explains why he thinks Baby Boomers are responsible for tea's growth

"As people get older, they become more aware of their health needs," Phelps said. "People turn to tea because it's known for its many health benefits and is easily accessible. Tea can be found in any grocery store and is easy to brew."

American tastebuds seem to overwhelmingly enjoy sweet southern iced tea. The research found that 85 percent of tea Americans consumed in 2012 was iced, usually accompanied with sugar. Sweet southern iced tea is made with black tea leaves, giving consumers a reduced risk of heart disease. The sugar added doesn't mask the health benefits of black tea, but consumers should be aware of their sugar intake.

While black tea takes a large share of American tea consumption, other varieties have grown in consumption since the

2000. Green tea has grown by 40 percent and all the other varieties combined have grown by 8,000 percent. This increase gives insight into China and India's 40 percent growth in tea exports in the same time period.

Wendy Xang, a retired tea trader from China, illustrates just how much the tea demand for tea has grown.

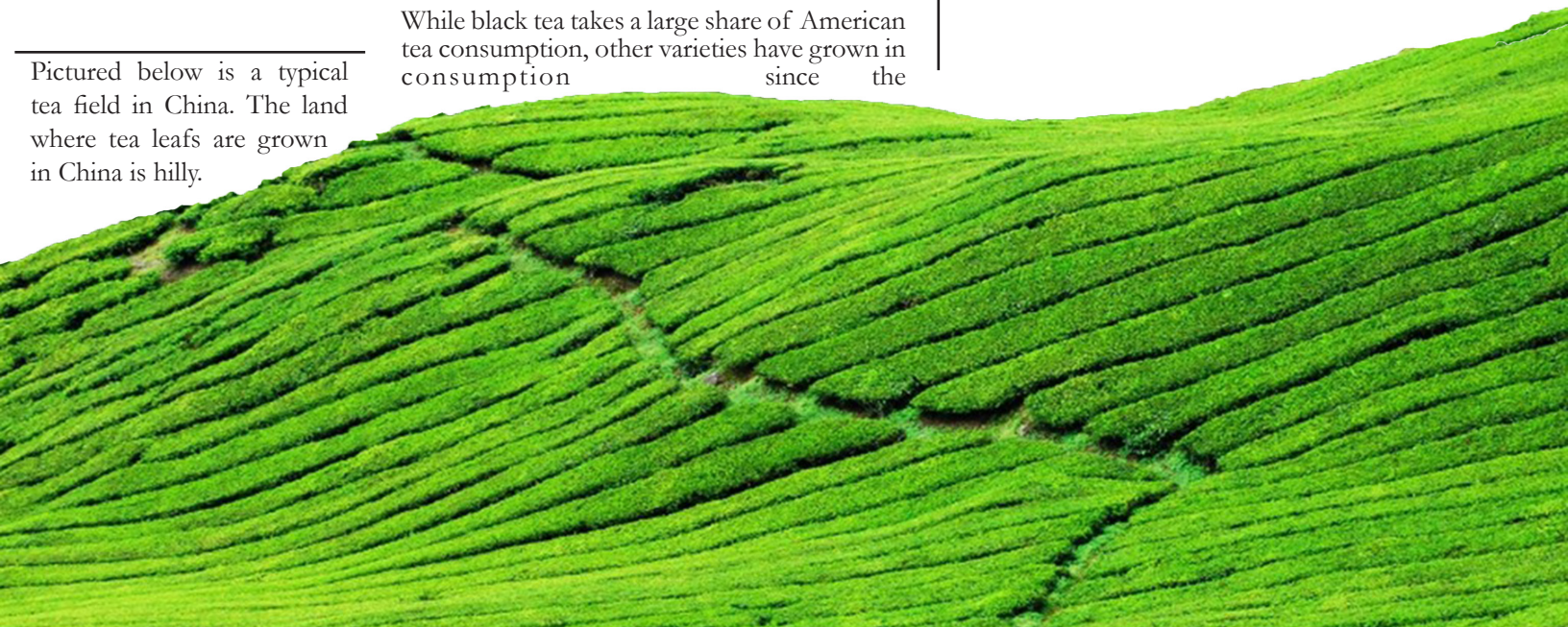
"I started trading with foreigners in the early 1970s, and Anxi County only produced 6,000 pounds each season," Xang said. "When I retired in 2006, a small family business could produce half that much by themselves, and Anxi County as a whole was producing 60,000 pounds each season."

Wendy will be speaking at Mighty Leaf's next Tea Tasting Festival about growing tea leaves, for those who would like to learn more from her.

Mighty Leaf is excited to see its message reach more people and tea consumption rising as a whole, as evidenced by this research. It will continue to educate people about the health benefits of tea for a better lifestyle.

To learn more about Mighty Leaf, visit www.mightyleaf.com or visit its headquarters at 523 Teacup Lane, Oklahoma City, Oklahoma.

Pictured below is a typical tea field in China. The land where tea leaves are grown in China is hilly.



A word from Mighty Leaf CEO

To the Mighty Leaf family,

Thank you for reading our newsletter and keeping up with Mighty Leaf! We just wrapped up a wonderful summer season and brewed many pots of iced tea along the way. As we transition into fall, I want to keep everyone up to date as we begin to plan the next Tea Tasting Festival.

Looking back at this summer, we added six new volunteers to the Mighty Leaf team. Two of whom, Taylor Parker and Mike Hunter, completed their tea educator training! We now have fifteen tea educators, making Mighty Leaf the most knowledgeable tea organization in the central region of the United States.

We are excited to reach this milestone, but we are always ready to train new volunteers. As the weather gets colder, more visitors enter our doors wanting to learn about hot tea. We need more tea educators to fulfill this anticipated influx of visitors. If you're interested in becoming a tea educator, contact Tommy Wu, our programs director, at twu@mightyleaf.com.

Festival Director Pam Turner and I are beginning to plan the upcoming Tea Tasting Festival. The festival will take place on Feb. 28, 2015. We have already secured the venue and are currently working on promotional materials, which you can find on our social media pages soon.

Pam and I are meeting with all of the tea educators to discover what current visitors' recent health concerns are. We always construct our festival education materials around what visitors' current questions and needs are. If you would like to volunteer at the festival or help us with the preparation, contact Macy Johnson, volunteer director, at mjohnson@mightyleaf.com.

Mighty Leaf would not be able to operate without all of our wonderful volunteers, supporters and visitors. We are thankful for each of you and hope you all enjoy the fall season!

Thank you,

Kelly Ball
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Pictured above is Mighty Leaf CEO Kelly Ball. She started the nonprofit organization Mighty Leaf in 2012.

The Quarterly Brew is published quarterly for those interested in Mighty Leaf. Address all comments to thequarterlybrew@mightyleaf.com.

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Simple lifestyle change refreshes student

A young woman recovers after collapsing from a caffeine overdose and replaces coffee and energy drinks with tea.

Mary Stevenson, a law student, was diagnosed with caffeine addiction by her doctor, who recommended she stop consuming the stimulant.

Stevenson then suffered migraines from the lack of caffeine and sought a natural remedy to help her lifestyle change. She heard about Mighty Leaf, a tea education nonprofit, and visited its headquarters in Oklahoma City, Oklahoma. A one-on-one meeting with a tea educator gave Stevenson the information she needed to ease her migraine pain naturally.

“Jeremy told me all about chamomile tea and how it can help migraines go away,” Stevenson said. “I hate taking pills for migraines, and tea is more natural and healthy. I didn’t know much about tea before, but Mighty Leaf made it simple to find the right kind for me.”

Stevenson relied heavily on caffeine to fuel her late-night studying for law school. A classmate of Stevenson’s told her about Mighty Leaf after he experienced a similar situation. Now it’s much easier for her to focus in her classes.

Tommy Wu, Mighty Leaf programs director, has welcomed many different visitors during his two years at Mighty Leaf.

“Visitors of all ages and backgrounds come to Mighty Leaf looking for health alternatives,” Wu said. “The most common concerns are caffeine addiction and weight-loss. Many students like Mary enter our doors each semester looking to make a positive change.

Mighty Leaf has provided free

and learn how it can enrich their health. The festival also fosters community as the ancient tradition of sharing a pot of tea brings people together.

The health benefits gained from drinking tea are numerous and countless studies have proven their effectiveness. According to a study by Harvard Health Publications, tea can lower blood pressure and cholesterol, and aid digestion, immunity and joint pain. Even more health benefits are being found as research on the topic continues.

“I didn’t know much about tea before, but Mighty Leaf made it simple to find the right kind for me.”

education about the health benefits, history and culture of tea since 2012. Tea is the most consumed beverage in the world, behind water, but isn’t nearly as popular in the United States. Mighty Leaf wants to fill this knowledge gap and enrich the community’s mind, body and soul, one cup at a time.

Mighty Leaf holds its annual Tea Tasting Festival in late February, which is free and encourages attendees to try new tea

Stevenson has not had coffee or energy drinks since her collapse. She is now back on track with her studies with a cup of chamomile tea never too far away. Stevenson’s new habit of drinking tea isn’t going away any time soon.

“I feel so much better every day without migraines and can sleep through the night peacefully,” Stevenson said. “Before, I had no idea such a small change could make my life so much less stressful.”

Call for new volunteers and donations

Mighty Leaf would not be able to operate without its dedicated volunteers and wants to expand its volunteer family.

There are currently only 32 volunteers on the roster, and Mighty Leaf wants to double that number within a year. Volunteer duties available are Tea Educator training and dish washing. Volunteers can also do prep work for the annual Tea Tasting Festival. Becoming a Tea Educator requires a minimum time requirement, but the other duties can be done with as little or as many hours as a volunteer is willing to spend.

If someone is not able to volunteer his or her time, Mighty Leaf is open

to accepting monetary donations. Donations are accepted online at www.mightyleaf.com/donations. Donations go toward increasing the amount of tea that can be served for free at the Tea Tasting Festival. Mighty Leaf was able to serve twice the amount of tea at the



festival in 2013, than in 2012, thanks to donations.

Mighty Leaf also has an Amazon.com wish list page, where specific items needed can be found and purchased. This includes things such as gaiwans, kettles and other tea tasting supplies. The wish list can be found at amazon.com/gp/registry/mightyleaf.

For more information about volunteering, visit mightyleaf.com/volunteer or contact Macy Johnson, volunteer director, by calling (405)-744-5778 or emailing mjohnson@mightyleaf.com.

People gather to volunteer at Mighty Leaf. Become a volunteer today.

Calendar of Events

October 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13 Columbus Day	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	

November 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 Thanksgiving Day	28	29
30						

Oct. 6 Tea Tuesday

Oct. 13 Tea Tuesday

Oct. 16 Festival Planning Meeting

Oct. 20 Tea Tuesday

Oct. 27 Tea Tuesday

Oct. 30 Festival Planning Meeting

Oct. 31 Trick or Tea

Nov. 2 Tea Tuesday

Nov. 5 Volunteer Mixer

Nov. 10 Tea Tuesday

Nov. 13 Festival Planning Meeting

Nov. 17 Tea Tuesday

Nov. 24 Tea Tuesday

Nov. 27 HQ Closed

Did you know?

- The teaspoon measurement got its name from the typical amount of loose leaf tea needed to brew a single cup.
- Tea was discovered in 2737 BC by Shen Nung, the second emperor of China. A few leaves fell in while he was boiling a pot of water and he found the taste delightful.
- Lipton tea is the most popular and best selling tea brand in the world.
- Tea bags were created by accident by Thomas Sullivan in 1904. He mailed tea samples in silk pouches to customers. They thought the bag was meant to be brewed, so they placed it directly into hot water.
- The United States consumes 1.42 million pounds of tea a day.
- The popular black tea, Earl Grey, was created when Earl Charles Grey shipped bergamot oranges and tea in the same cargo, creating the timeless blend.
- Darjeeling is known to have a wide variety of tastes and aromas. Darjeeling leaves that are picked only two weeks apart taste significantly different.

Tea can be brewed many ways. Pictured below is the traditional eastern brewing style.



- The most expensive cup of tea in the world cost \$200. Its leaves are fertilized by local pandas' waste, whose special diets produce a unique combination of nutrients.
- It takes years for someone to master the Japanese tea ceremony.
- Tasseomancy is the divination art of reading used tea leaves.
- Herbal teas actually do not contain the camellia sinensis plant. They are actually considered tisanes.

Place
Stamp
Here

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