

Our sourcing & your documents

Where our vanilla comes from, what we always provide, and what you should be asking — August 2026

1 · Where we buy, and why this way

We buy directly from growers in the SAVA region — Sambava, Antalaha, Vohémar. No middleman, no city trader.

Serdal Şahin, our founder, travels there himself and talks to the planters. This is not a communications choice: it is the only way to know what you are buying, from whom, and on what terms.

It is a region where basic infrastructure is still missing: schooling, clean water, roads. Our conviction is simple — **if the value does not stay where the vanilla grows, the supply chain will not hold**. That is why we work this way, and not only for price.

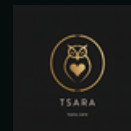
What this gives you in practice: real traceability back to the cooperative, a counterpart who has seen the lot, and a short chain — therefore fewer surprises on arrival.

2 · Documents: two categories that must not be confused

Many buyers ask for “all the certificates” by reflex. We would rather tell you plainly what is **mandatory** and what is a **voluntary commercial label**.

Document	Status	What it changes for you
Lot COA (analysis)	Mandatory — always provided	Vanillin, moisture, compliance. Sent before shipment, never after.
Traceability (Reg. 178/2002)	Mandatory — always provided	Lot identification back to the originating cooperative.
MRL (396/2005) · contaminants (2023/915)	Mandatory — on request	EU food compliance.
REX declaration (Madagascar origin)	Mandatory — always provided	0 % EU import duty (EU-ESA EPA). This is the document that genuinely changes your cost.
Phytosanitary certificate	Destination-dependent	Not required for dried pods into the EU; provided if your customs asks.
Organic EU/AB · Fairtrade · Biopartenaire	Voluntary label	Useful only if you make a label claim with it, or a customer requires it.

Our rule on certification, without exception: we never claim a certificate we cannot prove for **that specific lot**. If a certified requirement comes up, we confirm it lot by lot with documents — or we tell you no. An honest “no” costs one order; an invented certificate costs the relationship.



The question to ask us

And what we need from you to serve you properly

3 · Which documents do you *actually* need?

In Madagascar, export documents and certifications are issued by a small number of companies. The cost is real — and much of it never reaches the planter.

We circumvent nothing: everything marked **mandatory** above is provided without discussion. But on voluntary labels we would rather ask you straight:

Which documents do you **actually** need — and which of them change anything for you? Your duty? A claim on your label? A customer specification?

Tell us: we provide what serves you, and **we would rather the rest went to the grower.**

Real effect

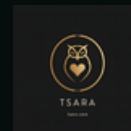
What changes your cost

The REX declaration → 0 % duty. The COA → your quality release. Traceability → your legal obligation.

Worth questioning

What sometimes changes nothing

A label paid for but never printed on the pack, not required by your customer, and not recognised by your customs.



What we need from you

Five lines from your side — and our role as second source

4 · What we ask from you (five lines is enough)

Information	Why
Grade and size	Gourmet A 20–25, A 17–20, B, TK, powder, caviar, extract — the lot is chosen for the use.
Volume and rhythm	kg per year, spot or scheduled — sets the stock we hold for you.
Your target price	Tell us and we look for the matching lot in Madagascar, delivered price.
Documents genuinely needed	See above — mandatory vs voluntary label.
Your trigger	Shortage, quality, lead time, price? What actually moves you is rarely price alone.

5 · Already supplied? Then we are your second source

Historic supply that works? We are not trying to replace it: **second source, held in reserve**, for the day of a squeeze — poor harvest, cyclone, delayed campaign.

- **Stock in Türkiye** — dispatch within 2 days, without waiting for the Malagasy campaign
- **Cooperative traceability + COA** before shipment
- **0 % EU duty** (Madagascar origin, EU-ESA EPA, REX)
- **200 g sample = €50**, credited on your first order
- **No-commitment registration** — one email a year, at the new harvest, with the quality sheet and lot COA