

“LET’S PLANT ACACIAS TOGETHER!”

On the occasion of National Forest Day 2020, celebrated by the United Nations on March 21st, Alland & Robert is proud to announce the launch of “LET’S PLANT ACACIAS TOGETHER!”, an initiative that helps plant acacia trees as a way to tackle climate change and protect livelihoods in the African Sahel.

French leading manufacturer of acacia gum
Alland & Robert is delighted to team up with TREE AID, a UK-based charity specialized in reforesting the African drylands. This partnership will draw on the unique properties of acacia trees to help protect land and livelihoods in Africa.

As an international Acacia gum specialist, Alland & Robert has been committed to developing sustainable natural products since 1884. Today, Alland & Robert is going one step further to launch “**Let’s plant acacias together!**”, a reforestation program in partnership with TREE AID who plant 3 varieties of acacias trees in Mali, Niger and Ethiopia where gum is sourced.



HOW DOES THE CAMPAIGN WORK?

Based on the volume of acacia gum sold, Alland & Robert will work with TREE AID throughout 2020 to support planting acacia trees in Mali, Niger and Ethiopia. With the aim of reaching at least 3,400 trees, Alland & Robert will help support the reforestation of degraded land in 6 different locations from the Meki River to Park W National Reserve.

The African Sahel region is one of the most vulnerable to climate change. With the campaign “**Let’s plant acacia together**”, Alland & Robert hopes to highlight the positive impact of acacia gum and acacia trees on the environment: “Our customers will know how many trees were planted thanks to their business. We want to be as transparent as possible and share our expertise in this field,” comments CEO Frédéric Alland, who has developed durable partnerships with local producers and cooperatives over more than 30 years.



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WHAT ENVIRONMENTAL ROLE DO ACACIA TREES PLAY IN THE SAHEL?



Acacia gum is a tremendous economic resource for the populations of the Sahel and the livelihood of more than 3 million people. Perfectly adapted to the dry, desertic ecosystem, Acacia trees are also a great environmental asset for local communities.



“It’s fascinating that such an efficient tool for climate resilience exists in nature. Acacias trees have been proven to help regulate water cycles and restore degraded lands.

The benefits are far-reaching, from nourishing the soil by fixing nitrogen to restoring fertility, favoring intercropping, and providing shelter and shade. With a deep root system, the trees help prevent desertification without degrading the soil. The grass carpet they create also prevents water run-off and contributes to reconstructing the water table. In periods of drought, acacias provide a much-needed water supply to wildlife and domestic species, thus protecting biodiversity,” emphasizes Alland & Robert Marketing Manager Violaine Fauvarque.



These unique properties are the reason that acacia trees are such an essential part of the Great Green Wall (www.greatgreenwall.org), an African initiative that aims to grow 8,000km of trees across the entire breadth of the African Sahel.

“Alland & Robert has been involved in Africa for a long time with an ambitious policy of social, environmental and economic responsibility. In 2020, we’re excited that this new initiative will reflect our commitment to do concrete work in supporting acacia communities and protecting their environment through reforestation,” explains Alland & Robert General Director Charles Alland.

ABOUT ALLAND & ROBERT

Created in 1884, Alland & Robert is a French family company and pioneer in natural tree exudates. With a strong focus on acacia gum, an entirely natural additive and ingredient, Alland & Robert exports to over 70 countries through a network of 37 distributors, tripling its turnover over the last 10 years. With the aim of providing high-quality natural gums, Alland & Robert is fully committed to sustainable growth in line with its active corporate social responsibility plan. This vision is underpinned by a large network of raw material suppliers in Africa, compliance with international certifications, a dedicated R&D team and partnerships with internationally recognized universities including Montpellier University.

www.allandrobert.com

ABOUT TREE AID

Established as a charity in 1987 by a group of foresters in response to the famine in Ethiopia, TREE AID’s vision is to see thriving communities across the drylands of Africa, where trees sustain livelihoods and enrich the environment. Since 1987, TREE AID has helped over 1.2 million people lift themselves out of poverty and planted more than 17 million trees.

<https://www.treeaid.org.uk>

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