

# Market Conditions - Global Perspective

## Why?

- Corporate effects focus on natural ingredients
- Extensive political process
- Speculating
- Poor farming processes
- Theft
- Natural Disasters

## Alternatives

- Synthetic ~ 20x cheaper

Benefits everyone except...

**PREMIUM  
MADAGASCAR BEANS  
(PER POUND)**

SOURCE: COOK FLAVORING COMPANY

\$193

\$1

\$54

\$39

\$29

2011

2012

2013

2014

2015



**Nestlé**

Good Food, Good Life

**HERSHEY**  
THE HERSHEY COMPANY



# Who doesn't benefit? The farmers.

- Uncontrolled market

- Early harvest → lower quality product (double bind)
- Synthetic vanilla

- Natural Disasters

- Cyclone Ewano
- Drought

- Crime

- Armed robberies
- Rosewood money laundering
- Lax government regulations
- Corruption

- “It is impossible to survive from growing vanilla alone if you are small farmers like us” - Francis Falihari (Madagascar vanilla farmer)

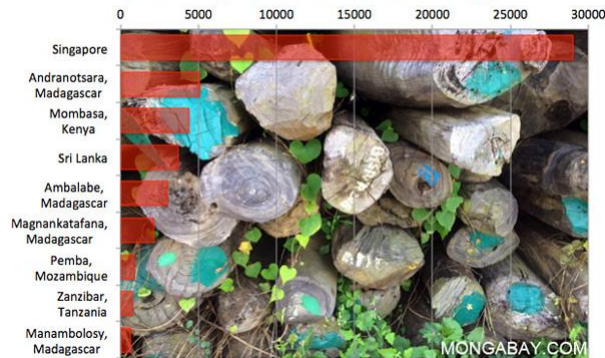
- Reinforcing loop







Recent Madagascar rosewood seizures (over 500 logs)



- Why was this useful?
- What can we do? What can't we do?
- Other possible boundaries

# Sources

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