





Vanilla is a wild orchid that originates from Mexico. The beans it produces had already been used by the Mayan and Aztec people for more than 600 years to flavor and sweeten the cocoa-flavored drinks they made exclusively for the gods and elite members of society when the Spanish first tasted it and brought it back to *Europe* in the 16th century.

From that moment on, the Europeans tried many times to introduce vanilla vines back home, but for centuries their attempts were met with failure. The plants would take and blossom – But nobody managed to produce any of those famous vanilla beans.

They didn't have *Mexico's Melipona Bees*, the *v*only insect capable of pollinating this orchid.

Edmond's Discovery

In 1841, Edmond Albius, a young enslaved teen, discovered a technique for fertilizing the flowers by hand. He used a wooden spine to tear away the membrane that prevents the plant's organs from touching. A few days later, the flower transformed into a vanilla bean, revolutionizing vanilla production...



VANILLA Orchidaceae: The Orchid Family





A 15 to 20m (16 to 22 yd) long hemiepiphyte plant*, with 1 to 2cm-diameter (.4 to .8 in) long, green stems. The plant uses the aerial roots at the base of each of its flowers to climb up tree trunks.

Vanilla's thick, green leaves are arranged alternately on the stem and they are 12 to 25cm (4.7 to 9.8 in) long and 5 to 8cm (2 to 3.2 in) wide.

*Hemiepiphyte: Uses other plants as a support to help it develop

The flowers are large, aromatic and waxy in appearance, with a light yellow trumpet shape and 5 to 7cm long (2 to 2.75 in) petals and sepals. They only flower for a single morning.

The Fruit: The Vanilla Bean

These are 10 to 27cm (3.9 to 10.6 in) long, with an 8 to 15mm (.3 to .6 in) diameter.

They reach their maximum size after a month and a half, but it takes eight months for them to ripen.

Their oily pulp contains a significant number of dark black seeds and provides the vanilla's scent.

THE WORLD'S THREE VANILLA VARIETIES

Vanilla Planifolia, or "bourbon vanilla", is mainly grown in the Indian Ocean.

Its natural vanillin content and smooth, chocolatey taste have made it the leading variety.

Vanilla Tahitensis is grown in Tahiti, French Polynesia, and in New Guinea.

It has a particularly floral, anis flavor.

Vanilla Pompona originates from Central America. Its bean is very long and very fleshy, growing up to 27cm (10.6 in).

It boasts sweet, floral and fruity notes, but is low in vanillin.











•THE VANILLA PLANT•

ECOLOGICAL NEEDS

Geographical Spread: A latitude of 10° to 20°, north and south

Soil: Well-drained, rich in organic matter

Rainfall: 1800 to 2700mm (5.9-8.6 ft) per year, with a distinct dry season lasting 1 to 2 months

Temperature: 70-90°F (20-32°C)

Zone: Vadose (Unsaturated Zone)

Shade: 60%

Altitude: <700 meters (2300 ft)



ROOTS IN THE SOIL

• Absorb nutrients

SOIL

The soil has to meet two conditions:

- It needs to be suited to the stake plant
- It needs to offer plenty of drainage so the roots don't asphyxiate







GROWING VANILLA PLANTS

CUTTING

Vanilla is propagated by planting 1 to 2m (3.3 to 6.6 ft) cuttings in June to July, at the end of the dry season. It can start to become productive within three years.

Each vanilla plant is given 2 to 4m (6.6 to 13.1 ft) of space around it.

FERTILIZATION

Vanilla plants have to be fertilized individually by hand every day from September to January, starting at 6am.

The membrane that separates the flower's male organs (pollen) from its female organs (pistil) is torn using a spine from a lemon tree or cactus, for example, then the two are pressed together.

HARVESTING

The vanilla's fruit – the beans – are picked from June to September after growing for eight to nine months. They now have a rounded shape, and they turn yellow when ripe.

GROWTH

Growth is very quick, ranging from 60cm to 1.2m (2 to 4 ft) a month depending on climate conditions.

Vanilla plants need a stake so they can climb and find shade. Thanks to this characteristic, they can reach lengths of more than 25m (81 ft) with help from the stake's loops.

BLOSSOMING

15 to 20 days after fertilization, growers get rid of the weakest vines and the least attractive beans. Once it has been pruned, a vanilla plant has 25 to 120 beans.

KEEPING VANILLA PLANTS HEALTHY



- 1m (3.3 ft) vines
- One year after the stake plant is grown
- The long vines' base is covered with mulch
- Keeps plants at a reachable height
- Develops the root network

FLOWER INDUCTION

Two and a half years after planting Encourages flowering during periods of stress:

- Water Stress: Dry period
- Sun Stress: Less shade available

• Physiological Stress: Sap flow disturbed at the extremities + hanging vines



Some buds will produce 20 or more flowers.

HAND FERTILIZATION

Bringing the male and female parts – the pollen and pistil – into contact with each other by using a spine to move the rostellum



Spine

Brought into Contact Manually

LIFE-LONG MAINTENANCE

Weeding, pruning the stake plant, adding mulch, etc.

• **PREPARING THE VANILLA** • *Key Stages*









BLOSSOMING & MANUAL POLLINATION

Timing: August through January.

Duration: 2 to 3 years after planting.

HARVESTING

Timing: June through September.

Duration: 8 to 9 months after blossoming.



BLANCHING Using water at 160°F (70°C).

Duration: 2 to 3 minutes depending on beans' maturity.

Objective: To stop the beans from ripening.

DRYING & SWEATING

In crates covered with a tight lid or a jute cloth and polyethylene band.

Duration: Approx. 48 hours.

Objective: To let the vanillin develop (through a natural enzyme reaction).

DID YOU KNOW?



kg of black non-split vanilla







DRYING

Alternating between the sun and the shade

Duration: 1 to 2 months.

REFINING

In wooden boxes covered with wax paper.

Duration: 4 to 5 months.

Objective: To develop secondary aromas.

CATEGORIZATION SORTING the beans by color. MEASURING the batches using a ruler. PACKAGING Shipping VANILLA'S QUALITIES

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Because it manages every stage in the vanilla supply chain, Norohy is able to select the finest "black non-split" fine vanilla.





NOROHY IN MADAGASCAR •

Our Organic Black Vanilla

TRACEABLE RIGHT BACK TO THE PLANTER & CAREFULLY CONTROLLED PROCESSING

We buy green vanilla from organic planter associations based in the Maroantsetra and Mananara regions.

We make sure our vanilla is processed using USDA Organic vanilla criteria.













Our Primary Commitments

TRACEABILITY across the entire value chain.

THE TRIMETA PARTNERSHIP

guarantees vanilla is processed in line with best practices and workers' conditions are ethical.

ENVIRONMENT: first step – Carbon Footprint Report.

SHINING A SPOTLIGHT ON GROWERS'

13 ____

WORK so chefs can honor their produce.

LOCAL COMMUNITIES: listening to their needs.

ORGANIC CERTIFICATION for star product: Sourcing from an organic planters association in targeted regions.

• NOTES	
NULL	

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