

Trade Media Release

Geneva, Switzerland, 27 Sept 2022

Givaudan and the Givaudan Foundation achieve sustainable jasmine training programme in Egypt

A unique approach to help farmers find sustainable ways of protecting one of the most precious and iconic flowers in perfumery.

Givaudan is thrilled to share the very positive results of its responsible sourcing initiative in Egypt. The project involves training local jasmine farmers in safer and more environmentally sustainable agricultural practices, in line with the Company's [Naturals at Origin](#) strategy and sustainability commitments.

Jasmine remains one of the most central and cherished ingredients of all time. With its multifaceted sensuality and honeyed scent, the mythical white flower nurtures the imagination and endlessly unveils new creative possibilities. In the Nile Delta region, home to more than 90% of Egypt's jasmine fields, Jasmine grandiflorum blooms for seven months of the year, providing a stable income to producers and pickers.

Initiated by Givaudan and the Givaudan Foundation in 2019, the programme aims to bring concrete solutions to local environmental and human challenges related to jasmine production. Previously, farmers addressed the issue of pests and insects through pesticide-based solutions. This led to health risks and soil degradation with farmers struggling to integrate safe and sustainable plant protection measures.

Through this coaching initiative, 240 jasmine producers were introduced to sustainable agriculture techniques. As a concrete result, 100% of the farmers are now using organic fertilisers, insect traps and learnt how to produce their own compost.

The programme was carried out in partnership with Givaudan's jasmine supplier, A. Fakhry & Co, and an organisation specialised in environmental consulting and fair trade training, Des Enjeux et des Hommes (a subsidiary of the Ecocert Group). It also ensures ongoing coaching to jasmine farmers through the presence of technicians in the jasmine fields.

"What makes this project unique is the synergy between Givaudan, its supplier, the Foundation, and our training partner. It's a great example of what we can achieve when we all focus on the same goal and commit to positive, long-term changes, with everyone bringing their expertise to the benefit of jasmine-producing communities."

Laetitia Vuilleminot, Givaudan Foundation Lead

"Initiatives such as this allow us to go beyond the typical customer-supplier relationship and support the entire community. These partnerships are essential to make our sustainability commitments a reality while maintaining the production of a high-quality Jasmine grandiflorum, appreciated by the world's greatest perfumers for its beautiful scent."

Maxence Billas, Head Procurement, Fine Fragrances & Active Beauty

Givaudan

Human by nature

The project further strengthened Givaudan's relationships with suppliers and local communities, in line with the Company's purpose of 'creating for happier, healthier lives with love for nature' through sustainable innovation and people-oriented solutions.



About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances, and develop beauty and wellbeing solutions that make people look and feel good. In 2021, Givaudan employed over 16,800 people worldwide and achieved CHF 6.7 billion in sales with a free cash flow of 12.6%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

About Givaudan Fragrance & Beauty

Givaudan Fragrance & Beauty craft inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

About Givaudan Foundation

The Givaudan Foundation is a non-profit organisation created by Givaudan in 2013 as a result of the Company's desire to reinforce its commitment towards the communities in which it operates. We initiate and support projects and grant donations to make a difference within the communities where Givaudan sources source natural ingredients as well as in Communities where Givaudan employees work. Our actions are nurtured by the know-how and volunteering of Givaudan people. We work closely with and rely on resources provided by Givaudan to conduct and monitor our projects. We also operate with local partners to ensure the efficient deployment of projects and their relevance for those who are intended to benefit from them. For further details, please consult: www.givaudan-foundation.org.

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