10 Years of Driving Sustainability in Vanilla

Towards a 2030 Charter

The Sustainable
Vanilla Initiative

SVI
SUSTAINABLE VANILLA
INITIATIVE

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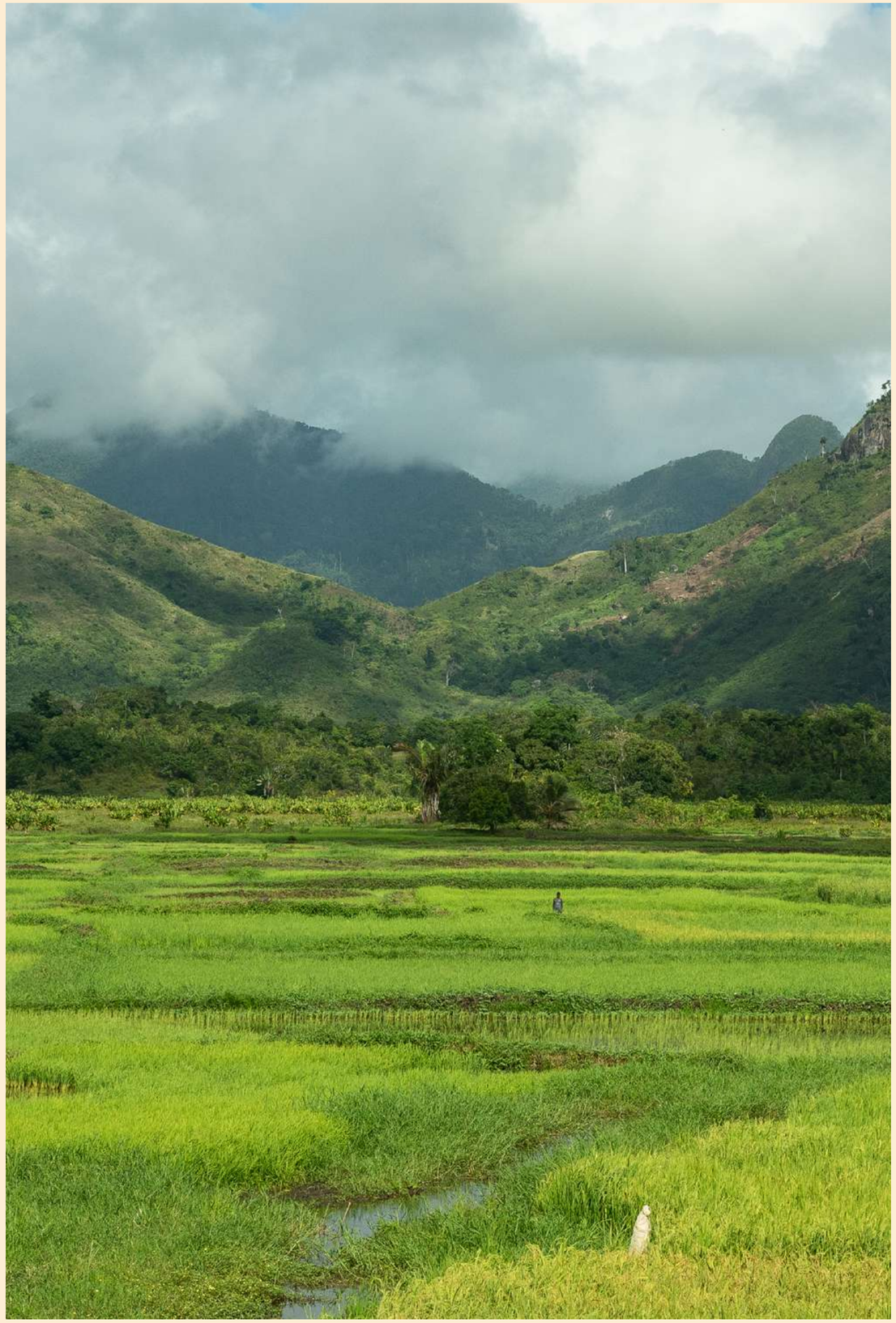


Foreword

Gaël Lescornec
Executive Director
Sustainable Vanilla Initiative

Over the past decade, the Sustainable Vanilla Initiative has grown into a bold and collaborative platform for change.

In one of the world's most volatile value chains, what started with a small group of companies wanting to improve vanilla's sustainability outlook has evolved into a trusted space where companies, producers, and partners representing more than 70% of the market can come together to create the conditions for impact.

The challenge is real. Farmer livelihoods and deforestation remain a significant cause for concern in producing countries, particularly Madagascar, which is the largest producing country. Sector governance and professionalization face an uphill battle. And market volatility continues to undermine sustainable production and farmer livelihoods. When market prices drop, even certified vanilla farmers who may receive over 250% more than their non-certified peers face a negative cash balance (Fairtrade International).

We have strong foundations to build on to create conditions for lasting change. Not just SVI's convening powers, but the shared commitments, toolkits, frameworks, and collaborative programs that we have developed together over the past 10 years. And now, we are focussing on a 2030 Charter, which would see our members take their commitments to the next level; through agreed minimum practices, public reporting, and – for the first time – a shared goal for the level of sustainably sourced vanilla.

SVI is well positioned to help drive this next chapter of change, but we must now challenge ourselves: to turn collective ambitions into concrete action, to evolve company programs into sector norms, and to embed resilience not just on farms, but in policies, prices, and procurement systems.

On behalf of the SVI Secretariat, I want to thank every member, partner, and origin voice who continues to walk this path with us. It is only by standing together that we can create a vanilla sector that is not just sustainable - but thriving.

A stable market is a lifeline
for farmers, forests, and developing economies.

Views from Founding Members and Steering Committee

As one of the founding members of SVI ten years ago, Unilever Ice Cream has been committed to driving impactful change in the vanilla sector. By working collectively, we can ensure that vanilla farming not only supports the livelihoods of smallholder farmers and contributes positively to the environment and local communities, but also helps secure a stable and resilient supply of this essential ingredient.

Ellen van Ginkel
Head of Communications & Corporate Affairs and Sustainability
Unilever Ice Cream, Vice President / Board Member

SVI is uniquely positioned to serve as a convener - bringing together importers, exporters, government authorities, and development organizations to build a shared, sustainable vision for the vanilla sector.

Gabriel Sarasin
Director of Sustainability and Technology
McCormick & Company

The SVI has become a powerful policy advocate in vanilla producing countries in defense of smallholder livelihoods, environmental stewardship and high-quality product.

Henry Todd
Vice President - International
Virginia Dare Extract Co.

SVI - three letters for a rallying cry. That of a small industry serving the world's most beloved spice: vanilla. Our aim: to build a sustainable industry, which is resilient to the ups and downs of market forces and to the challenges of sustainable production. This is how SVI came into being, bringing together the most significant players, who are collectively committed to helping this beautiful spice stand the test of time.

Muriel Acat
CEO
Prova

Priorities for a Sustainable Vanilla Sector

Vanilla is one of the most popular flavors and fragrances in the world.

But few consumers realize that behind their ice-cream and perfumes is a beautiful wild orchid that is farmed in just a few countries around the world; Uganda, Indonesia, Papua New Guinea, India, Tahiti – although the majority of the world's vanilla, an estimated 80%, comes from the island of Madagascar.

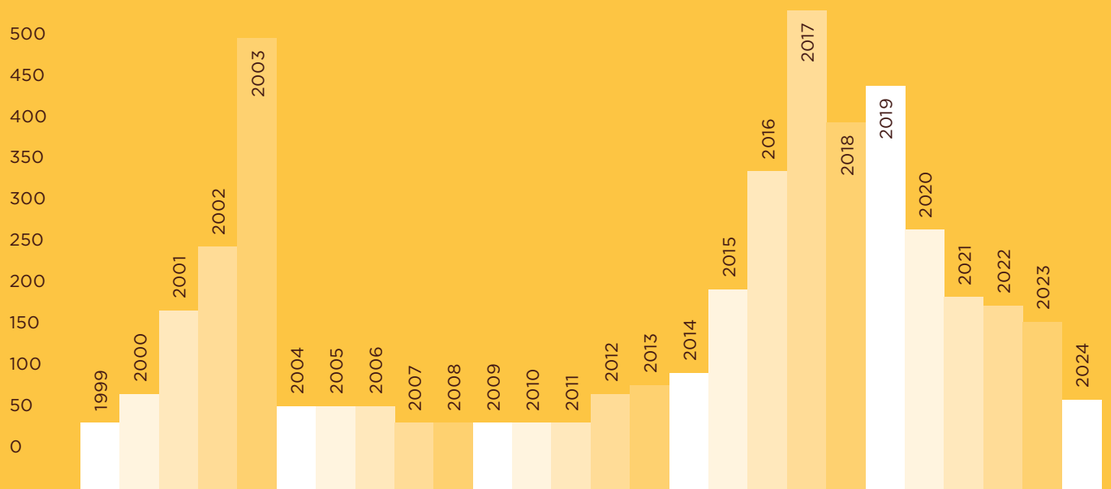
While the vanilla market may be dominated by synthetic alternatives and substitutes made from other natural derivatives, the natural vanilla bean market (1% of the total) is still highly valuable due to its labour intensivity. It is worth around USD $900 million with an average global demand of 2,500-3,000 Metric Tons of cured (dried) beans each year.

The vanilla market is not only highly valued but also highly volatile. Over the past three decades vanilla has witnessed dramatic price swings, fuelled by natural disasters, a move toward synthetic vanilla, and ongoing governance challenges.

And yet, vanilla holds enormous untapped potential. In Madagascar alone, the vanilla trade directly impacts an estimated 100,000 producers, supporting livelihoods along the supply chain, and represents around 25% of the country's GDP. With the right approach, vanilla can become a true driver of economic, social, and environmental development.

Vanilla Beans - US$/kilo

Source: researchgate.net



1 Stabilising Price Volatility

Following the traditional trend of boom and bust, vanilla prices dropped significantly in 2023 after years at historically high levels. The spectre of US tariffs announced in 2025 is adding to the usual factors that have long driven vanilla's extreme price volatility. There is an urgent need to lay the foundations for reducing volatility by enhancing confidence in the market and stimulating demand, especially through traceability.

2 Effective Governance

Sustainable vanilla is dependent on a healthy and stable market, which starts with transparent and professionalized governance. There has never been a better time for industry and government to invest in this.

3 Improving incomes

Most vanilla producers in Madagascar and Uganda earn far less than a living income. Faced with price volatility, insufficient incomes often lead to unsustainable practices. But we know what contributes to improving incomes, including fair prices promoted through sector governance, good procurement practices, and company programs.

4 Protecting Forests

Vanilla is an agroforestry-friendly crop produced in some of the most biodiverse regions of the world. As a wild orchid requiring in forest canopy, vanilla has the potential to contribute to reforestation if grown sustainably. Promoting biodiversity conservation and forest restoration requires vanilla producers to be prosperous and incentivized towards sustainable practices.

5 Protecting Human Rights

Although the vanilla sector has been recognised by the ILO as having minimal risk to child labour, it still remains a reality in contexts of poverty. Working on farms can interrupt children's education and expose them to risks. Vanilla companies working with farming communities have the opportunity to create awareness, and monitor and address reports of child labor.

The role of the Sustainable Vanilla Initiative (SVI)

Recognizing the challenges facing the vanilla sector, some of the top international buyers came together pre-competitively and in partnership with institutions, such as the Sustainable Trade Initiative (IDH) and the Sustainable Food Lab (SFL), to drive a more stable and sustainable vanilla market. This led to the creation of the Sustainable Vanilla Initiative (SVI) in 2015.

45 members

Members range from consumer goods manufacturers, flavour houses, international traders and local exporters.

>70% market

SVI represents over 70% of the global vanilla market.

SVI is a voluntary industry initiative, which aims to promote the long-term, stable supply of high-quality, natural vanilla that is produced in a socially, environmentally and economically sustainable way. SVI members believe vanilla can benefit all partners along the value chain, beginning with improving farmer livelihoods.

SVI liaises with vanilla exporters, producers, sector organizations and public authorities worldwide focussing on issues of governance, traceability, labor rights and technical assistance to grower groups.

"Being an SVI member means being part of a community committed to the long term stability and sustainability of the vanilla sector."

In ten years this community has grown from an initial seven members (Givaudan, Unilever, Symrise, General Mills, Virginia Dare, Nestle, and Prova) to 45 members, representing more than 70% of the vanilla market. SVI members are the platform's main asset, and their engagement is what enables progress on SVI's mission.

International Buyers

ADM, Arla, Barry Callebaut, Blommer Chocolate Company, Blue Pacific Flavors, De Monchy Natural Products, Döhler, Dr. Oetker Queen, dsm-firmenich, Frontier Co-op, Givaudan, Jogue Inc., Lactalis, Lafaza, Mane, Mars, McCormick, Nielsen-Massey Fine Vanillas & Flavors, Silver Spoon, Prova Sweet Brown Extracts & Flavors Since 1946, symrise, Synergy, Takasago, Touton, Unilever, Virginia Dare, Watkins

Exporter Members

BioVanilla, Excelia Madagascar, Florisys Extraits de Nature, Germain Vanilla, Lafaza, LNM, Madagascar Flavors, Malagasy Spices, May Lou, MCIngredients, Natur Vanilla, Pink Bay Madagascar, Planifolia Mada, ProMaBio SARL, Pure Vanilla, Ramanandraibe Exportation SA, RTHMC, Sambavanille, Soarary, Somava, Madagascar Natural Products Sopral

10 years of progress

Thematic commitments

Sector governance

SVI

Vanilla market

2015

SVI created following scoping assessment and mission by founding companies.

2016

First collaboration between SVI and Fairtrade International on report on vanilla living income study in Uganda and Madagascar.

Global communication campaign on the beauty of vanilla.

Quality Vanilla campaign against early picking.

Paris declaration on Sustainable Vanilla Agenda between SVI and Madagascar Government.

SVI governance document approved by SVI General Assembly.

2017

SVI mobilises relief efforts with CARE to support producers recovering from ENAWO cyclone.

Program launched to support the security of producers' vanilla fields against theft and other threats.

Vanilla prices hit an all time high at 500 USD p/kg.

2018

SVI and ILO launch SAVA-BE project to reduce risk of child labor in vanilla supply chain.

Support the development of a SAVA regional CRV plan and budget on vanilla formalization.

2019

Metajua digital Traceability monitoring system developed.

Exporter Codes of Conduct on Child Labor introduced and integrated as part of export licenses.

SVI members commit to creating a market environment that supports vanilla farmers to earn a living income.

2020

Madagascar Sector Governance advocacy:

- Liberalized market
- Risks linked to AMI
- Structure required for producers to receive a minimum price

SVI Guidelines updated to include commitments on forests.

250 USD fixed export price announced by Government of Madagascar.

2021

Second Report on Living Income of vanilla producers in Madagascar published.

SVI Child Labour Awareness Toolkit developed and launched.

Ugandan Vanilla Branding Campaign launched.

SVI Forest Monitoring Toolkit launched.

Negotiated agreement made between SVI members and Mahavelo Healthcare Insurance for vanilla producers.

Market Liberalisation announced by Madagascar government followed by Vanilla price dropping to record low at 20 USD.

2022

2023

Advocacy with Madagascar government on: (i) Visibility into rules and policies including on exporter licenses, (ii) Traceability and census mapping and (iii) Use of CNV funds to be reinvested in vanilla sector.

2030 Charter developed, validated by members and launched publicly.

US tariffs considered on vanilla producing regions.

2024

SVI mobilises relief efforts with CARE to producers affected by Gamane cyclone in SAVA region.

Third update on living income of vanilla producers in Madagascar.

First landscapes mappings developed monitoring forest trends and vanilla producing areas.

Successful EU advocacy on maintaining nicotine Maximum Residue Levels (MRL) in partnership with Malagasy government and international research partners.

21 Malagasy exporters join as Associate Members.

SVI members propose to develop a public 2030 Charter on Sustainable Vanilla.

2025

SVI Action and Impact

SVI works at the nexus between markets, governance, and development.

Ten years ago, SVI was created to tackle the specific challenges facing the vanilla sector, improving incomes and livelihoods for vanilla farmers, expanding the supply of traceable and sustainably produced vanilla, and improving quality across the board. Working at the nexus between markets, governance, and development, SVI set out to define shared sector-wide commitments, and unlock co-investment to scale up and address sector-wide issues through a unified platform for public-private collaboration.

SVI's members now account for over 70% of the vanilla market. As the Initiative has grown, it has not only expanded its membership but also deepened the expectations of its members, made real progress in key thematic areas, and laid the foundations for transformative action.

Through the SVI, De Monchy Natural Products is proud to join forces with peers to create synergies that no company can achieve alone. By building resilient supply chains and investing in farming communities and education, we believe that collective action is the only path to ensuring that vanilla remains a source of prosperity and pride for generations to come, in Madagascar and beyond.

Stéphane Leveque
CEO at De Monchy Natural Products

2015-2025: SVI Impact Snapshot

Global Industry Engagement

- Grew SVI's membership to represent at least 70% of the global vanilla industry.
- Diversified SVI's membership ranging from major international buyers including international brands, flavour houses and traders to a significant representation of exporters from Madagascar.
- Enabled collective pre-competitive commitments, action and learning through multi-stakeholder platforms including annual General Assemblies, technical working groups and country level.
- Brokered public-private dialogue and partnerships to advance impact on all commitment areas.

Sector Governance Impact

- Ongoing dialogue and advocacy for improved sector governance and professionalization opportunities with national and local governments including on professionalization and traceability in Madagascar.
- Supported the development of sector traceability models, such as the Metajua traceability platform.
- Supported the local Sava CRV Regional Formalization Plan presented to the National Vanilla Council (CNV).
- Supported capacity building and branding campaign of Ugandan vanilla exporters to promote diversification of producing origins for better global market stability.

Economic Impact

- SVI worked with Fairtrade International and a third party consultant to understand and establish the Living Income benchmark for Malagasy and Ugandan vanilla farmers.
- Encouraging long-term contracts, reducing early harvesting, and aligning stakeholders around sustainable sourcing and due diligence.
- Healthcare insurance scheme proposed for implementation involving SVI members.
- Increased company programs including certification where farmers report better prices and other benefits, like healthcare, education, and technical training.

Social Impact

- Sector-wide child labour awareness campaign in Madagascar including toolkit developed in partnership with the International Labor Organization (ILO), the US Dept of Labour and Save The Children.
- SVI members commit to only buying from exporters who have signed the Exporter Code of Conduct on Child Labour which has also been integrated into exporter licenses.
- Relief efforts after the 2017 Enawo and 2024 Gamane cyclones brought much needed food distribution and infrastructure rehabilitation.

Environmental Impact

- Developed an SVI Forest Monitoring Toolkit using satellite data on forest indicators and SVI member geolocation data to map and inform risk mitigation.
- A Community Reforestation pilot project in one of Madagascar's protected areas - Makirovana - with a key stakeholder.
- Measuring progress based on Member reporting of forest indicators (number of trees planted, etc).

Impact highlights

Economic impact

Investing in understanding vanilla farmers' living income

Certification and company programs make a difference.

Since 2019 SVI has collaborated with Fairtrade and a third party researcher to regularly update data on the average living income of farmers. Key findings from Fairtrade International's 2024 Living Income Study for vanilla sourced from Madagascar identified the impact that company programs were having on farmers' lives.

- Malagasy farmers who are part of company sustainability and livelihood programmes, such as those run by SVI members, received 250 – 269% higher prices for green vanilla than non-certified farmers, partly due to price premiums associated with certification.

- Many vanilla farmers affiliated with company programs (such as certifications schemes) received in-kind income through benefits provided by their vanilla buyers that non-certified farmers did not enjoy. Such as technical training, access to credit, health insurance, and education support for children. The average value of this support estimated by farmers ranged from €52.20 to €104.40 per year. Non-certified farmers estimated the cash equivalent of the support they received to be €0.

Strategies to improve livelihoods and resilience

SVI and its members are advancing strategies that strengthen farmer resilience and livelihoods.

Through both individual company initiatives and collective efforts, programs have been launched to diversify incomes, improve financial literacy, and reduce household vulnerability.

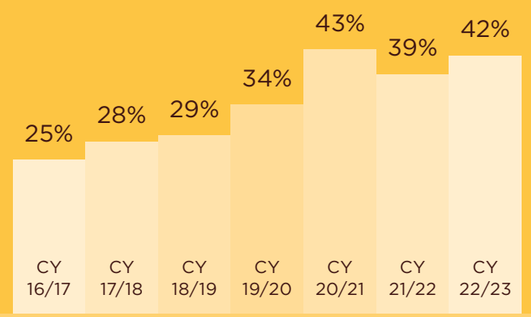
- These include support for Village Savings and Loan Associations (VSLAs), income diversification activities, and training that equips farmers to better manage risks and invest in their futures.

- At the collective level, SVI has helped develop a flagship healthcare insurance scheme, one of the first of its kind in the vanilla sector, designed to offer greater security and protection for farming families.

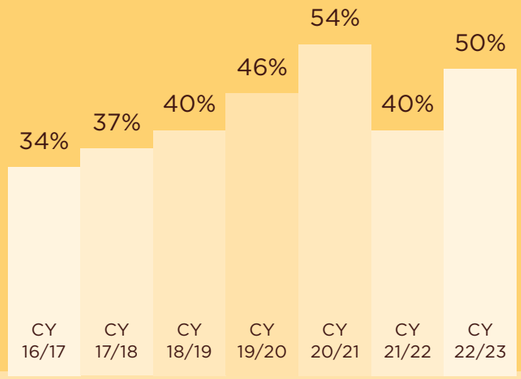
250% - 269%

Malagasy farmers, who are part of company sustainability and livelihood programmes, received significantly higher prices for their green vanilla than non-certified farmers.

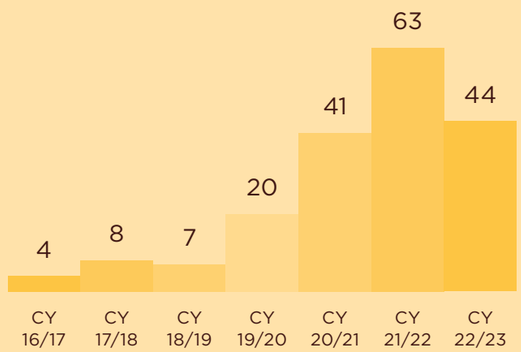
Average % of certified sustainable vanilla sourced per company.



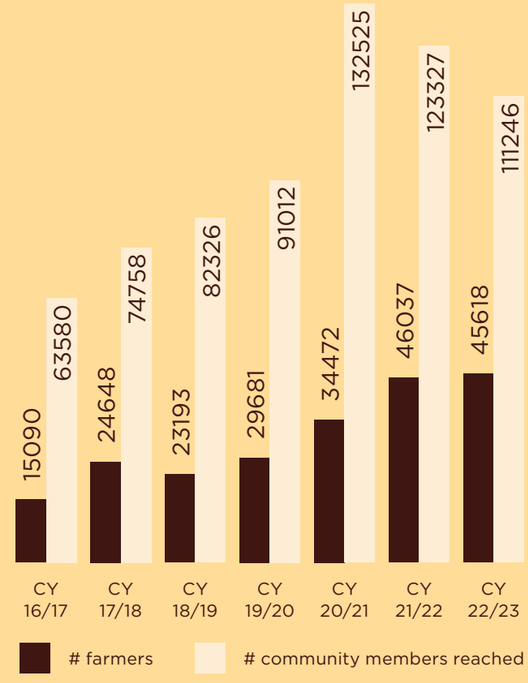
Average % of traceable vanilla sourced per company.



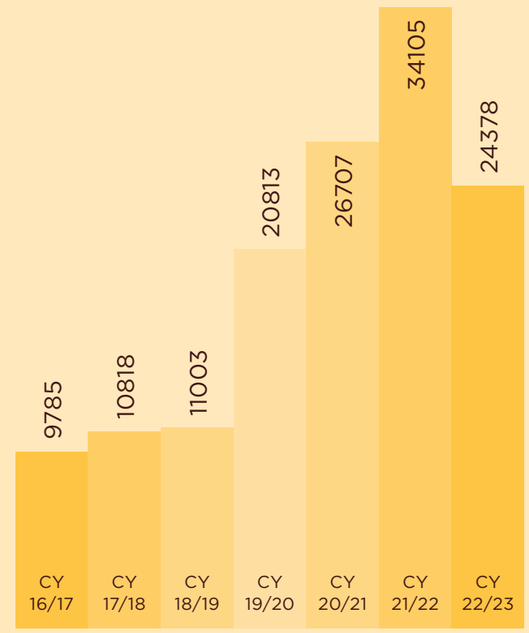
Number of SVI member programs that benefit the whole community.



Number of farmers and community members reached by SVI member programs.



Number of farmers reached by SVI member Child Labor awareness building programs.



Social impact

Minimizing risks of child labor

SVI and its members have taken coordinated action to address child labor in vanilla production.

SVI has led the development of a comprehensive Child Labor Toolkit, designed to raise awareness, strengthen supply chain due diligence, and support prevention and remediation of child labor at the community level. Members are expected to comply with ILO Conventions 138 and 182, and to implement the Vanilla Code of Conduct in Madagascar, including reporting requirements and clear expectations for exporters and collectors.

Programs supported by SVI have also focused on empowering local actors through awareness campaigns, school support, and community engagement. These efforts are helping to create safer environments for children, promote education, and foster accountability across the supply chain. At its peak, SVI member child labor programs reached more than 34,000 vanilla farmers.

Disaster relief

In times of crisis, SVI and its members have responded swiftly.

After Cyclone ENAWO (2017) and more recently Cyclone Gamane (2024), SVI partnered with the humanitarian organization CARE to deliver urgent relief to affected farming communities. These efforts included distributing emergency supplies, supporting housing repairs, and helping restore livelihoods through access to tools, seeds, and recovery training.

SVI members also mobilized resources to support long-term resilience, recognizing that extreme weather events not only threaten lives and infrastructure but also the economic stability of thousands of vanilla-producing households. By aligning private sector commitment with on-the-ground humanitarian response, SVI demonstrated the power of pre-competitive collaboration in building a more responsive and resilient vanilla sector – supporting producers when they need it most.

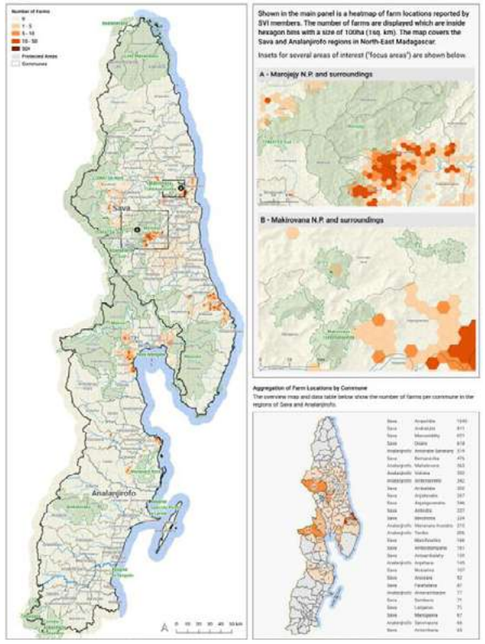
Environmental impact

Forest Monitoring Tools

To support its commitment to a forest positive vanilla supply chain by 2030, SVI has developed a robust Forest Monitoring Toolkit that empowers members to detect and respond to deforestation risks across key vanilla landscapes.

The toolkit includes two core components: a Landscape Assessment Tool, using satellite imagery and aggregated data to identify forest loss hotspots, and a Farm-Level Assessment Tool, which helps companies evaluate environmental risks at individual farm sites.

These tools provide the data and insights needed to guide sourcing decisions, target agroforestry investments, and strengthen traceability. By equipping members with open-access, evidence-based tools, SVI is helping shift the vanilla sector from reactive forest protection to proactive landscape stewardship. This approach not only supports biodiversity and climate resilience but also aligns with global due diligence requirements.

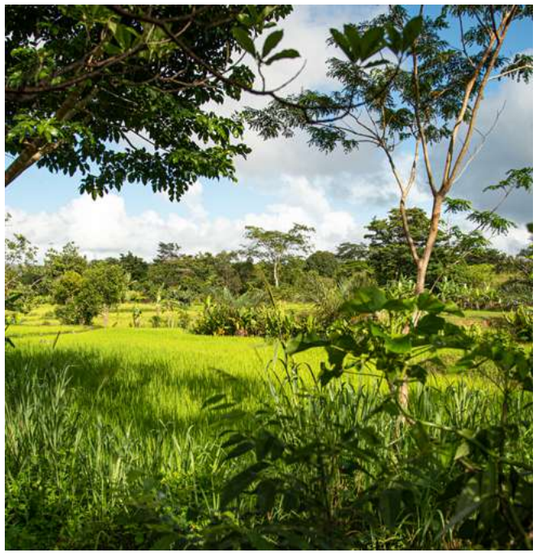


Collective reforestation program

SVI and its members have been restoring former agricultural fields in the Makirovana Tsihomanaomby Protected Area.

Under pressure to earn a living, some producers have converted forests into cropland, and cleared the undergrowth for vanilla plantations, which has fragmented the Makirovana Tsihomanaomby forest massif – one of the remaining forested mountain ranges in the northern part of Madagascar.

Through a partnership between SVI and Missouri Botanical Garden (MBG), the project aims to restore degraded agricultural fields and reduce forest encroachment in this key biodiversity hotspot in the SAVA region of Madagascar. Through community reforestation and collaboration with local farmers, 150 hectares of degraded forest within the protected area will be restored to primary forest over 5 years.



Sector governance impact

Madagascar

Since its launch in 2015, SVI has played a key role in improving the governance of the vanilla sector in Madagascar. Recognizing that sustainable change requires collaboration, SVI has facilitated ongoing dialogue between international buyers, Malagasy authorities, farmer representatives, and exporter and collector groups to align on shared priorities for sector management. These exchanges have helped advance conversations on market regulation, traceability, child labor prevention, and pricing structures.

In a major step forward in 2024, 21 Malagasy exporters officially joined SVI as associate members, ensuring stronger representation of national voices within global discussions. This expansion marks a new chapter for SVI; deepening its local partnerships, and making its advocacy more inclusive and effective. By bridging global sustainability goals with local realities, SVI continues to help shape a more transparent, accountable, and resilient vanilla sector rooted in Madagascar.

For the sustainability of the vanilla sector we need close cooperation between the intitutions like SVI and the state and also the local communities which benefit from our actions. From experience in SAVA we know we need to work together.

Teddy Gervais Seramila
Governor of the SAVA Region, Madagascar

Origin diversification

Approximately 80% of vanilla comes from Madagascar – which exposes the vanilla market to shocks and volatility in the event of local supply disruption.

To build a more stable and resilient vanilla market, SVI has championed the diversification of sourcing origins beyond Madagascar. A key focus has been on supporting the growth and professionalization of the vanilla sector in Uganda.

Through collaboration with the Uganda Vanilla Exporters Association (VANEX) and as part of a project developed by CRS, SVI has contributed to targeted capacity building, branding, and market development initiatives. This included the launch of the Vanilla from Uganda website in late 2023, a platform designed to raise the profile of Ugandan vanilla and attract global buyers.

These efforts are helping to elevate Uganda's position in the global market, strengthen exporter coordination, and improve transparency and traceability. By investing in origin diversification, SVI and its members are not only supporting new opportunities for farmers and exporters, but also contributing to a more balanced, competitive, and sustainable global vanilla supply.

I believe the next decade holds incredible potential for Uganda's vanilla sector, particularly with the ongoing commitment to sustainability and quality. The progress made thus far, combined with the collective efforts of SVI and its members, will help position Uganda as a global leader in high-quality, sustainable vanilla production.

Prossy Tumushabe
Executive Director of Vanilla Association of Ugandan Exporters (VANEX)

A Taste of SVI Members' Work

1 / Vanilla for Change

Since 2013, Unilever and Symrise partnered with smallholder farmers in Madagascar to improve livelihoods and provide Wall's ice cream with more secure and sustainable sources of natural vanilla.

In the first three years of the program, nearly 3,000 farmers were trained in farming methods which helped them increase vanilla production by 20%.

Save the Children joined Unilever and Symrise in 2016 to increase the scale and impact of the program. Five rural colleges were established where young people between 15 and 23 years old have been taught literacy, numeracy, finance, and farming practices.

In 10 years, the partnership program has supported more than 50,000 people across 10,000 households in 69 villages to receive health insurance, financial education, and farming training opportunities.

Unilever | Save the Children | symrise

2 / Improving the economic self-sufficiency of vanilla farmers

This project from partners McCormick, German Corporation for International Cooperation (GIZ) GmbH, and supplier BioVanilla, aims to improve the economic self-sufficiency of 4,000 vanilla farmers and their families in the Sambava and Vohemar districts of the Sava Region in Madagascar.

The project is designed to further develop governance and representation of smallholder farmers in the sector, address farmer concerns around theft, and provide training to support farmers' value addition through curing and income diversification.

Since 2017:

- Over 2,500 farmers from nearly 50 villages are members of the cooperative and are able access key services (12,875 beneficiaries from households).
- Over 1,400 ha of vanilla fields certified under Organic and/or Rainforest Alliance.
- 400 farmer training sessions completed.
- 5 schools built or renovated in farming communities, and over 15,000 school kits distributed to children.
- Bulk procurement of construction material, at lower cost, has allowed 15+ farmers to build concrete houses.
- 6 rural roads repaired.
- Over 10,000 bags of rice distributed to farmers during the lean season.
- Nearly 13,000 vanilla farming household members with free healthcare coverage.
- 35 nurseries created, and over 17,500 trees planted.

The project now aims to scale-up the sustainable sourcing program to a total of 4,000 farmers from 100 villages, including the healthcare insurance program, interest-free loans and Rainforest Alliance Certification.

McCormick | BioVanilla | coopération allemande DEUTSCHE ZUSAMMENARBEIT | developPPP.de

3 / Improve livelihoods and incomes through vanilla and cocoa

To secure sustainable vanilla supply, PROVA partnered with Barry Callebaut, with support from IDH, in 2016 to engage in an on-the-ground project in Madagascar.

The joint project aims to encourage farmer entrepreneurship, improve community livelihoods and secure a sustainable supply of vanilla by overcoming challenges linked to agriculture and market volatility. This includes improving vanilla quality, and learning to grow and process cocoa to diversify farmer income.

- Hundreds of vanilla farmers have been trained to build the knowledge needed to improve vanilla quality and yield and to cure vanilla beans on-farm.
- These farmers received cocoa seedlings, training, and tools to help diversify income.
- Farmers and their communities benefit from a variety of social initiatives that support education, nutrition and health to improve their livelihoods. The number of farmers who have savings increased by 13%, and children attending school has increased by 8%.
- Cocoa and vanilla sourced are 100% traceable.

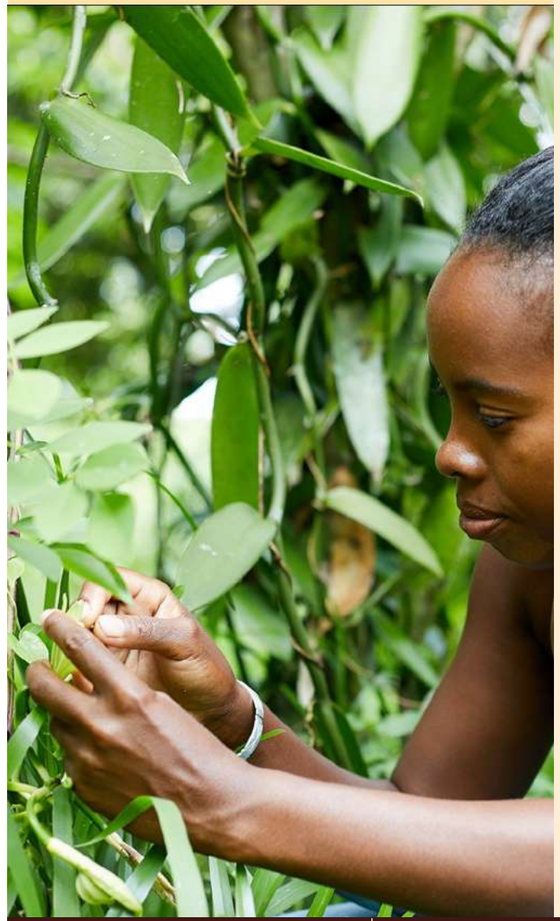
PROVA
SWEET BROWN EXTRACTS & FLAVORS SINCE 1946

BARRY CALLEBAUT

idh
transforming markets

4 / A resilient vanilla supply chain with farmers

Since 2017 dsm-firmenich has been engaged in a project with multiple partners and the Livelihoods Funds to build an inclusive, organic certified and biodiverse vanilla value chain in Northeast Madagascar, working with the farmers-owned cooperative Tambatra, that regroups > 2,300 smallholder farmers, with > 3,000 households directly benefiting from the project.



The project is committed to:

- Ensuring quality, traceable vanilla and access to profitable international markets for one of the few farmers-owned social businesses in Madagascar.
- Improving the livelihoods of the farmers and their community, with a focus on women and young people (less than 35 years old), assisting over 12,500 indirect beneficiaries.
- Protecting local biodiversity (protected area of Pointe à Larrée, 800ha) and enabling sustainable community natural resources management (2,105 ha, buffer area).

LIVELIHOODS FUNDS ACT TODAY FOR A BETTER FUTURE

tambatra

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MARS

DANONE ONE PLANET. ONE HEALTH

AFD AGENCE FRANÇAISE DE DÉVELOPPEMENT

FONDS FRANÇAIS POUR L'ENVIRONNEMENT MONDIAL

FANAMBY DEFIS · CHALLENGES

6 / Strong communities grow strong vanilla

In 2021, De Monchy Natural Products (DMNP) launched the Macky Association in Madagascar with 800 farmers and a simple idea: strong communities grow strong vanilla.

Farmers in the Macky Association receive training in best cultivation practices, which helps them improve yields and achieve sustainability certifications such as Organic, Fairtrade, and Rainforest Alliance. DMNP also supports intercropping between harvests, providing farmers with additional income so they don't have to sell immature vanilla at lower prices.

Every farm is tracked through a GPS-based in-house traceability system, giving buyers confidence and ensuring farmers benefit from their certified and traceable vanilla.

In just over a few years, the association has grown to over 2,800 farmers, producing 800MT of traceable, certified green vanilla — the equivalent of over 100MT of prepared vanilla. Behind these numbers are families who have gained new opportunities through training, education, and community support.

But the Macky Association is about more than vanilla. In Ambohimanarina, DMNP built a school that today welcomes 265 students aged 3 to 13. The school has grown into a vibrant hub — with new classrooms, renovations, a basketball court, and book donations.

From sustainable farming to community development, the Macky Association shows how vanilla can be a vector for education, empowerment, and resilience.

DE MONCHY
NATURAL PRODUCTS

2030 Sustainable Vanilla Charter

The vanilla sector is entering a decisive decade. With rising risks but also clear opportunities.

The 2030 Charter sets out a shared roadmap to respond to both, enabling companies to act collectively and credibly toward a more sustainable, resilient vanilla industry.

Seizing Opportunities

Accelerating impact among producers
Coordinated efforts enable scale, amplifying benefits for producer communities and ecosystems alike.

Derisking the value chain
Transparency and treacebility today are no longer a nice to have but a pre-condition to de-risk supply chians. Collective action on traceability, child labor, and forest protection reduces exposure and builds resilience.

Stimulating demand for sustainable vanilla
Evidence based impact, compelling stories and brand engagement can grow the market for more responsible vanilla.

Addressing Risks

Persistent challenges for producers
Economic disparities, limited support, and environmental degradation remain daily realities facing vanilla farmers.

Growing scrutiny on supply chains
Consumers, media, regulators and investors demand greater transparency and accountability including increasingly in smaller and high value supply chains like vanilla

Rising regulatory pressure
Legislation, such as the EU's due diligence requirements, is rapidly raising the bar for responsible sourcing.

2030 Sustainable Vanilla Charter Framework

One public goal

For sourcing vanilla sustainably through certification and company programs

Four Core Practices

For driving impact and reducing risk while preparing for EU due diligence

1 / Collecting Data

2 / Assessing Risk

3 / Mitigation Action

Enablers

For enabling member companies and the sector to achieve and communicate progress

ONE GOAL

50%

of vanilla sustainably sourced by 2030

Core practices

Traceability

Volumes traceable to the farm or the village level (depending on supply chain actor)

Living Income

Volumes coming from farmers benefiting economically from program through a premium or in-kind support

Forest Positive

Volumes coming from vanilla farms mapped and verified against protected areas

Human Rights

Volumes coming from Farmer communities or cooperatives benefiting from regular awareness building on child labor

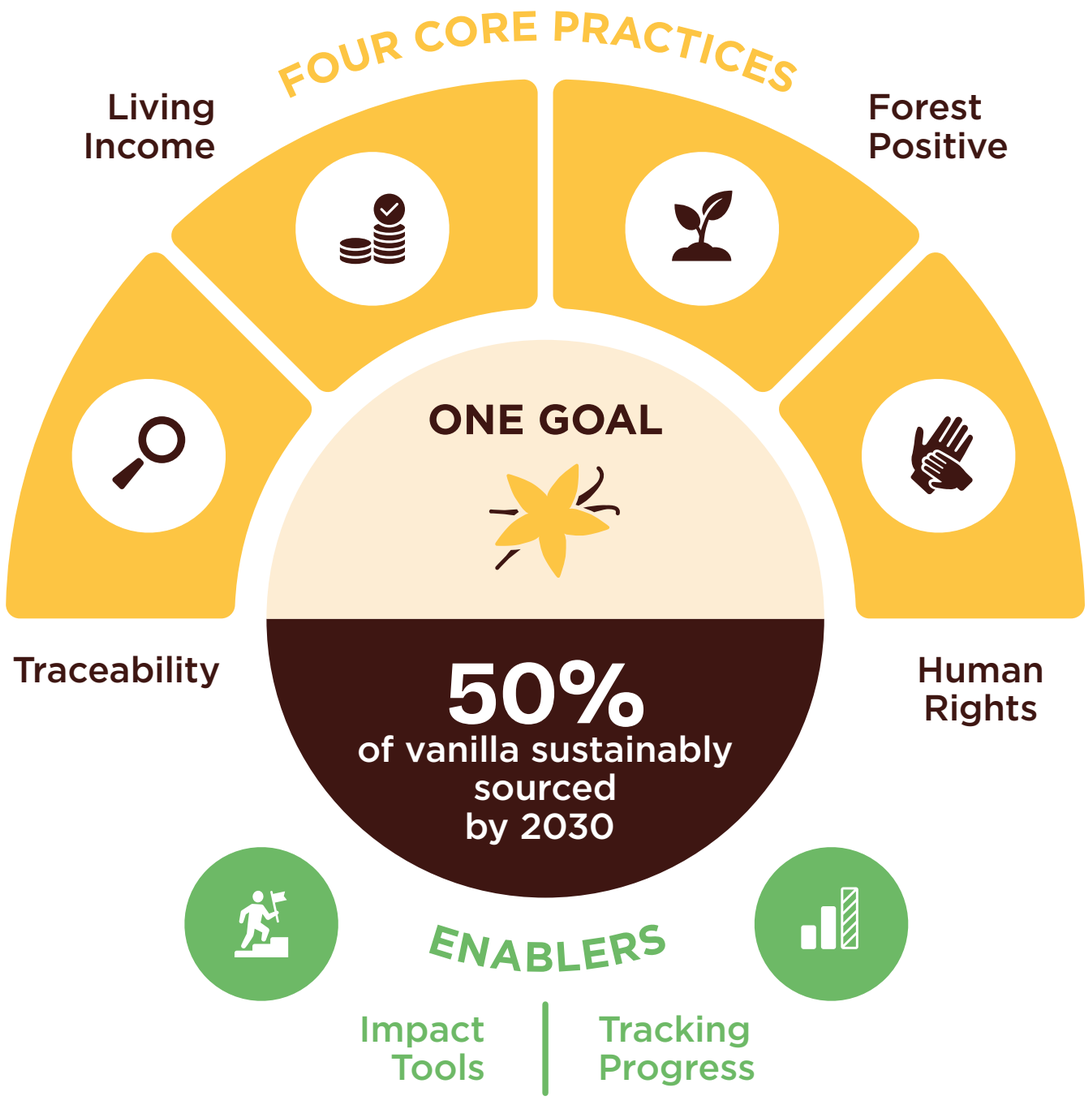
Enablers

Tracking and Communicating Progress

on public goal through aggregated reporting on sustainable sourcing through certification and company programs

Impact Tools

on core practices through tools, guidelines and resources to members and by facilitating collective action



50%

of vanilla sourced sustainably by 2030.

The 2030 Charter is here to clarify the expectations from the members and it's everybody's role to be in front of our responsibilities: walking the talk.

Laurent Deniau
Symrise
Global Director of Vanilla and Botanicals

Call to Action

Our work now is to build on a decade of strong foundations to turn industry commitments into new norms for lasting impact.

For this, the vanilla industry must be more united than ever - working together to raise the bar and enable real progress in both the lives of farming families and the environment. Strong collaboration between different actors in the supply chain is necessary to improve company programs as well as procurement practices.

But change will not happen with industry alone. Close cooperation is needed with governments, technical partners and international organisations. SVI is well placed to facilitate these public-private partnerships.

Through continued member engagement and public-private collaboration, we will be able to make a real difference at the critical nexus of markets, governance, and development, which can unlock new norms and improved sector-wide practices.

The 2030 Charter is our boldest vehicle for change yet, with a collective target of half of all global vanilla volumes being sustainably sourced within 5 years.

Together, we can deliver this ambitious goal.

With the SVI, we have a unique opportunity to close the loop. Meaning getting all the actors of the supply chain to work together in a collective effort to embed sustainability at the core of our market practices.

Emmanuel Nee
Touton
Head of Ingredient Department

SVI Governance

Steering Committee

The SVI is governed through a steering committee whose members are elected annually to make strategic decisions on the implementation of SVI's commitments.

Gabriel Sarasin
Director Sustainability & Technology
McCormick & Company

Laurent Deniau
Global Director Vanilla & Botanicals
Symrise

Stephane Leveque
CEO
De Monchy Natural Products

Alternative: **Roel Toussaint**
Manager QA/QC and Sustainability

Emmanuel Nee
Head of Ingredients Department
TOUTON

Henry Todd
Vice President International
Virginia Dare Extract Co.

Alisson Duclay
Global Procurement Director, Sweet Goods
dsm-firmenich

Alternative: **Carole Adande**
Global Procurement Manager, Vanilla

Muriel Acat Vergnet
President
PROVA

Alternative: **Clement Strohmann**
Sourcing Manager

Adit Sharma
Global Head of Responsible Sourcing
Givaudan

Michel Carroll
Global Category Manager
ADM

Craig Nielsen
Sustainability Director
Nielsen-Massey Vanillas

Working Groups

The SVI works through technical Working Groups (Living Income, Forest, Child Labour, Madagascar Governance, Uganda Vanilla, Technical Regulatory) as well as functional Working groups (Communications, Fundraising and Financial).

Secretariat

The SVI Secretariat has been hosted by IDH since 2015 with support from the Sustainable Food Lab (SFL). The secretariat manages the day-to-day business of the initiative.

Gael Lescornec
SVI Executive Director
IDH Senior Program Manager

Jan Gilhuis
SVI Senior Advisor
Senior Program Manager, IDH

Don Seville
SVI Senior Advisor
Sustainable Food Lab Executive Director

Dasy Ibrahim
SVI Project Coordinator
Antalaha, Madagascar

Mahafahatra Vonintsoa
SVI Madagascar Advisor
Antananarivo

Seth Petchers
SVI Uganda Advisor
Sustainable Food Lab Senior Program Director

SVI

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INITIATIVE

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