



Ugandan Vanilla for Supply Chain Resilience



A single, dark brown, wrinkled vanilla bean is positioned vertically on a bright yellow background. The bean is slightly curved and has a small stem at the top.

The Vanilla Market

INSIGHT

Consumers want natural flavors, but 99% of vanilla is synthetic.

MARKET CHALLENGES

One dominant supplier adds risk.

Excessive regulations overcomplicate trade.

Unpredictable prices create uncertainty.

→ **VANILLA BOOM AND BUST CYCLE**

Breaking the Cycle with Ugandan Vanilla

MAINTAIN QUALITY

Ugandan vanilla has the same cultivar as Madagascar: *Vanilla planifolia*.

DIVERSIFY PORTFOLIO

Sourcing from Uganda adds flexibility to your supply to weather the storms, sometimes literally.





Ugandan Vanilla Background

VANILLA EXPERTISE

Commercial growing in Uganda became widely spread in the 1920s.

Two harvests a year allowed growers to hone their skills and produce some of the finest vanilla beans and extracts.

HANDS-OFF GOVERNMENT

The Ugandan government has a hands-off policy to foster open trade, so importers don't need to worry about meddlesome rules. The government has no history of intervening in prices or deciding who can and cannot participate in the vanilla trade.

LONG PRESENCE IN U.S. & E.U.

Importers have a history of tapping into Ugandan vanilla for its similarities to Madagascar, with its characteristic creamy flavor. Ugandan vanilla offers an additional bold, earthy taste, plus cacao notes.

Vanilla planifolia from the Pearl of Africa

BOLD TASTE

Sweet
Creamy
Warm
Earthy
Floral
Buttery
Caramelized

DELICATE NOTES

Cacao
Fig
Raisin
Leather

Formats, grades, and specs are
available to suit any application.



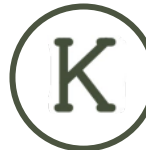
Certified
Organic



Fairtrade
Certified



Rainforest
Alliance Certified



Kosher



Halal



Non-GMO



Clean Label



HACCP/
GFSI



Vanillin levels
consistently
2.5%+



Ideal Growing Conditions

ONLY PLACE WITH 2 HARVESTS

Harvests occur in July and January. Specific dates change each year so vanilla is picked at peak ripeness.

LANDLOCKED

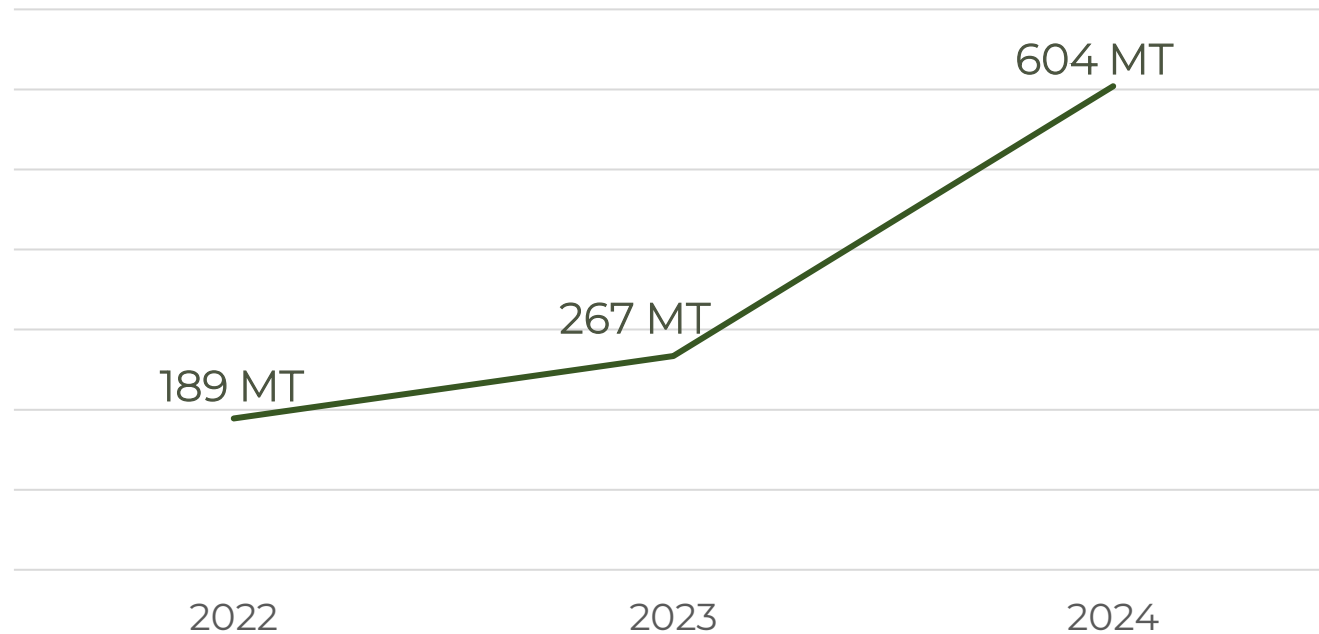
Uganda is protected from cyclones.

ON THE EQUATOR

Warm, humid weather, plus Uganda's rich soil, creates perfect conditions to produce high-quality, mature vanilla all year.

Growth to Meet Demand

Ugandan Vanilla Export Volume



**CONSISTENCY
RELIABILITY
QUALITY**



Testimonials

“Vanilla from Uganda enriched our offerings and aligned us with sustainable farming, reinforcing our commitment to social responsibility.”

Dr. Sam Himstedt
Global Vanilla Specialist, Dr. Oetker

“Ugandan vanilla has a broad flavor profile, making it very versatile for formulating. This origin is one to watch.”

Henry Todd
V.P. International Operations, Virginia Dare





The Association of Vanilla Exporters of Uganda Limited (VANEX)

Founded in 2003, VANEX is the nationally recognized exporters association acting as the voice of Ugandan vanilla.

Collaborates with the government, exporters, importers, and farmers to build a strong supply chain.

Acts as clearinghouse to connect buyers with exporters offering required specs.

Supports importers making a Ugandan pitch to their customers.

Represents industry in the Vines Project.

Investments in Sustainable Ugandan Vanilla

Catholic Relief Services supports Ugandan vanilla through the Vines Project, which works to improve sustainable, vanilla-based agroforestry and create opportunities for farmers and local entrepreneurs. Program partners include the Sustainable Vanilla Initiative VANEX.

INVESTMENT

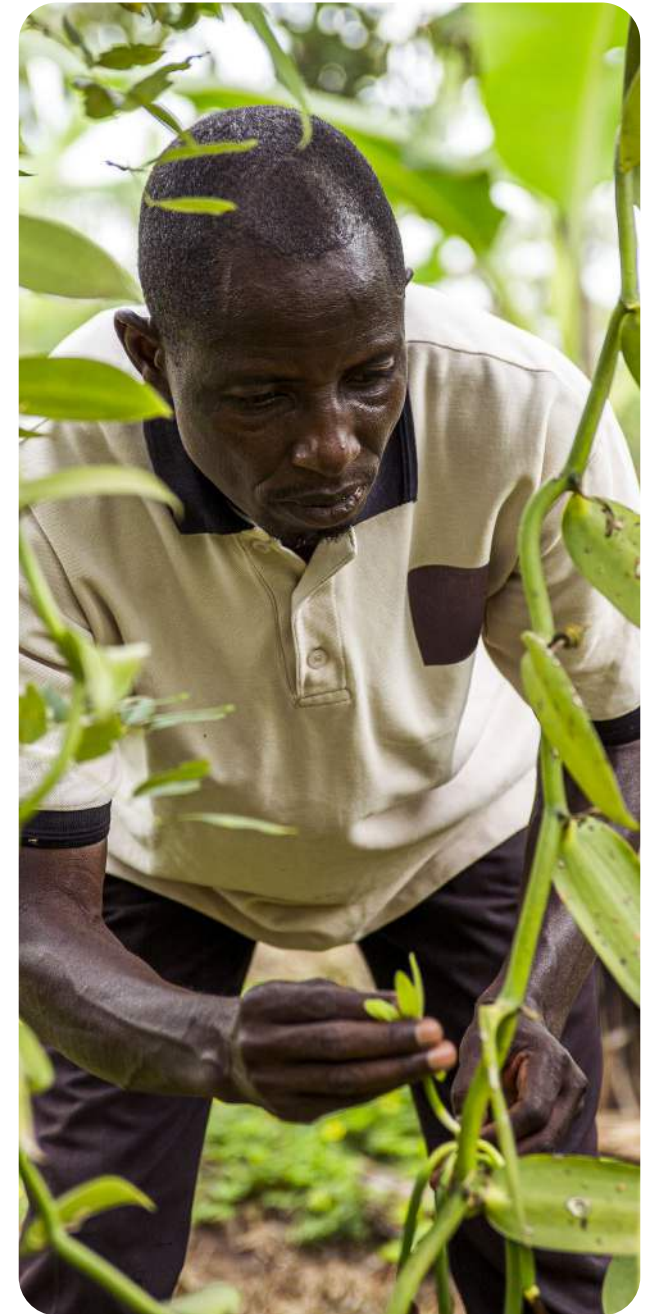
\$18M

FARMERS SUPPORTED

16,000

“The Vines Project will make a huge difference in the lives of small-scale farmers while improving the supply chain and vanilla quality.”

David Hirst
Chief of Party
Vines Project





Vanilla from Uganda

@VanillafromUganda • 12 subscribers • 4 videos

Vanilla farmers in Uganda work with some of the most fertile soil on Earth. Vanilla farm...more

vanillafromuganda.com and 1 more link

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Soil to Flavour. A Journey Through Ugandan Vanilla

431 views • 4 months ago



A Journey Through Ugandan Vanilla

116 views • 4 months ago



Exceptional Quality. A Journey Through Ugandan...

105 views • 4 months ago

Marketing Assets

[Promotional videos](#)



Marketing Assets

www.vanillafromuganda.com

The Source for
Supply Chain

Uganda is becoming a destination for natural, up-to-specs vanilla thanks to landlocked, protected growing conditions



Vanilla from Uganda

Small farms in Uganda could be the next big thing for the vanilla bean!

As global vanilla markets face volatility due to overreliance on a single origin, Uganda's unique positioning, climate and soil offer a promising alternative. With bold flavors, increased efficiency, and investments that benefit small farmers, Uganda is ready to take center stage in the \$31 billion vanilla market.

Check out the latest media coverage featuring insights on the strengths of Ugandan vanilla from [Seth Petchers](#) at [SVI - The Sustainable Vanilla Initiative](#) and [Craig Nielsen](#) from [Nielsen-Massey Vanillas](#)

Read more here 📌 <https://lnkd.in/d8UQ5q-h>

Reported by [Nick Collias](#) for [SupplySide](#)



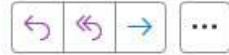
Marketing Assets

www.linkedin.com/company/vanilla-from-uganda

A Bountiful Start to 2024



Prossy Tumushabe <prossy.tumushabe@vanex.org>



3/12/2025



A Bountiful Start to 2025:

Post-Harvest Insights Driving a More Reliable Market

Marketing Assets

[Monthly e-newsletter](#)



The Only Place on Earth with Two Annual Vanilla Harvests

Ugandan vanilla ripens in the best growing conditions: on the equator. Combined with fertile soil and two rainy seasons, Uganda is the only place with two harvest seasons.

Ugandan vanilla beans and extracts have a higher-than-average vanillin content, leading to a bold, aromatic product with subtle notes of cacao and fruit.



Nuanced Flavor Profile

- High vanillin, with levels consistently 2.5%+
- Notes of cacao and fruit, at once bold and floral

Cultivar

- *Vanilla planifolia*, like Madagascar

Steady Production

- 2024 exports of 600 MT

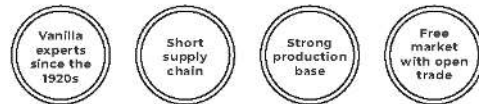
Harvest Seasons



Available Specifications



The Ugandan Market



Protected Growing Conditions

- Mild temperatures with little variance
- Landlocked and safe from events like cyclones
- Reliable, consistent supply with two growing seasons

Marketing Assets

Sell sheet

Future-Proof Your Supply Chain

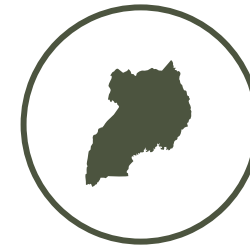
Diversify your supply with high-quality vanilla from Uganda, the Pearl of Africa. Learn more at VanillaFromUganda.com.

VANILLA FROM UGANDA



Why Choose Ugandan Vanilla?

Ugandan vanilla delivers a big, bold flavor while helping safeguard your business from supply chain disruptions.



Hands-off
government

Vanilla
expertise

Quality taste

Dependable
supply

Formulation
flexibility

Two annual
harvests

No cyclone risk

Sustainable

Thank You

For samples, information, or introductions to a bean exporter or extract supplier, visit:

VanillafromUganda.com/contact

Learn more at VanillaFromUganda.com