

SUSTAINABLE VANILLA

Synergy Flavors, Inc.

Vanilla field in Madagascar

In 2019, Synergy Flavors conducted a materiality assessment as part of our global sustainability program to determine which of our ingredients are the most critical to the business in terms of volume or value, and which carried the highest risk of being associated with ethical or environmental issues.

Not surprisingly, vanilla sourcing and care for our vanilla suppliers was reaffirmed as a key area of focus for Synergy's global sustainability program and values driven supply chain practices.

RESPONSIBLY SOURCED VANILLA

Synergy procures vanilla beans through sustainable sources that prioritize the well-being and livelihood of vanilla farmers and their families. We work only with suppliers that use traditional curing methods, which promote environmental and economic benefits in the community. By focusing on traditional curing methods, we are helping to extend seasonal employment for farmers and preparers while improving the quality of the vanilla we source. These actions, coupled with our continued commitment to providing educational opportunities for local children, increase the likelihood that vanilla will remain a key source of income for Malagasy farmers.

Generational relationships, built over decades of collaboration and widely varied market conditions, are at the heart of our trusted network of partners in the SAVA region of Madagascar.



Synergy Flavors Vanilla Team
visiting vanilla growing farm in
Madagascar

Our vanilla preparers and exporters maintain a Corporate Social Responsibility Program and abide by a Code of Conduct, ensuring adherence to Synergy's standards for worker health, safety, labor and environmental practices.

Our long history of partnership through all market conditions is a source of pride for our partners and ensures Synergy can secure high quality vanilla on a consistent basis.

ENSURING CONSISTENT QUALITY

For decades Synergy has worked with our suppliers to set high quality standards and expectations for the life cycle of the vanilla beans we purchase. The ability for the bean to mature on the vine, the adherence to quality practices in the traditional curing process, the proper storage, packaging and shipping will all impact the quality of the cured vanilla bean.

Synergy's relationship with our local processor enables us to have more control over the quality and consistency of the curing process. Our partner purchases vanilla direct from the farmer cooperatives as fresh, green vanilla beans that are collected and then brought back to the facility for quality control and sorting before the traditional curing process begins. This enables us to manage every aspect of the curing process from "green to fully cured."

Every lot of vanilla beans Synergy purchases is subject to rigorous analytical and organoleptic testing by our team of vanilla evaluation experts. Our experts ensure the quality of the beans and extracted vanilla is up to our exacting standards before a purchase is even made.



Vanilla picking and curing process in Madagascar

Vanilla Certifications



SUPPORTING VANILLA:

GROWING COMMUNITIES IN MADAGASCAR

According to the United Nations Development Program, Madagascar has the third lowest school attendance in the world, a major factor in the long-term poverty rate in a region. To help address this issue, Synergy Flavors has been working with the Madagascar Development Fund (MDF) on building schools for the underserved community of vanilla growers and processors who have been at the heart of our vanilla success for decades. Schools make the possibility of an education a reality for the children of the Malagasy region, and double as protective shelters during cyclones and tropical storms known to decimate personal homes, local infrastructure, agriculture and the local economy.



Clean water system in Ambolomadinika

2020 marked the completion of the ninth Synergy-funded school, a new primary school in Antanapizina. Though the inauguration has been delayed due to COVID-19, the school is currently open and available for community use according to their local guidelines. We also expanded the scope of our partnership with MDF to include clean water accessibility as an area of focus. Our first joint initiative was the construction of a new well in Ambolomadinika, and we plan to install a safe, clean water system near the new school in Antanapizina in the year ahead.

School facilities funded by Synergy Flavors



SUPPORTING VANILLA:

GROWING COMMUNITIES IN MADAGASCAR



School facilities funded by Synergy Flavors

9
SCHOOLS
built since
2016

2,800
STUDENTS
provided
educational
opportunities

2,200
RESIDENTS
provided safe
water

2016
First school
built in
Besopaka

2018
Two schools
built in
Antsirabe
Nord &
Menagisa

2020
One school built in
Antanapizina with
clean water
system
underway

2017
Two schools
built in
Farahalana &
Antohomaro

2019
Two schools &
clean water system
built in
Ambolomadinika

SUPPORTING VANILLA:

GROWING COMMUNITIES IN MADAGASCAR



Inauguration of first school facility
funded by Synergy Flavors



“We have worked closely with MDF over the past five years to drive transformative change throughout Madagascar by means of education. We’ve now widened our view to further contribute to a better world and give back to the underserved community of vanilla growers and processors by increasing access to and availability of one of the basic necessities of human life: clean water.”

Rod Sowders, President and CEO of Synergy Flavors



Rod Sowders with Besopaka community at inauguration of first school facility funded by Synergy Flavors