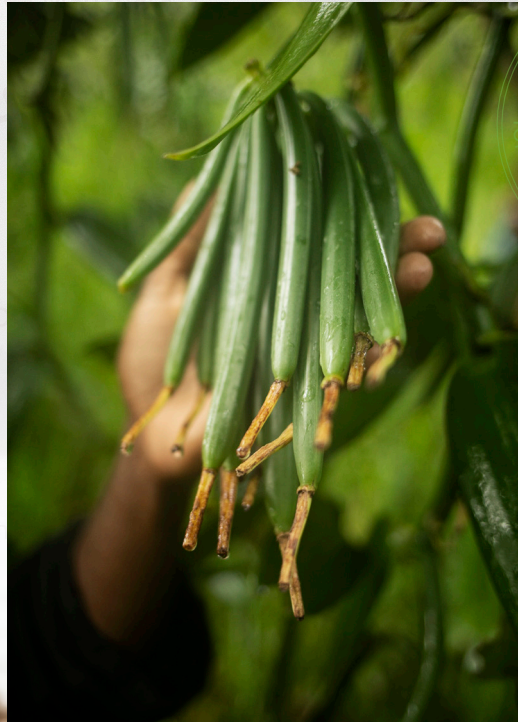


PROVA

Extracting the Essentials

100% MADAGASCAR BOURBON

Sustainable Vanilla



PROVA's sustainable vanilla program supports the Malagasy people and protects the environment.



OUR Sustainable Vanilla

ENSURING A POSITIVE FUTURE FOR THE VANILLA INDUSTRY

PROVA assesses our sustainable vanilla program annually by measuring over 50 KPI's.

OUR SUSTAINABLE VANILLA PROGRAM BENEFITS THE FOLLOWING

5 AREAS OF FOCUS

Agriculture



TRAIN FARMERS

- Educate locals on climate change and loss of biodiversity
- Preserve traditional crafting of vanilla
- Provide farming equipment

Education



NURTURE CHILDREN

- Rehabilitate schools
- Provide school supplies

Health



FOSTER HEALTHCARE

- Deliver clean water
- Enable access to health insurance
- Provide medical supplies

Lifestyle



SUPPORT FAMILIES

- Promote fair wages
- Offer financial management training
- Train in family planning

Environment



PRESERVE THE LAND

- Educate locals on environmentally friendly practices
- Reforest the land

Positive Impact

FOR MADAGASCAR AND THE MALAGASY PEOPLE

259+

TRAINED
FARMERS

186+

CULTIVATED
ACRES

100%

TRACEABLE
PRODUCTS

BENEFITTING
OVER

10,000 PEOPLE

verified by partner Promabio, monitoring four villages in Madagascar's vanilla-producing Sava region,

Demonstrate

YOUR COMMITMENT

PROVA's **COMMUNICATION PACK** includes all you need to communicate your investment to sustainability, including:



Photos
and videos



Editorial content



Web page
dedicated to
the program

You will receive **ANNUAL REPORTS** detailing statics on PROVA's progress supporting Madagascar and its people.

Customize

YOUR PROGRAM

Scale up your investment with additional support within PROVA's five AREAS OF FOCUS.



Growing Sustainable Expectations



3 out of 4 consumers
partner with companies who
invest in sustainability.



4 out of 5 consumers
demand to know the origin
of ingredients and how
they are made.

\$575 → \$730

billion
in 2020

billion
in 2030

Growth in the global market
for organic and ethical food
products.



+6%
by 2030

New products launched
will be sustainable and/or
organic products.