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VANILLA  
FAIR

# SUSTAINABILITY POLICY

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2024

# EDITORIAL

At Vanilla Fair, we are committed to an eco-responsible approach within the vanilla sector. We place great importance on building lasting and respectful relationships with local communities.

We source our green vanilla from growers who are aiming to increase their production while benefiting from fair conditions. Through strong partnerships with farmers and cooperatives, we have established a relationship of trust that ensures consistent quality in our products.

In our ongoing pursuit of quality, we have initiated efforts to obtain the necessary traceability and certification. Today, we take pride in the results achieved after many years of hard work and continue to prioritize sustainable development in our three-year growth project.

Our ambition extends beyond mere economic aspects: we also aim to foster territorial dynamics in favor of sustainable development and address all related challenges, whether social, societal, or environmental.

To achieve our goal of becoming a model eco-citizen company, we have placed citizen participation at the core of our strategy, as well as rigorous monitoring of our objectives and the policies implemented to achieve them. Thus, our three-year sustainability strategy will enable us to track our commitments, enhance our efforts, and mobilize the necessary resources to meet these challenges.



# SUSTAINABLE DEVELOPMENT APPROACH

Our goal is to establish ourselves as the leading reference in our sector in Madagascar. Vanilla Fair is implementing a growth strategy to connect individuals, economies, and cultures. As a true engine of development, we seek to play a key role both economically and socially. We take our responsibilities seriously and guide our development policy to balance expansion, environmental preservation, and social progress.

We view our partners and collaborators as essential players whose actions can directly influence our ability to implement our strategies. As a vanilla operator and exporter, Vanilla Fair interacts with various stakeholder groups.

To ensure compliance with our commitments, we have established several information systems. We regularly organize meetings within cooperatives to gather feedback from farmers and suggestions from producers. We place great importance on feedback from perception and satisfaction surveys conducted with our partners.

We maintain an ongoing dialogue to assess our performance in corporate social responsibility (CSR) with our collaborators.



We also benefit from exchanging best practices through working groups within relevant organizations (cooperatives, unions) in our sectors. We consider our external auditors' recommendations and opinions and comments received via dedicated email addresses, websites, and social media. These various feedback channels allow us to address potential grievances and suggestions for improvement regarding our products and services in our economic environment.



# SUSTAINABLE DEVELOPMENT STRATEGY

Vanilla Fair integrates sustainable development into its activities and operations across four key areas:

- ENVIRONMENT
- SOCIAL POLICY
- LOCAL DEVELOPMENT
- CUSTOMER EXPERIENCE





# ENVIRONMENT

To minimize our ecological impact and the environmental repercussions of our operations, we have chosen to enhance our processes, innovate in our logistics, and fully mobilize our teams and resources. For the next three years, we have set clear priorities:

## Biodiversity

- We will undertake reforestation projects covering 5 hectares annually, focusing on valuable wood species and forest regeneration.
- We aim to introduce 40,000 vanilla plants every two years.

## Waste Management

- We are implementing a zero-waste strategy for materials and resources.
- All waste will be processed and recovered for recycling.

## Energy

- We will implement energy-saving practices.
- Installations will be set up to use renewable energy sources in each community.
- We will also contribute to the construction of new road infrastructure to connect remote villages.





# SOCIAL POLICY

We are committed to providing our employees with an inspiring work environment while ensuring their safety. We will invest in skill development to guarantee the excellence of our personnel and achieve our financial objectives.

## Development and Support

- We will allocate a specific budget for training within our annual finances.
- Beyond our commitment to local employment, we are investing socially, environmentally, and economically to develop partnership initiatives that benefit all producers in our supply network, which currently includes 1,500 members in a cooperative.
- We are committed to supplying 40,000 vanilla plants annually to farmers for three years.

## Health and Safety

- We will implement measures to reduce workplace accidents by improving organizational procedures, working conditions, and daily quality of life while anticipating risks and challenging tasks.
- We aim to achieve HSQE certification.
- We will participate in constructing new hospitals for each village and the cooperative.





# LOCAL DEVELOPMENT

Our approach to promoting development in the areas where we are active is to create a cooperative professional network that brings individuals together. Collaborating with local partners opens up new economic opportunities and support initiatives for young people and local communities.

## Local Community Empowerment

- We actively contribute to the training and skill development of youth and vulnerable individuals in the villages where we collect our products.
- We positively impact the local economy and provide valuable technical support to farmers.
- We work to build strong relationships between Vanilla Fair, producers, sector organizations, and local authorities to promote governance practices, traceability, labor law compliance, and technical assistance for producers.







# CUSTOMER EXPERIENCE

As a committed company, our approach is based on providing excellent products and responsible services. By working closely with our suppliers and partners, we integrate sustainable development issues into all stages of our operations.

## Commitment to Ethical Products and Services

- We focus on our client's needs by developing products and services that reflect the values of fair trade and organic products.
- We implement innovative approaches to diversify our vanilla supply, ensure its sustainable traceability, and enhance the income and sustainability of agricultural operations through the creation and certification of cooperatives.

