### **Matcha in short supply worldwide**

The popularity of matcha is skyrocketing worldwide. The famous finely-ground green tea powder is in short supply. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the shade-grown tea leaves. Increased demand and lower crop yields have resulted in prices hitting an all-time high. Masahiro Yoshida, a sixth-generation farmer from Uji, Kyoto, told the Reuters news agency about his decreased production. He said he was only able to harvest 1.5 tons of tencha tea leaves this year, instead of his typical harvest of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't pluck as many leaves."

Matcha has exploded in popularity, from being a niche product to becoming a trendy flavouring for beverages, smoothies, desserts, and even skincare products. The Global Japanese Tea Association said Japan's tourism boom is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha…as souvenirs, sometimes even in bulk." It added that this increased appetite for matcha was "unprecedented," and was in part fuelled by social media. Yuki Ishii, founder of the store Tealife, said demand has grown ten-fold, and that he is always out of stock. "Matcha mania" has resulted in a scarcity that is also affecting Japan's traditional tea ceremonies.

**Homework:**

1. Write a full sentence answer for each question below.
2. Where is the popularity of matcha skyrocketing?
3. How does the article say matcha tea leaves are grown?
4. What have an increase in demand and poorer harvests led to?
5. How many matcha leaves did a farmer say he used to harvest?
6. What did a farmer say he couldn't pluck as many of?
7. What does the article say matcha was before being a trendy flavouring?
8. What did a tea association say was worsening the green tea shortage?
9. Why are many foreigners buying lots of matcha?
10. By how much did the demand for matcha in a tea store rise?
11. What has the scarcity caused by "matcha mania" affected?

**Free Writing**

* Write about the matcha shortage for 10 minutes.