



PREMIUM SPICES – Madagascar

Processing and exporting of vanilla, spices and cocoa

PREMIUM SPICES has been supplying PRONATEC with premium Bourbon vanilla, spices and fine flavour cocoa from Madagascar since 2005 – and all to organic and Fairtrade standards. PREMIUM SPICES currently brings 1,860 smallholders from five cooperatives into our supply chain. PRONATEC buys their entire harvest and has had a minority shareholding in the company since 2010.

PREMIUM SPICES was founded in 2005 with the aim of boosting the incomes of smallholder families in Madagascar through direct marketing while, at the same time, protecting species diversity there. PRONATEC has stood by them as a loyal partner since the start and **supports PREMIUM SPICES with certifications, export, marketing and sales.**

The beginning of our work in Madagascar dates back to 2002 and started next to the UNESCO-designated Mananara Biosphere Reserve. The reserve is in the humid, tropical north-east of the island, an area that is difficult to access and unimaginably rich in nature, with precious coral reefs off the coast. **Growing vanilla orchids and clove trees using the traditional methods of agro-forestry on the fringes of the protected tropical rainforest enables man and nature to coexist in harmony.** Soil fertility and biodiversity are being preserved for the long term, while **selling these high-value products has been providing smallholder families with a worthwhile income for years.** The ecosystem is protected from deforestation, making the whole region stronger in the long run.

As well as **vanilla and cloves**, PREMIUM SPICES also supplies us with **fine flavour cocoa, ginger, cinnamon and turmeric.** Much of the processing, for example cutting and drying the pieces of ginger, takes place locally, creating jobs for the local people. Over a quarter of the producers are women, so this particularly strengthens them in their role.



LATEST FAIRTRADE PROJECTS

- **Protecting water resources** – awareness and training
- **Access to running water** – construction of 24 wells
- **Helping members in need** – food supplies for 1126 members
- **Helping the future grow** – 18,000 clove tree seedlings for reforestation (13,000 from PREMIUM SPICES; 5,000 from MITSINJO)

Here's how PREMIUM SPICES supports smallholder families

- **A more secure future** thanks to pre-financing and purchasing most of their harvest
- **Higher incomes** thanks to the organic/Fairtrade premium and Fairtrade minimum price
- **Higher yields** by offering vanilla and cinnamon seedlings at cost price
- **Upskilling** by providing advice and training
- **The whole region benefits** from valuable community projects

Here's what PREMIUM SPICES stands for

- **Protection of tropical forest** through sustainable cultivation of vanilla and spices next to UNESCO Biosphere Reserve Mananara
 - **No deforestation** – use of existing plots, reforestation with cinnamon trees, clove trees and vanilla supporting plants
 - **Rich biodiversity** – cultivation is based on a wood-land-like agroforestry system, including different fruit and shade trees, with 7% of the land remaining uncultivated (in accordance with Bio Suisse certification requirements)
 - **Vanilla curing** in company-owned fermentation centre
 - **Pesticide-free** thanks to organic farming, with the raw products inspected on site
 - **Long-term partnership** with smallholders
 - **Project reports, portraits and pictures** bring the country of origin to life
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PREMIUM SPICES is responsible for **processing, quality control and export of the raw food materials**. Our local partner also organises the transportation of the goods on often very bad roads from the rural areas to the international ports or to Antananarivo from where the vanilla is exported.

Joining together in cooperatives and working with PREMIUM SPICES gives the smallholders access to international markets and puts them in a stronger negotiating position. Annual training courses offered by PREMIUM SPICES enable them to learn more about how to increase yields, diversify their income sources and improve product quality. The farmers can also rely on PREMIUM SPICES financially, e.g. it purchases resources to support them with quality control (risk management), buys seedlings for reforestation, provides them with materials that they need for their work, and helps them with the complex certification process.

The Annual General Meeting offers an opportunity for PREMIUM SPICES to build closer relationships with its smallholders. Trust and transparency form the basis for trade that benefits both sides and brings lasting development opportunities to the region.

PREMIUM SPICES at a glance



- Founded 2005
 - Management: Jürg Brand
 - 85 employees
 - 4 sites: Antananarivo (head office), Mananara-North (vanilla, cloves), Toamasina (vanilla, spices), Ambanja (cocoa)
 - Buying, fermenting and drying, quality control, export
(pronatec.com/premium-spices-en)
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