



MINISTRY OF INDUSTRIALIZATION,
COMMERCE AND CONSUMPTION

Antananarivo, 11th october 2022

The Minister,

The minister

to

N° 229-B/2022/MICC

International buyers of
Madagascar vanilla

Dear international buyers,

I say these words as the Minister in charge of Trade of Madagascar, the minister responsible for the vanilla industry.

Many of you have expressed your interest in Madagascar's vanilla. We can only rejoice and thank you. In total, more than 90 international buyers have expressed their interest and more than 5,700 MT of purchase intentions have been expressed, which largely exceeds the national offer.

In addition, the written behavioral commitments you have made to respect minimum prices, not to purchase vanilla outside of the season, to purchase vanilla from approved and compliant exporters, and to support your suppliers' compliance with local regulations (repatriation of foreign currency, working conditions and ILO requirements) are a major step forward. They allow us to build the future of our industry. As we announced at the international meeting held in Paris on July 4, this will include the implementation of a "Madagascar Vanilla" quality label as of 2023.

It is now a matter of confirming the intentions expressed and implementing the above commitments in the context of the 2022/2023 export campaign that is about to begin.

An official communiqué will be issued to provide important clarifications on the notice of call for expressions of intent (AMI) which closed on Friday, September 30, and to recall the essential objectives of the Malagasy government. It will be followed by the official list of "verified" international buyers.

Stressing once again the essential contribution of international buyers to the improvement of the Madagascar Vanilla industry, please accept, Madam, Sir, the assurance of my best regards.

Le Ministre de l'Industrialisation
du Commerce et de la Consommation



Edgard RAZAFINDRAVAHY

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