



## GIVAUDAN PARTNERS WITH THE COOPERATIVE FRANCE LAVANDE AND THE FRENCH FRAGRANT PLANTS RESEARCH ORGANISATION CRIEPPAM

**Paris, 13 December 2012** – Lavender; its fresh, herbal fragrance is a familiar and reassuring pleasure that pervades every aspect of life, from prestige perfumery through personal care routines to home and fabric care products across the world.

But in France, the blue-gold of Provence is threatened by bacteria known as Stolbur's phytoplasma that weakens the plant over a period of three years until it dries out.

The disease is well known to French Lavender growers; they commonly call it the 'dépérissement' or 'decline'. Recent European climate changes have caused proliferation of the insect which spreads the disease and further weakened plants through periods of drought.

As a direct result of the need to find a solution to the increasing threat to lavender plants, Givaudan has expanded its Innovative Naturals programme and extended its involvement in the lavender supply chain. Building on relationships that started in 2007 with the local growers cooperative, France Lavande. Givaudan has also become a member of CRIEPPAM, a French fragrant plants research organisation, and has built a three-way partnership in which Givaudan finances the supply of certified healthy lavender plants from CRIEPPAM to the cooperative members of France Lavande.

The partnership works to encourage farmers to join the cooperative and to collaboratively evaluate and improve lavender quality each year to strengthen this crop in the future. Givaudan is delighted that through 2011 and 2012 the number of France Lavande cooperative members has increased.

In this way Givaudan is able to support the production of healthy lavender plants and thus protect lavender from Provence for the fragrance industry.

The company has also financially supported the development of four plant nurseries that will supply 40% of the plant needs for the 2013 crop in France.

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### **About Stolbur's phytoplasma**

Stolbur's phytoplasma is transmitted by a tiny insect that infects both lavender and lavandin and is spread by the sap throughout every part of the plant. The disease is contagious and, in the early stages, the plant doesn't show symptoms of contamination, so it is difficult to identify.

### **About Givaudan Innovative Naturals programme**

The Innovative Naturals programme, launched in 2007, aims to enrich the palette of Givaudan's perfumers with new and exclusive naturals. Being inspired by nature, Givaudan is committed to preserving natural resources, maintaining future supply of raw materials, and operating a sustainable business model involving people, products, environment and society. Close collaborations and alliances with expert organisations enable Givaudan to work to protect fragile supply chains to ensure the availability of materials in the future. The company also endeavours to support communities involved in the production of fragrance materials to improve their production processes and education infrastructures.

### **About Givaudan**

As the leading company in the fragrance and flavour industry, Givaudan develops unique and

innovative fragrance and flavour creations for its customers around the world. Our industry leadership position is underpinned by a sales and marketing presence in all major markets. Our perfumery team is the largest in the industry and our talents extend across three business areas: Fine Fragrances, Consumer Products and Fragrance Ingredients.