

Vanilla

One of the world's most precious spices



WHAT'S INSIDE

By the improvement of several industries which uses vanilla as one of their ingredients and food material companies in Europe and The USA, the export of Indonesian vanilla to those countries has increased.

editor's desk



Dear Precious Readers,

This edition will show one of the many kinds of Indonesian spices, Vanilla. This plantation crop commodities is considered to be quite important among other Indonesia trading commodities in domestic market as well as international market.

Indonesia is the biggest producer of vanilla in the world along with Madagascar, Mexico, Tonga, Papua New Guinea, Tahiti and India.

Indonesian vanilla has been known for a long time in the international market, especially in America and Europe. Indonesia exports to the the world keep increasing from time to time with a significance improvement, making these commodities projected to continue to increase in the future.

Hopefully you enjoy the reading. Welcoming you to sourcing from Indonesia.

Thank You

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HOT ISSUE

Vanilla

One of the world's most precious spices



Indonesia is located exactly under the equator, has tropical climate with the average temperature over 25 celcius degrees. With this tropical climate Indonesia can produce many kinds of plantation crops. Vanilla is one of the agriculture product and has been known since a long time ago, Indonesian vanilla is quite similar to vanilla that is produced in other countries such as Madagascar, Mexico and Comoros with the characteristics like contains a high vanillin contents, rich sweetness and a strong scent, quite different from the one produced in Tahiti, which has a low vanillin content and a scent similar to anise.

Vanilla (*Vanilla planifolia* Andrews) is the same kind of plant like orchid (orchidaceae) the only different thing is the roots, orchid has attached roots while vanilla rooted in soil. This plant grows spreadly in 20° C temperature around the equator and should go through the ripe period in three years before it can be cropped. Plants that classified in the orchid category should be pollinated manually in 12 hours after it blooms, a moment after being harvested the rod of vanilla should be dried immediately, this takes three until six months to process.

The ripeness level of vanilla in one stem is not always the same, because the flowers in one stem never bloom in the same time. Therefore, the harvest of vanilla can not be done all at once. Only the most riped fruit can be harvest from the stem with a sharp grass cutter or knife. The fruit is ripe when the color turned from dark green to yellowish green. The point of the fruit looks fissure, but the whole fruit hasn't split yet. In this phase, the fruit will produce the best quality of dry vanilla. After being harvested, the fruit's pod should be wash immediately and grade it based on the diameter and the length. Grading is important so that the process of the withering, by dipping it in hot water can be on time. Fruits are differentiated by the small, medium and large size based on

the diameter and the length. In the process of withering, vanilla fruit is dipped in a 65° C hot water. The long of the dipping is based on the fruit grade. The small fruit only needs to be dipped in 1,5 minutes. The medium size fruit should be dipped in 2 minutes and the big fruit is dipped in 2,5 minutes. After the dipping, the fruit is drained before it is being fermentated until the dry process.

A good quality vanilla is obtained by handling process from the cultivation, harvest and post harvest, the quality standard of vanilla in the international market is assigned by International Standard Organization (ISO) and the Indonesian Standardization Body. All this time the US market likes vanilla with 20 to 25% water content more, meanwhile the Europe market prefers vanilla with 30 to 35% water content. This quality standard can be fulfilled if the cultivation, harvest and post harvest process is done right. Sometimes there is also a weakness in Indonesian vanilla that makes it rejected by the international market, because the pod was too early to be harvested and the withering also the dry process was done wrong. There are known classification (grade) for vanilla quality, they are: Grade I, dengan panjang 15 cm atau lebih; Grade II, 10-15 cm; Grade III, 10 cm and Grade IV in the form of fraction, piece, even decay.

There are three variants of vanilla that became farmers favorite to be cultivate and harvest. The three variants of these vanilla are planifolia, pompona and black tahiti. Vanilla planifolia is the most cultivated variant by Indonesian and Madagascar farmers. The vanilla commodity is the second most expensive spice in the world after saffron, the expensiveness of this commodity is because tits cultivation that need big budget and big labor intensive.



The most famous variant of vanilla is from Indonesia with thick bean, oily and stretchy feature. One of variant with strong physical section. The scent of the vanilla is a bit fermented and the whole scent profile is same like plum. It is suitable to boil a fruit, cookie baking and compote. It is different from the other variants from other countries that produce vanilla like Madagacar, Mexico, Tonga, Papua New Guinea, Tahiti and India, where each vanillas have different characteristics.

Historically, this annual plant entered Indonesia in 1819. However, vanilla plant flourish and more productive in Indonesia which has tropical climate, compared to its origin country (Mexico) and other vanilla producer countries. The quality of Indonesian vanilla or also known as "Java Vanilla" is still considered to be the best in the world. The areas that produces vanilla are : Central Java (Ambarawa, Temanggung, Wonosobo), other than that, there are also a lot of vanilla producers area in East Java, Lampung, NTB, DI Yogyakarta, and South Sulawesi.

Vanilla plant in Indonesia is liked by many consument, both local and international consument. This is because the quality of Indonesian vanilla is better than vanillas from Mexico, USA, Madagascar which

also known as the producers of good quality vanilla. This is why there needs to be a cultivation method for vanilla that can produce good quality vanilla seeds in a large amount in a short time.

In Indonesia, this plant is developed in North Sumatra, Lampung, West Java, East Java, Bali, West Nusa Tenggara, East Nusa Tenggara, North Sulawesi, Central Sulawesi, South Sulawesi and some parts in Papua. Until now the majority of the cultivation of vanilla farm in Indonesia are smallholders and some are national private institutions. Based on the data of Ministry of Agriculture, the production amount of Indonesian vanilla in 2014 is 2.009 tons slightly reduced from the year before with 2.594 tons.



The image shows several sheets of brown fabric laid out on a grey surface, each covered with a large quantity of dark brown, dried vanilla beans. The beans are long and slender, with some showing their characteristic ridges. The sheets are arranged in a grid-like pattern, and the overall scene suggests a large-scale processing or drying operation for vanilla beans.

MARKET REVIEW

Vanilla is used in many kinds of product for the flavor and the scent. As flavoring, vanilla is used in products like candy, ice cream, drinks and cake. For aromatic quality, vanilla is used in perfume, cosmetic, lotion, detergent and air freshener. The market for vanilla depends on the use. Other than marketed in the form of dry fruit, vanilla can also be produced as oleoresin. By oleoresin, it means that it can be produced as dark concentrated solution with stronger scent than vanilla pod.

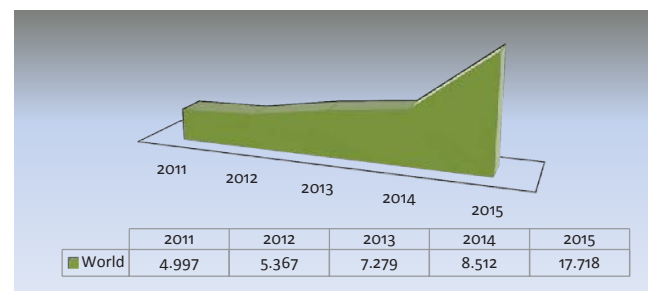
Food and beverages industry usually uses vanilla extract, the pharmacy industry use it in temporary tincture while for perfume it use tincture and absolute. Initially the modern technology has successfully made synthetic vanillin from eugenol, by changing the amount and form of carbon chain. However the consumers and the industries prefer the original vanilla aroma made from vanilla pod. In the matter of quality, assessment for vanilla is done based on : the Visual consists of the size, the shape, the color, the lightning, and texture; attributes, varieties, dampness, the content of vanilla and the seed; visibility, such as aromatic profile and flavor.

By the improvement of several industries which uses vanilla as one of their ingredients and food material companies in Europe and The USA, then the export of Indonesian vanilla to those countries has increased.

Indonesian vanilla export to the whole world grew on average by 34,89% in 2011 to 2015. In 2015, the total amount of Indonesian export reached USD. 17,71 million with 290 tons volume, it is increased significantly in the amount and volume by 108,15% in amount and 43,54% in volume from the year before with USD. 8,5 million and 247 tons volume. The improvement also happened in 2016 during January to November, where the total export in that period was recorded USD. 62,88 million and 560 tons volume increased significantly by the amount 336,41% and 83,12% in volume if it compared to the year before with USD. 14,4 million and 306 tons volume.

Indonesian Export of Vanilla

Value : US\$.000



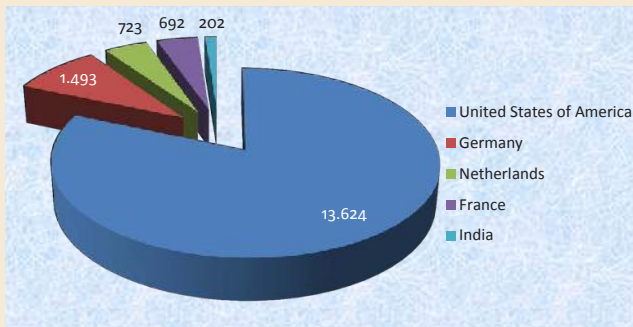
MARKET REVIEW

It can be seen from the data, the capability export of Indonesian vanilla has a flourishing prospect to meet the needs of vanilla in the world, especially the main export destinations such as the USA, India, Canada, France Germany.

United States of America is the main destination export, the export to that country was recorded USD. 13,62 million in 2015, the amount of export increased by 196,8% from the year before with USD. 4,58 million, as well as the volume, it was increased by 88,42% since 2014 with 154 tons to 290 tons in 2015. If it is seen from the numbers of the amount and volume, then the improvement happened because of the raise of the pice of vanilla in 2015.

Indonesian Export of Vanilla by Country of Destination

Value : US\$,000



The other biggest export destinations are countries from the Europe such as Germany, Holland and France. The export to Germany in 2015 with the amount of USD. 1,49 million had a deflation by -49,25% from the year before with USD. 2,94 million. Next export destination country is Holland, unlike Germany, Holland had an enhancement to 923,46%, where it raised from USD. 71 thousands in 2014 to USD. 723 thousands in 2015. As well as France, which raised more than 2000%, where in 2014 it was only USD. 23 thousands, it raised to USD. 692 thousands in 2015. The enhancement in those countries, indicated the prospect of the commodity of Indonesian vanilla in the upcoming year.

The other export destination in Europe, such as Poland, Denmark, England and Belgium, each country seems to have an improvement even though it is not in a large amount, but it is indicated that there is a prospect in the future. For example Poland, in 2012 it was noted only USD. 4 thousand and increased to USD. 72 thousand in 2015, it was in number 10 position among other export destination countries of Indonesian vanilla. As well as Belgium, the Indonesian export to this country in 2015 was marked by USD. 53 thousand, increased for more than 1000% from the year before with USD. 3 thousand.



Just in 2011 to 2015, Indonesian vanilla export also had an improvement. If we see it from January to November 2016 it is seem to increase compared to the same period in the year before, based on this table:


JAN-NOV 2015		JAN-NOV 2016			% CHANGE 2016/2015	
TONS	US\$ 000	TONS	US\$ 000	% SHARE	QUANTITY	VALUE
306	14.409	560	62.882	100,00	83,12	336,41

Source : Central Bureau of Statistics of the Republic of Indonesia

As it mentioned above that vanilla as an export commodity have a big role in fulfilling the world market's needs, it have a contribution in foreign exchange earnings for the country, it is also an income source for the farmers so that it gets more attention in its improvement. In developing the vanilla, it is sought to be also supported with a good technology. In marketing, the channels of vanilla marketing is not different from other trading commodity, in domestic market, the producers sell the product to the traders or exporter agent. Only then the product will reach the exporter.



Vanilla as an export commodity have a big role in fulfilling the world market's needs, it have a contribution in foreign exchange earnings for the country, it is also an income source for the farmers so that it gets more attention in its improvement.



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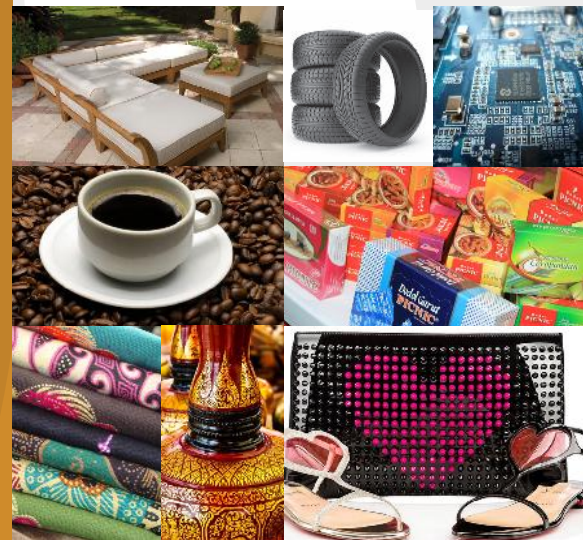
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