



Alland & Robert obtains first ever fair-trade certification for acacia gum.

Paris, France – September 19, 2023 – Alland & Robert advocates for ethical supply chains and leads by exemplarity. The company announces the first ever FAIR FOR LIFE certified gum acacia, a certification that reflects the long-standing commitment of the company towards its industry and local communities.

Both seyal and senegal qualities of acacia gum are available Fair For Life-certified. This is the first time that such a certification is obtained in the gum acacia industry, thanks to the unique commitment of Alland & Robert towards sustainability and ethics.

Violaine Fauvarque, sustainability manager at Alland & Robert, declared: « *This certification is the result of our ambitious corporate and social responsibility policy. To us, this is the recognition of our long-term efforts towards a gum acacia supply chain that is beneficial to all parties involved. Fair trade promotes healthy and beneficial trade for people and the Earth. Participating in this collective effort makes us particularly proud* ».

Alland & Robert is committed to be the leader of a fair industry that respects human rights and the environment. Products displaying the FFL label are guaranteed to come from environmentally friendly processes practiced by fairly paid farmers, from a transparent and traceable supply chain.

Charles Alland, CEO of Alland & Robert, said: "As the leading expert of acacia gum worldwide, we have a responsibility to our stakeholders. Our commitment to fair relations and sustainable products has been part of this company and its values since our beginnings. This certification embodies our unique work towards the local communities, and it strengthens our lasting relationships with our suppliers in the Sahel. We are extremely proud to be the first to achieve this certification, as we know it will meet the consumers' demand for ethics, traceability, and transparency".

This certification comes in addition to several other initiatives of Alland & Robert for an ethical and sustainable supply-chain, such as being a member of the SEDEX (Supplier Ethical Data Exchange) since 2009, committing to the WE-USE-WILD pledge from NGO TRAFFIC and launching a reforestation initiative in partnership with NGO TREE AID.

The Fair For Life certification, an international standard for Fair Trade and responsible supply-chains.

Fair for Life promotes an approach of Fair Trade that allows producers and harvesters to take charge of their destinies through the recognition of their work. It is a collective and meaningful construction of life and society. The Fair For Life certification is also a guarantee of strict economic, social and environmental standards, set by the Ecocert group.

Fair Trade is part of a broader context of sustainable development within a region that safeguards and supports the local social fabric, particularly in rural settings. Particularly demanding, the FAIR FOR LIFE label guarantees:

- > a fair purchase price higher than market prices,
- > purchase commitments over 3 years minimum,

- > a protection mechanism for producers in the event of a crisis,
- > decent and safe working conditions throughout the sector,
- > strengthening the autonomy of producers,
- > environmentally friendly agricultural practices.

These principles apply throughout the whole supply chain covering producers, traders, manufacturers and brand holders.

Acacia gum, also known as gum Arabic or E414, is a natural, vegetal, safe, functional, and healthy additive used in flavours, beverages, confectionery, dairy, bakery, dietary products, pharma and cosmetics among others. Acacia gum is today found in thousands of day-to-day products all over the world.

Press contact: Violaine Fauvarque, Marketing Manager
v.fauvarque@allandetrobert.fr
Ph : +33 7 87 42 17 82

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 40 distributors. 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, including the manufacturing of low carbon and ethical products, as well as the support and protection of African communities and environment thanks to the company Corporate Foundation. This vision is supported 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.