

PROVA care&act

Vanilla chronicles

Care&Act Vanilla : our sustainable program to ensure a positive impact .

For over a decade, PROVA has promoted greater responsibility for the vanilla industry in Madagascar, the birthplace of the "Queen of Spices". We expanded this commitment in 2022 with the exciting introduction of Care&Act Vanilla, a new sustainable initiative in the southeast area of Sava, the vanilla-growing region.

Chronicle Number 01







a committed approach care & act for a sustainable vanilla

A word from our President

We are convinced of the need to transform our business model for greater sustainability within agricultural and food sectors.

We believe firmly in the need to build strong and supportive partnerships, both upstream and downstream in our value chain. That's why we created this newsletter, "The Vanilla Chronicles". Its purpose is to share with you not only the challenges on the ground in Madagascar, but also our progress.

Why? Because it's information that enables action. "Taking care and acting" on the ground means that we are able to offer you responsibly-sourced vanilla beans, extracts, and flavors that offer unique tastes. We hope to engage with you on this journey!

By choosing PROVA's sustainable vanilla range or by joining the program alongside us, together we can cultivate the taste of a better world.

Muriel ACAT
President & CEO

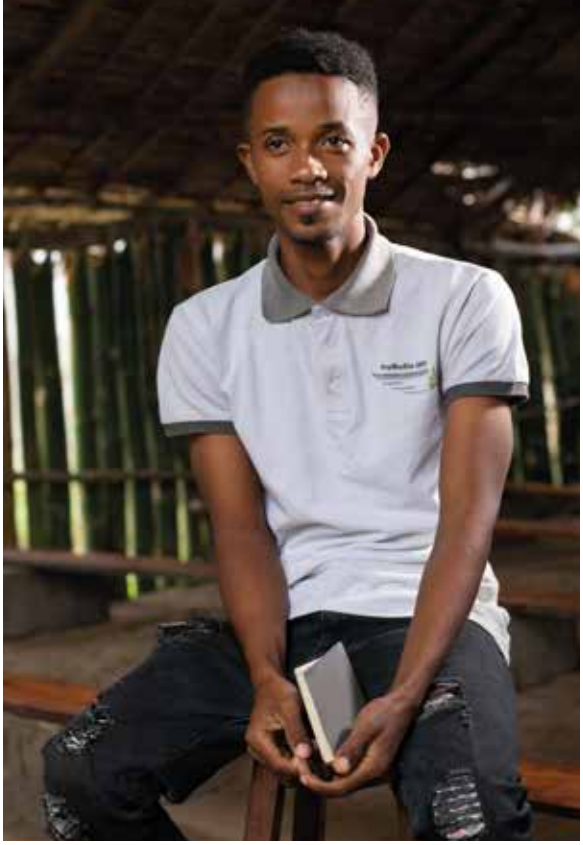
PROVA x PROMABIO: a strong partnership to address local challenges.

Leveraging over 75 years of vanilla expertise and fortified by our strong presence in Madagascar, PROVA has partnered with local exporter, PROMABIO, to address specific challenges faced by the Sahantaha community. Located in the northeast region of Sava, Sahantaha encompasses several villages: Ampahatakana, Andingozabe, Ankiekantely, and Ambodirotro. These four villages collectively house approximately 4,142 residents, contributing to a total population of over 10,000 for the entire community.

PROVA's 2022-2023 Care&Act program also benefits 243 vanilla farmers through an association called "FIBIMI". FIBIMI enables these farmers to pool their strengths and resources toward a common goal.

PROVA's Care&Act Vanilla Program is carried out by the following:

- **6 local, dedicated people from PROMABIO**
- **2 field visits per year**
- **1 annual, internal audit verifying KPIs (Key Performance Indicator)**
- **Various partnerships with NGOs and local authorities to support environmental and social projects**













Our program focuses on five key areas: Agriculture, education, health, lifestyle, and the environment.

Our program also aligns with 10 of the 17 "Sustainable Development Goals" established by the United Nations. The United Nations' global initiatives serve as a "blueprint for peace and prosperity for people and the planet." Built on five strong areas, PROVA measures the program against over 50 KPIs, aimed to ensure quality and traceability of our actions.* We are thrilled to present our current accomplishments:



Perpetuating and elevating expertise, education, and awareness.

- Implement good agricultural practices for vanilla that produce appropriate yields and exceptional vanilla.
- Promote the harvesting of vanilla only when it is fully ripe.
- Educate growers on organic vanilla farming through agro-forestry.

Scan to learn more!



Rewarding farmers and their families with fair compensation.

Following the recommendations of the SVI (Sustainable Vanilla Initiative), of which PROVA is an active member.

*Evaluation Process: The methodology used to assess the project's impact is divided into two stages. The first stage involves verifying all quantitative data collected using a list of KPIs (Key Performance Indicators) predefined by PROVA and PROMABIO at the beginning of the program. The second and final stage involves collecting qualitative data from program beneficiaries to identify the successes and challenges faced by various program stakeholders.

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Ensuring complete transparency,
from vanilla pod batches to growers,
with 100% of farmed plots meticulously mapped.

Preserving the environment

- 6,000 reforestation plants transplanted in the SAVA region.
- 1,800 cash crop plants distributed to participants.
- 4,500 agricultural seeds planted on public lands.





Supporting local communities

HEALTH
1,016 individuals covered by health insurance

EDUCATION
311 school kits distributed in schools

NUTRITION
522 children benefiting from weekly snack distributions

HUMAN RIGHTS
Provide training and awareness programs on child labor and human rights,

Meet Our Dedicated Experts in the Field



Clément STROHMANN

PROVA's Sourcing Manager & Buyer
Sources key raw materials, including vanilla, cocoa, and coffee.



Juan Felipe RIVERA

PROVA's CSR Project Manager
Oversees the Care&Act Vanilla program.

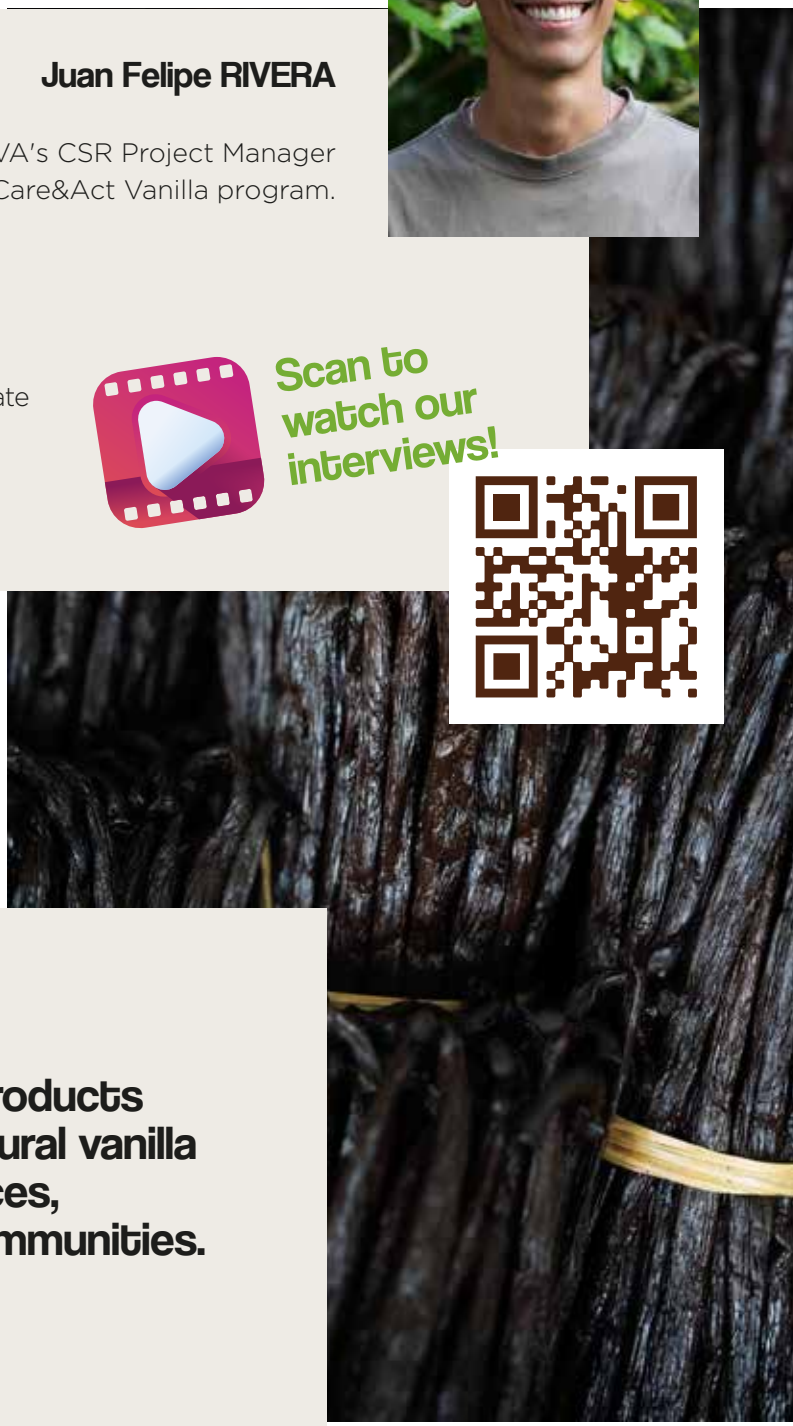
Mamy Tiana RAKOTONIRINA

Project Manager at PROMABIO
Responsible to implement, monitor, and communicate the vanilla production programs.

Romain ALBERT

Sales Director at PROMABIO

Scan to watch our interviews!



a committed approach care&act for a sustainable vanilla

Choosing our Sustainable Vanilla products means opting for delicious and natural vanilla while respecting traditional practices, the environment, and Malagasy communities.

Stay tuned for more updates about our C&A Vanilla program.