



Vanilla Bourbon

from Madagascar



Vanilla **Organic** farming
or conventional



Gourmet Vanilla for professional use



Planteur - Affineur depuis 1924

www.vanillelavany.com

THE RANGE

Bourbon Vanilla

from Madagascar



NEW

Vanilla **Beans**
Organic farming



NEW

Vanilla pure **Powder**
Organic farming



Vanilla **Beans**
Conventional farming



Liquid **Extracts** Vanilla

- 400 g/litre
- 200 g/litre



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By **Lucia RANJA-SALVETAT**
Manager of Vanille LAVANY



Who are we?



In the bush village of Betavilona, within the SAVA region, northeast of Madagascar, our grandparents created in 1924 the first Vanilla plantation, which we are still cultivating. Our main activity stems from the know-how we inherited from our preceding generations. Things have not changed much since then. Agricultural farming in the plantation is always done manually.

The fermentation process of the green Vanilla beans, collected when mature, is a long process involving careful steps that require skilled labour.

The Vanilla region in Madagascar, the SAVA, with tropical wet climate, covers a limited area. In the last four years, the production of Vanilla has been fluctuating. The farmers network consists of a group of approximately 80,000 farmers, each of them collecting only a small amount of green Vanilla beans. Only a few refine their production. The intensive agricultural techniques of western culture are not suitable for the production of this spice. The various attempts made until now have not been profitable or successful.

At present, only a few companies export Madagascar Vanilla regularly and legally!

We observe «with disbelief» the appearance of new agents in the Vanilla market who distribute «Vanilla allegedly original from Madagascar». In most of the cases they are financial groups or other multinational companies in the raw material sector, which claim to be «Vanilla farmers or producers»!

Therefore, we wonder:

Where are their Vanilla plantations in Madagascar?

Actually, new opportunist speculators who aim to take advantage of the high prices of Vanilla are emerging. But what is most important is that in the last few years, there has appeared the illicit trade of precious woods (rosewood and ebony), which many firms with multiple activities carry out without any control. Enormous financial profits of «black money» are generated with total impunity!

In order to launder «black money» at all costs, and considering that the amount of green beans is naturally limited, direct purchase prices have been artificially increased.

Because of these speculative practices, the Vanilla sector is totally unbalanced. This is one of the major causes of the current high cost of Vanilla in Madagascar.

However, on the positive side, this situation benefits Madagascar farmers, who can improve their quality of life by schooling their children, constructing more solidly-built houses, etc.

We should not forget that all the economic patterns are in constant evolution and the Madagascar society also strives for acquiring the available consumer goods, exactly as we do in »the western world«.

The Madagascar Vanilla sector is divided in two main branches:

The vanilla harvested when immature in order to avoid theft in plantations. This Vanilla is quickly fermented and is occasionally resold many times from intermediaries to intermediaries in «local sales» before being exported: this is the mediocre quality Vanilla, «low cost». Unfortunately, at present, it represents a large amount of the Madagascar production.

The gourmet Vanille **LAVANY** is the result of either **Organic farming** (AB Agriculture Biologique) or conventional agriculture. Green beans are harvested when mature, and transported in canoes to our drying plant in Manambato, on the Indian Ocean coast. Once there, our team selects, dries, calibrates, prepares and stocks the Vanilla beans. To ensure the taste and aroma of the Vanilla, we do not skip any of these key stages. Likewise, we guarantee the traceability and authenticity of the Vanille **LAVANY**.

It is also for all these reasons that we have obtained the **Vanille BIO** certification. Two of our cultivated plots in Betavilona, as well as all our premises in Antalaha in Madagascar, where we have our drying plant and our storage and exportation facilities, have been awarded an **Organic farming** certification. It is the same for our packaging warehouse in Saint-Juéry near Albi, France.

Besides our own production, we prefinance other neighbouring farmers, reserving their next harvest one year in advance. We choose them depending on their good agricultural and environmental practices, as well as on their **know-how** and **fair-play**. Indeed, they scrupulously observe our technical specifications, that is, in their plantations they respect biodiversity and do not use any chemicals such as pesticides, fertilizers or GMO (Genetically Modified Organisms).

« We are grateful for what nature provides us »

We are a farming family like many others in Madagascar. What makes us different is the fact that we export our production ourselves and we sell directly worldwide, without intermediaries.

Our position as a «**Farmer and Producer since 1924**» allows us to permanently supply our customers throughout the year with premium quality beans. While competitively priced, our vanilla, coming from conventional agriculture or certified **Organic farming**, has been selected and controlled and is perfectly traceable. All this enables us to appreciate all our efforts, which makes it fair trade.

We share the same values and interests with catering professionals: «**Working to make a living, while preserving our freedom of enterprise**».

This year, our July harvest has been of excellent quality and, owing to favourable weather conditions, the fermentation process has been successfully completed.

Likewise, with our 2019 harvest, we aim to enhance the flavour of your dishes.



Manual pollination of a Vanilla flower - Vanilla plant with one flower in bloom, Vanilla flower buds and young pods



The farmers Fidje and Anicet on their certified Organic Farm in Betavilona are showing us some bunches of very young green vanilla beans. Plantation LAVANY GPS coordinates: 14,777111 - 49,935940



Bulk green Vanilla beans, ripe, freshly harvested - Sorted in categories before scalding



The scalding consists of plunging the green Vanilla beans in hot water at a controlled temperature for a few seconds to start the Vanilla fermentation process



In the drying process area in Manambato, the Vanilla beans start drying outdoors just after being scalded



Once the Vanilla beans are at their optimal moisture level, they are wrapped in bundles protected with parchment paper and stocked in wooden boxes, ready to be exported



Vanilla Beans Organic farming



Vanilla Bourbon from Madagascar beans, Planifolia variety, comes from **ORGANIC FARMING, AB certification**, (AB Agriculture Biologique), High-quality, Black, Gourmet, Non-split beans. Pod length from 14 cm to 20 cm, harvested 2019.

Packaging:
vacuum-packaged in 250g sachets of food-grade transparent plastic.

Best before: 2 years

Advice:
Store away from direct sunlight and heat sources.



← Ripe green beans with the Producer stamp



Conventional Vanilla Beans

Vanilla Bourbon from Madagascar beans, Planifolia variety, from **conventional farming**, High-quality, Black, Gourmet, Non-split beans. Pod length from 14 cm to 20 cm, harvested 2019 .

Packaging:
vacuum-packaged in 250g sachets of food-grade transparent plastic.

Best before: 2 years

Advice:
Store away from direct sunlight and heat sources.



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THE PRODUCE



NEW



Vanilla pure Powder Organic farming



The **Vanille LAVANY** pure powder comes from **ORGANIC FARMING, AB certification**, (AB Agriculture Biologique) and is exclusively made with whole (not exhausted) **Vanilla Bourbon from Madagascar** beans, Planifolia variety, with seeds.

To obtain this powder we use the cold grinding technique, executed at a very low temperature, thereby maintaining intact the taste and the aroma of the Vanilla:

- lack of heating during the crushing process
- lack of oxidation
- homogeneity of the powder obtained and a regular grain size (500µ).

Packaging:

Vacuum-packaged in 250g sachets of food-grade transparent plastic.

Best before: 2 years

Advice:

Store away from direct sunlight and heat sources.



Liquid extract with seeds

Vanilla liquid Extracts



- 400 g/litre
- 200 g/litre

The Vanilla liquid extracts **Vanille LAVANY** are done exclusively with **Vanilla Bourbon from Madagascar** beans, Planifolia variety, without alcohol, and using vanilla seeds. The equivalent concentration is 400 or 200 grams of Vanilla beans per litre of liquid extract.

Ingredients: sugar syrup, Vanilla Bourbon extract, caramel (sugar-water), Vanilla seeds.

Option: The Vanilla Bourbon extracts can be prepared without seeds.

Packaging:

Food-grade amber PET plastic bottle, 1 litre capacity, with a sealing stopper for a longer storage.

Shipping: for 1 litre or a box of 6 1-litre-bottles.

Best before: 24 months when the bottle is closed
12 months when the bottle has been opened

Advice:

Shake the flask before use, as seeds settle at the bottom.



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Bernadette RAZANANY, Manager - Ets RANJA

Vanille LAVANY
it's also
the online order
Reservation and purchases
www.vanillelavany.com



Amédée BOTRA, Technical manager - Ets RANJA




« Go » Hongrie BOTRA, Operations manager - Ets RANJA




Anicet JERA, Plantations manager - Ets RANJA



« Naivo » Jean-Eudes JERA, Operations manager - Ets RANJA

 **Ets. RANJA** is a company
based on a family-structure and located in Madagascar,

 **Vanille LAVANY** is the marketing brand managed by
SARL LALINE SAVEURS in France.



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