

# The sustainable vanilla pioneer

Driven by passion and a pioneering spirit, **PRONATEC** offers high-quality Bourbon vanilla products and exquisite ingredients for the food industry – a commitment that has yielded outstanding results.

**T**o introduce a healthy, teeth-friendly sugar to Europe – that was Albert Yersin's motivation when he founded PRONATEC in 1976.

The sale of exquisitely tasting raw materials, and the consistent focus on healthy food and a pioneering spirit continue to be the company's most important driving forces to this day. Fair treatment of customers, producers, business partners, the community and the environment form the backbone for being able to offer the best organic raw materials. Applying the results shows as hundreds of processing plants and tens of thousands of consumers in Europe, North America, Asia and Australia benefit daily from its 30 years of experience with organic food.

## Certifications

Sustainable sourcing has been a big talking point in the industry when it comes to vanilla.

In the Mananara region in north-east Madagascar, PRONATEC and its local representative Premium Spices work alongside three different cooperatives comprising more than 1,400 farmers from 54 villages. The cooperatives produce vanilla and spices according to organic and fairtrade guidelines.

PRONATEC, Premium Spices and Komam have been partners since 2005. The smallholder cooperative was formally founded in 2003 and has worked with the Slow Food Foundation since the beginning. In 2006, the organisation achieved organic certification. The organisation also received the fair-trade label in the same year.

The collaboration and organic certification with COOPPPVM started in 2009. The farmers of the two cooperatives can sell the organic vanilla with a premium of approximately 25% and the fair-trade vanilla with a premium of 100%, which contributes to fair trade conditions and the development of local villages. The goals of this include:

- assisting local producers with the marketing of vanilla pods
- guaranteeing higher selling prices for the farmers and implementing charitable projects
- promoting sustainable agriculture to improve farmers' livelihoods and protect the environment.

## The vanilla supply chain without intermediaries

PRONATEC buys its raw materials from cooperatives with long-term partnership and social responsibility objectives.



PRONATEC is driven by sustainability for its Bourbon vanilla.

This means that origin, supply chain, working and production conditions for these products are well established and controlled. Its commitment goes beyond just signing contracts – it's about people, partnership and trust.

“ PRONATEC specialises in manufacturing semi-finished products from high-quality Bourbon vanilla. ”

When it comes to vanilla, PRONATEC differentiates itself from its competitors through sustainable cultivation, and the best Bourbon vanilla of certified organic and conventional quality from Madagascar. This is appreciated through the entire food industry. As the company's main focus is on sustainable cultivation, it is proud to announce that it can now offer conventional vanilla with a fair-trade label.

To round out the product range, the company specialises in manufacturing semi-finished products from high-quality Bourbon vanilla. One of the highlights is the vanilla extract with a constant vanillin content of 0.5%. This becomes more and more popular in the food-processing industry as it is very easy to use and dose. Furthermore, PRONATEC offers vanilla extract in the form of spray-dried powder that is mainly used in the chocolate and beverage industry. ■

## Further information

PRONATEC  
www.pronatec.com

