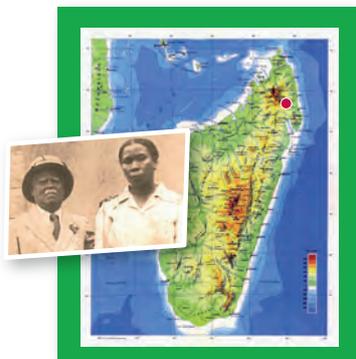


By **Lucia RANJA-SALVETAT**
Manager of Vanille LAVANY



About us



In our bush village - **Betavilona**, within the SAVA region, northeast of Madagascar, our grandparents created in **1924** the first Vanilla plantation, which we are still cultivating.

Our main activity stems from the knowledge we inherited from our preceding generations. Things have not changed much since then. Agricultural farming in the plantation is always done manually.

The fermentation process of the green Vanilla beans, collected when mature, is a long process involving careful steps that require skilled labour.

The Vanilla region in Madagascar, the SAVA, with tropical wet climate, covers a limited area. In the last four years, the production of Vanilla has been fluctuating. The farmers network consists of a group of approximately 80,000 farmers, each of them collecting only a small amount of green Vanilla beans. Only a few refine their production. The intensive agricultural techniques of western culture are not suitable for the production of this spice. The various attempts made until now have not been profitable or successful.

The 2020 - 2021 campaign

The last 2020 harvest of **Vanille LAVANY** certified AB - Organic Agriculture and conventional are now available for delivery.

Like any agricultural production, the cost price of refined Vanilla depends on the quantity harvested in Madagascar.

Each year is a new economic reality to determine the selling prices.

Over the past twelve months, no major inclement weather has affected agricultural production of green pods in our plantations.

The 2020 Vanilla harvest was the most abundant in the past five years. The consequence is immediate: Vanilla prices for the new 2020-2021 campaign are down significantly on the entire world market. Price become sustainable.

Professionals chefs do not restrict yourself to the daily use of **Vanille LAVANY** in your recipes!

The CSR of Vanille LAVANY

In Madagascar, in our Vanilla refining establishments, our permanent employees are considered essential elements for the sustainability of our family business.

Also despite the seasonality of the work of this spice, all staff are paid and do not suffer any salary reduction during the four months of annual closure (April to July).

For several years, we have implemented profit-sharing bonuses for the operating results of our entire Vanilla sector, which can represent up to four months' salary for each employee. There is nothing more satisfying for a business than working with happy and motivated employees who live well off the fruits of their labor.

In our bush village - **Betavilona**, the origin of our family and where our vanilla plantations are located, we have set up since three years a pre-school structure for children. small children from 3 to 5 years old.

This organization, equivalent to our «nurseries», consists of providing free support during the day for these children who have not yet attended school to allowing their parents to work in the rice fields and other vanilla plantations sometimes far from the village.

We are also provide school supplies for the village public school.

We call these small actions "Corporate Social Responsibility (CSR)".

As a farmer's child, I appreciate it very much because it was my life during my childhood in **Betavilona**. We followed our parents to the fields because there was no other way.

We are grateful our the loyal Customers who allow us to honor these commitments by trusting us year after year.