

# Organically Certified Vanilla under Tsara Kalitao



To promote a more sustainable model for small vanilla farmers, Kerry established the Tsara Kalitao project in the Sava Region of Madagascar in 2014.

Meaning ‘Good Quality’ in Malagasy, the project aims to support farm families while improving the quality and traceability of the raw material supplied to Kerry.

Starting out in just 3 villages, today we have expanded our work to 11 villages where we positively impact on almost 4,000 people. Working with our local supply partner, Authentic Products, and with the support of other 3rd party experts, the program has been developed to target improvements in three key areas:

1. Farmer Livelihood
2. Empowering Women
3. Education

In 2018, our efforts across these three areas continued and the environmental credentials of the Tsara Kalitao programme were endorsed through EU (ECOCERT) and US (NOP) Organic Certification for all the beans produced.

More details on the impact of the programme can be [downloaded here](#).