

## Organic Vanilla Madagascar

Associations des Planteurs de Mananara-Masoala



### GENERAL INFORMATION:

#### Organisation

3 Cooperatives KOMAM, COOPPVM, Maroantsetra:  
in total 1116 associates from 54 villages

#### Goals:

- Assist local producers with the marketing of their vanilla pods.
- Guarantee higher selling prices for the farmers and implement charitable projects.
- Promote sustainable agriculture to improve farmers' livelihoods and protect the environment.

#### Structure:

Small-scale farmers are organised in cooperatives. Each producer owns 200 to 1,000 vanilla plants.

Coop	Members	Villages	Surface ha
KOMAM	886	36	1118
COOPPVM	125	11	187
Maroantsetra	105	7	207
<b>Total</b>	<b>1116</b>	<b>54</b>	<b>1512</b>

Export	Organic	Conv.	Organic/FLO	Total kg
2011	16200	6000	3000	25200
2010	17200	8000	3000	28200
2009	9400	1000	2000	12400

### HISTORICAL BACKGROUND:

KOMAM was formally founded in 2003 and served 10 communities. 2006 KOMAM received organic and FLO certification. Extension of KOMAM to 886 members and 36 communities today (478 members Biosuisse). Collaboration and organic certification with COOPPVM from 2009 on and with Union Bio Maroantsetra from 2011 on.

### LOCATION:

The UNESCO-certified Mananara Biosphere Reserve is situated in north-eastern Madagascar. It consists of now rare tropical rainforests in low-lying coastal areas. Other prerequisites for organic vanilla help to protect the environment (only sustainable cultivation methods, no monocultures) and support social justice for small-scale farmers.

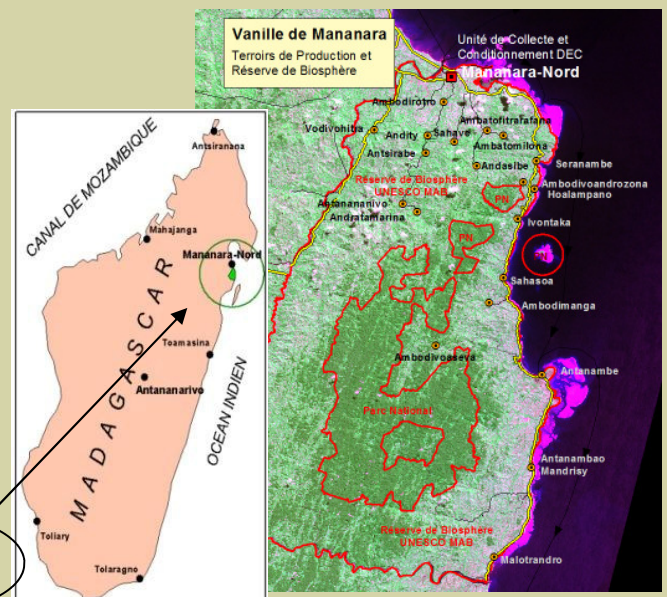
The cultivation of vanilla enables the harmonious coexistence of people and nature and prevents ecological exploitation. The traditional knowledge of the population and the humid, tropical climate of the rainforests are the ideal basis for the best-tasting bourbon vanilla.

### PRODUCT (vanilla):

The most common vanilla is *Vanilla planifolia*.

The vanilla cultivated in Madagascar is called Bourbon vanilla. Due to its intense and harmonious flavour, it is the most popular variety in Europe.

The vanilla pods can be up to 23 cm long and are harvested just before they ripen when they are yellowy-green. The embossed stamps applied by the farmers are typical of our organic vanilla pods and are printed onto the green pods when they are still hanging to prevent theft and to enable them to be traced. Cultivation is exclusively through the farmers' cooperative, which has the advantages of good training, cultivation material, controlled transformation material, an internal control system, and an external control inspectorate. This results in better quality under more hygienic conditions.



Mananara

## ACTIVITIES AND PROJECTS (2011)

- Rehabilitation of Cooperatives building.
- Training on Fairtrade in Ambanja.
- Establishing of social and environmental charters for sustainable production.
- Implementation of the Sustainable Production Project 2011-2014 (Project co-financed by the "Deutsche Entwicklungsgesellschaft").

## ACTIVITIES AND PROJECTS (2010)

- Community projects with the support of Fondation Biosolidaire: Construction of 3 bridges on the road to Ambatomilona; Construction of Primary Public School of Ambodivoandrozona.
- Participation in Salone del Gusto and Terra Madre of Slowfood.
- Training on internal control system.
- Training on environmental plan and internal rules of Cooperative.
- Participation in National Fairtrade workshop.
- Organisation of organic and fairtrade certification inspection.

### Use of Fairtrade Premiums (2011):

- Cyclon Bingiza in early 2011 completely destroyed the so far achieved construction work, thus the same projects as in 2010 had to be refinanced in 2011.
- Drinkwater Supply and partial rehabilitation of Public Primary School in the village of Vodivohitra.

### Use of Fairtrade Premiums (2010):

- Complete Reconstruction of Public Primary School in the village of Hoalampano.
- Complete Reconstruction of Public Primary School of the village of Andasibe.

## PRONATEC'S CONTRIBUTION:

- PRONATEC and the Association des Planteurs de Mananara have are partners since 2005.
- The farmers can sell the organic vanilla for 40% more, which contributes to fair trading conditions and development of local villages.
- Co-financing of the working capital and local projects as well as assistance with issues concerning quality.

## Goals and philosophy :

- Long-standing partnerships are maintained on site with the same vanilla producers in Madagascar.
- Manufacture of top-quality vanilla to safeguard the income of small-scale farmers.
- Encouragement of respect for the natural environment.
- Development of sustainable projects in the biosphere of the Parc National Mananara - ANGAP/Slow Food Foundation for Biodiversity.
- Organic workshops and technical advice on how to improve yields in all agricultural sectors.
- Men and women receive the same pay for the same work.



Association des Planteurs de Mananara

Intercooperation Madagascar

Parc National Mananara - ANGAP



Fondation Slow Food pour la Biodiversité

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### Certifications:

BioSuisse, EU-Bio (EG 837/2007), NOP, FLO fair trade

