

Fairtrade by Floribis



Floribis, a company engaged in community development...

The company is specialized in the cultivation and processing of vanilla and aromatic plants.

Floribis is the leading employer in the city of Vohémar with its 1,200 employees. The company always placed at the center of its strategy, the development of sustainable partnerships with farmers and local communities. Lasting partnership has been established with a dozen farmer groups in the region, bringing together around 1,500 producers of vanilla and other aromatic plants. This business model allows local

Projects with direct impacts on the standard of living of workers and the local community are carried out each year

Example of projects carried out in 2019:

- **Improvement of children's schooling conditions:** construction of 4 new classrooms in Vohémar, distribution of school kits to children of Floribis workers, support for the municipal library
- **Improvement workers health conditions:** construction of a new medical center within Floribis, family planning and HIV awareness
- **Workers capacity building:** Literacy and French language courses
- **Employees' working conditions improvement:** distribution of bicycles to employees living far from the factory
- **Workers assistance:** free distribution of rice bags



Recognition of the company's commitments through international certification

To enhance these efforts made in terms of sustainable business, Floribis has been Fairtrade certified by Flocert and For Life by Ecocert for several years. The company encouraged also vanilla growers to obtain Fairtrade certification. With this in mind, a farmers group called FITAMA, made up of 300 producers in the commune of Antsirabe Nord, has been Fairtrade certified by Flocert since 2013.

From 2019, over 1,000 producers from the Sava region joined together in another large grower group called Fikambanana Magnitra Lavanila (FML). From this year, 350 of its members are also being Fairtrade certified.

The advantages of Fairtrade certification:

- ✓ Price insurance: a minimum price is guaranteed
- ✓ Lasting partnership with Floribis: The partnership contract takes place over several years
- ✓ Technical support from Floribis: field officers support farmers in cropping and processing practices, and on the organizational aspect of the group
- ✓ Sale of products directly without intermediaries
- ✓ Fairtrade premium from the buyer: To set up various community projects that have real impacts on daily lives as school with several classrooms, library, medical center, training etc..
- ✓ Supply of high quality products that comply with international specifications

