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Communicating BioTrade and UEBT experience



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# Showing businesses taking action

## An interview with Janine Belmont, CEO of Yanbal

For people outside Latin America who may not have heard of Yanbal, how would you describe your company?

Yanbal is a beauty company with 51 years of successful experience offering premium-quality cosmetics and bijouterie products in 10 countries in America and Europe, inspiring thousands of women worldwide to discover their full potential to achieve their dreams.

With a sustainable approach, Yanbal operates every day to generate a positive societal impact in the world.

Yanbal has recently adopted a vision for environmental and social responsibility. What is this vision, and how do you envisage that membership to UEBT will support this?

My father founded Yanbal with a sustainable approach before it became a trend. His vision was to bring a prosperous business opportunity for women aiming to offer world-class beauty products.



Janine Belmont, CEO of Yanbal



UEBT (Union for Ethical BioTrade)

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Brands and #biodiversity - who fills the void? One of them is UEBT member Yves Rocher that was the Number One brand named by French consumers as taking the most concrete action to respect people and biodiversity. We interviewed ...see more



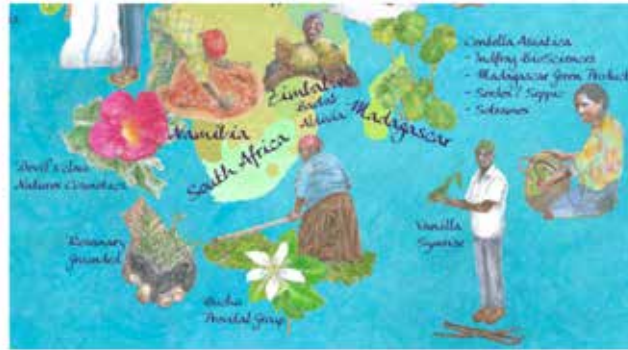


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# Stories

## Vanilla



### Vanilla in Madagascar: Increasing income while preserving rich ecosystems



Rakoto, a vanilla producer for Symbio in Madagascar.

Rakoto lives in the SAVA region of Madagascar and is one of 7,000 farmers in 99 villages that produce vanilla for **Symbio**, a global fragrance and flavouring company whose Madagascar division has held UEBT certification for its sourcing of vanilla since 2017. Vanilla is one of the world's most valued spices, used in everything from baked goods to the finest perfumes, and 80% of it is grown in this small island country off the coast of Southern Africa.

Rakoto is a skilled smallholder who, for many years, has pollinated vanilla orchids by hand on his remote vanilla farm that is more than two hours walk from his home through steep forest.



His farm resembles the rich forest surrounding it, except that his vanilla plants have wrapped their meter-long tendrils and green leaves around the trees. Because vanilla flowers may only open for one day, Rakoto's care of these plants can be quite labor-intensive.

In 2016, Symbio Madagascar joined UEBT, following their Brazil division's work with UEBT on natural ingredients from the Amazon. The company has now developed extensive support programs for smallholders that grow vanilla. Their UEBT certification, achieved as part of their own commitment to biodiversity, attests that their vanilla is ethically sourced from farming villages and that the company is creating shared value for local people.

Learn more about the [UEBT standards](#).

## Bergamot

"We must cultivate our garden"

Bergamot is a species of citrus found in the Mediterranean basin and in some parts of West Africa. Originally cultivated for ornamental purposes, bergamot farming was first introduced in Calabria, Italy, with its favourable climate conditions for growing citrus.



This medium sized tree has evergreen leaves and blossoms in Spring. It comes in three varieties and its fruit is used to produce essential oils for the fragrance and flavour industry. It can also be found in jams, and most famously, in Earl Grey Tea.

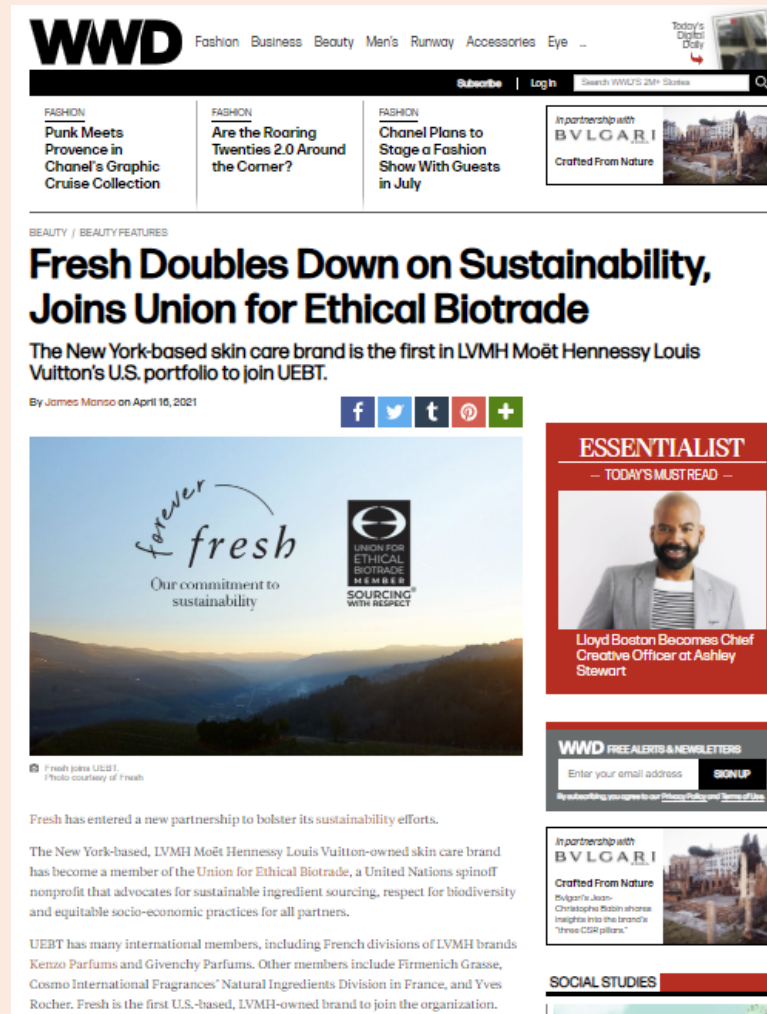
In Southern Italy, where UEBT member Capua 1880 has achieved UEBT natural ingredient certification, Bergamot farmers who supply the company have small groves of less than 10 hectares. There are about 1,200 farmers, organized into cooperatives and many of these hold additional jobs and use their citrus farm to also produce crops for self-consumption. Some are full time farmers, combining Bergamot production with olives or other citrus crops. A few farmers even do some initial processing of essential oil and other Bergamot-based ingredients for the food sector.



Bergamot fruits are collected by hand from December to February. The farms resemble small gardens, where the trees are allowed to grow long limbs where the fruits are easily accessible for picking. Spontaneous plants and crops for household use often can be found growing in between the Bergamot trees. Very little or no farm mechanisation preserves the delicate undergrowth and spontaneous grasses that are good for the soil and also positive for local biodiversity. While harvesting is most often done by men, some women are active as plantation owners.



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BEAUTY / BEAUTY FEATURES

## Fresh Doubles Down on Sustainability, Joins Union for Ethical Biotrade

The New York-based skin care brand is the first in LVMH Moët Hennessy Louis Vuitton's U.S. portfolio to join UEBT.

By James Manzo on April 16, 2021

f t t p +




Fresh joins UEBT.  
Photo courtesy of Fresh

Fresh has entered a new partnership to bolster its sustainability efforts.

The New York-based, LVMH Moët Hennessy Louis Vuitton-owned skin care brand has become a member of the Union for Ethical Biotrade, a United Nations spinoff nonprofit that advocates for sustainable ingredient sourcing, respect for biodiversity and equitable socio-economic practices for all partners.

UEBT has many international members, including French divisions of LVMH brands Kenzo Parfums and Givenchy Parfums. Other members include Firmenich Grasse, Cosmo International Fragrances' Natural Ingredients Division in France, and Yves Rocher. Fresh is the first U.S.-based, LVMH-owned brand to join the organization.

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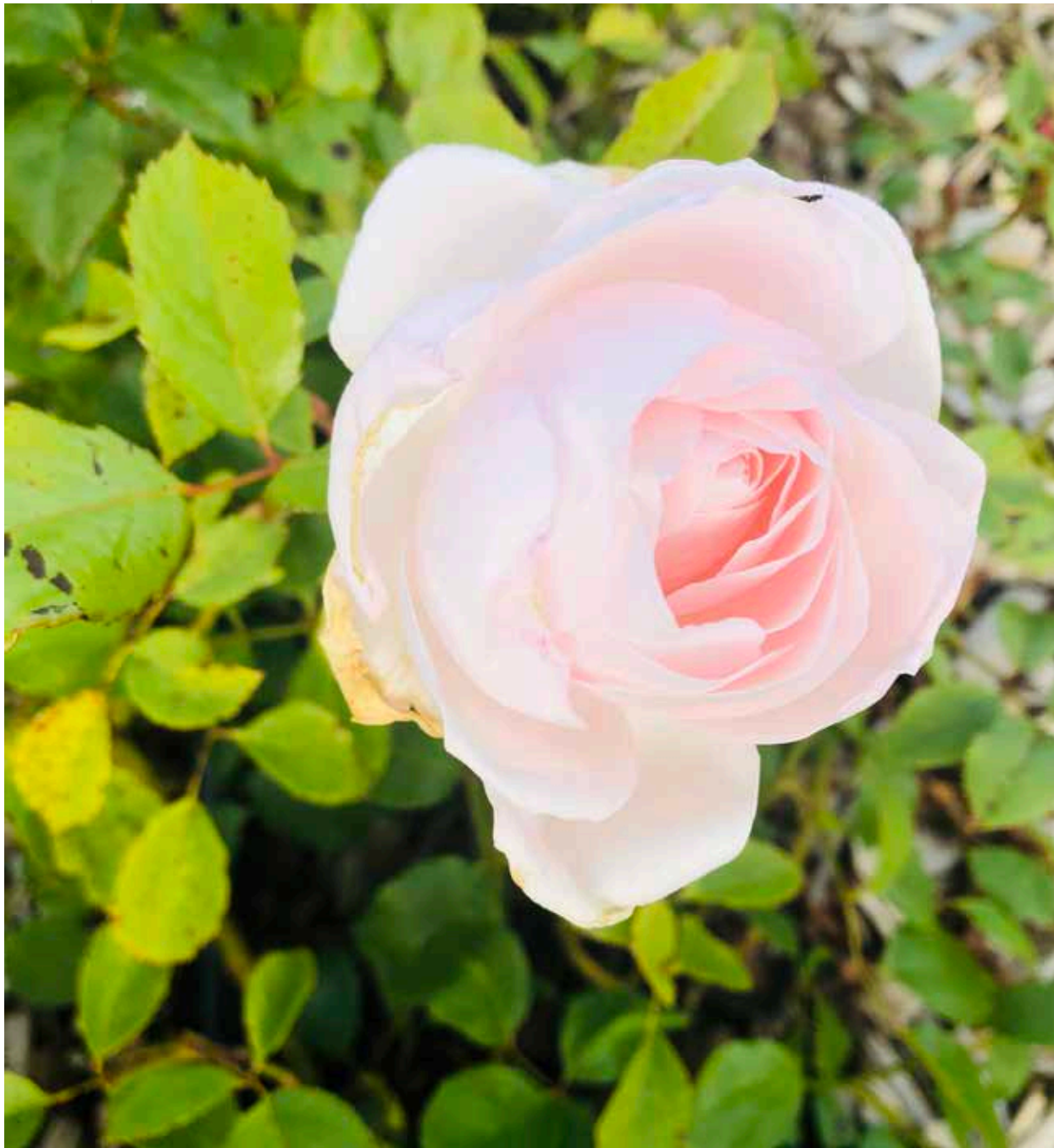


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Do...

- § Show the journey, improvement over time
- § Commitments are OK, but talk about actions
- § Communicate the challenges
- § Be clear and accurate, don't overstate



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