

# Vanilla Magnitry Company

Société à Responsabilité Limitée

Siège social : Sambava,

Région SAVA, Madagascar



# CONCEPT NOTE

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### History

The grouping of vanilla producers in the SAVA Region was initiated by FOFIFA Nord Antalaha in 2002 with the aim of promoting access to the world market for these actors in the SAVA Region. This grouping was based on (i) organizational training, (ii) capacity building in cultural technology and simplified management of own financial resources, and (iii) integration of the idea and vision of producer access to the global vanilla market. In each municipality of the Antalaha district, a vanilla producer cooperative has been set up and 10 other cooperatives are spread out in the municipalities of the Sambava and Andapa districts. Since 2004, the SAVA Rural Development Working Group (SAVA RWG) has set up several vanilla producer cooperatives in the other three SAVA districts. This process of establishing cooperatives of vanilla producers was pursued by the CTHT.

In 2010, at their initiatives, all these cooperatives in the SAVA Region met, under the direction of Mr. Director of Regional Development of the SAVA Region and Mr. Director of SAVA Regional Trade and Consumer Affairs, with a view to the establishment of a regional grouping of cooperatives of SAVA vanilla producers, known as the Groupement Vanille Magnitry (GVaMa). Currently, within the GVaMa, there are 75 cooperatives of vanilla producers and 3993 vanilla producers spread throughout the SAVA Region.

With a view to gaining access to the world market for vanilla, the NGO Consortium CURSA Development (NGO-CCD) and the FAHAGNA Group are working with the Groupement Vanille Magnitry (GVaMa) to join together in a company that is authorized for vanilla exporting. To this end, the creation of a Vanille Magnitry Company composed mainly by the cooperatives of the vanilla producers of SAVA, the owners of the products, as a principal partner, supported by the NGO Consortium CURSA Development (NGO-CCD), associate, which takes care of all scientific and technical interventions to improve the quality, quantity of products and a FAHAGNA Group which means "support", associate, which positions itself as an interface between the said NGO and the GVaMa to ensure communication.

### Objective

The objectives of the Vanilla Magnitry Company are to (1) improve the socio-economic situation of vanilla producers in the SAVA Region and Madagascar; (2) promote reliable traceability of vanilla from Madagascar, which comes into five specific levels (a) producer, (b) cooperative, (c) Groupement Vanille Magnitry (GVaMa), (d) Société Vanille Magnitry and (e) partner importers of

the Société Vanille Magnitry; (3) promote inclusive economic growth in the SAVA Region and Madagascar.

### **Vision**

In fifteen years of operation of the Vanilla Magnitry Company, the vanilla of Madagascar would position itself to its world reputation worthy of its quality.

### **Strategy**

The Vanilla Magnitry Company is involved in the production, preparation, packaging and export supported by the NGO Consortium CURSA Development and the FAHAGNA Group in terms of technical and scientific support.