

NEW RANGE OF ORGANIC AND SUSTAINABLE
VANILLA PRODUCTS

INTENSELY
committed



PROVA
Gourmet
MAÎTRE VANILLER
DEPUIS 1946

Prova Gourmet

INTENSELY COMMITTED



We have been active in Madagascar since 2012 and have been committed to working closely with planters to create a more ethical vanilla industry.

Today with our Care&Act approach, we are going even further with our commitment to producing sustainable vanilla.

CARE

Care, this is our benevolent intention and our daily commitment to our planters and their local communities. Together, from Madagascar to France, we preserve the essential.

Act, this is our way of acting. We ensure that our activities have a positive impact by carrying out concrete actions on the ground while respecting people and biodiversity. Together, we are building a sustainable vanilla industry.

ACT

More than organic

COMMITTED TO PRODUCING SUSTAINABLE VANILLA

For us, building a sustainable vanilla industry is all about being able to offer vanilla products that go above and beyond certifications by carrying out concrete actions on the ground.

ARTISANAL

PRESERVING ANCESTRAL EXPERTISE

RESPECTFUL
OF PEOPLE

OUR PARTNERS PLANTERS, THEIR FAMILIES
AND LOCAL COMMUNITIES IN MADAGASCAR

TRACEABLE

WE WORK DIRECTLY
WITH PLANTERS

RESPECTFUL
OF BIODIVERSITY

CERTIFIED ORGANIC PLANTATIONS

More than organic

COMMITTED TO PRODUCING SUSTAINABLE VANILLA



ARTISANAL

— WE PRESERVE TRADITIONAL VANILLA CULTIVATION METHODS

— WE TRAIN OUR PLANTERS IN GOOD AGRICULTURAL PRACTICES TO ENSURE THAT THE VANILLA IS HARVESTED WHEN RIPE

— WE PROVIDE TRAINING IN PREPARATION TECHNIQUES FOR EXCEPTIONAL QUALITY VANILLA

— WE PROVIDE THE NECESSARY MATERIAL FOR HARVESTING, STORING AND SECURING THE VANILLA

TRACEABLE

— WE WORK DIRECTLY WITH A NETWORK OF 264 PARTNER PLANTERS

— OVER 10,000 PEOPLE HAVE EXPERIENCED THE POSITIVE IMPACTS OF OUR CARE&ACT APPROACH

— OUR VANILLA IS PRODUCED IN THE RURAL COMMUNITY OF SAHANTANA WHICH IS MADE UP OF 4 VILLAGES.



SAVA
REGION

More than organic

COMMITTED TO PRODUCING SUSTAINABLE VANILLA



RESPECTFUL OF PEOPLE

- WE GUARANTEE OUR PLANTERS A MINIMUM PURCHASE PRICE AND ADDITIONAL BONUSSES
- WE HELP OUR PLANTERS TO BECOME ENTREPRENEURS IN THEIR OWN RIGHT
- WE PROVIDE ACCESS TO CLEAN DRINKING WATER BY BUILDING WELLS
- WE ENCOURAGE ACCESS TO EDUCATION BY BUILDING AND RESTORING SCHOOLS AND LIBRARIES AND PROVIDING SCHOOL SUPPLIES
- WE ENSURE ACCESS TO HEALTHCARE AND A MORE NUTRITIOUS DIET

RESPECTFUL OF BIODIVERSITY

- ORGANIC CERTIFICATION (WITHOUT PESTICIDES & GMO: LIMITS POLLUTION OF SOIL AND UNDERGROUND WATER SOURCES)
- WE CONTRIBUTE TO THE REFORESTATION OF FORESTS
- WE RAISE AWARENESS OF THE RISKS ASSOCIATED WITH CLIMATE CHANGE AND THE LOSS OF BIODIVERSITY



Madagascar Bourbon

OUR NEW RANGE OF SUSTAINABLE PRODUCTS

We are proud to present the result of our Care&Act approach, which is dedicated to producing sustainable vanilla, our new products made from 100% sustainable Bourbon Vanilla from Madagascar.

A range of products with intense flavours to provide you, chefs and artisans, with a high-quality and aromatic solution that is delicious, sustainable and ethical.



Why choose sustainable products?

THE TASTE OF COMMITMENT

9 OUT OF 10
EUROPEAN
CONSUMERS*

EXPECT BRANDS TO MAKE A FIRM COMMITMENT TO
SUSTAINABLE DEVELOPMENT.

—
THESE CONSUMERS ARE YOUR CUSTOMERS!

BY CHOOSING OUR RANGE OF SUSTAINABLE VANILLA
PRODUCTS, YOU ARE CHOOSING TO COMMIT WITH US TO
BUILDING A VANILLA INDUSTRY THAT IS MORE RESPECTFUL
OF PEOPLE AND THE ENVIRONMENT AND YOU ARE ALSO
ENHANCING YOUR IMAGE, AND THAT OF YOUR CULINARY
CREATIONS, AMONG YOUR CUSTOMERS.

*Source: OpinionWay and Oney survey - February 2020



TOGETHER, LET'S
COMMIT
TO SUSTAINABLE
VANILLA!

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