



IMPACT STATEMENT

A group of five children, three boys and two girls, are running barefoot on a dirt path. They are all wearing white short-sleeved shirts and khaki shorts. The children are smiling and appear to be in motion, with their arms and legs swinging. The background is a blurred landscape with green grass and trees under a cloudy sky.

To make a difference you don't need to be centre stage or have it all perfect – you just need to start.

Your **courage, kindness and dedication** to change will open many doors and many hearts.

Jennifer Boggiss
CEO & Co-Founder of Heilala Vanilla

We Believe That

It all starts with family.

The best things should not be compromised.

A helping hand up is better than a handout.

A small step in the right direction can lead to a big change for good.

Change takes time, patience and commitment — we're in it for the long haul.



February 2018 — Path of destruction left behind Cyclone Gita in The Kingdom of Tonga.

How it all started

In 2001 Cyclone Waka ripped through the Pacific leaving a devastated Tonga in its wake.

The beautiful island of Vava'u was decimated.

Buildings, farms and infrastructure were destroyed.

Nearly every tree on the island was defoliated.

Every family was hit hard. The destruction of local crops caused widespread food shortages and many Vava'u smallholders lost their livelihoods.

Our Response

Wanting to help, New Zealander John Ross flew to Tonga where he organized a team of retired builders, plumbers and electricians from his Papakura Auckland Rotary Club to join him on Vava'u to help rebuild the island's schools, houses and infrastructure.

The head of the village shared with John his concerns about the island's future with no employment or source of livelihood for the villages.

John suggested reviving the cultivation of vanilla, a crop which had once flourished in Tonga's lush tropical climate.

The village granted John a lease on a small farm on the condition he provide employment for the local community. From these small beginnings, **Heilala Vanilla was born.**



John Ross, a retired farmer from New Zealand, had visited Vava'u for three months not long before the cyclone hit.

How we make a difference

*Mainstreaming Of
Rural Development
Innovation Tonga Trust

We partner with local farmers to support the production of vanilla.

Heilala works closely with local change agent MORDI* to build industry capability throughout Tonga. We use demonstration farms and field teams to share our expertise, teaching the intricacies of hand-pollination, weeding and looping that are essential for quality vanilla beans.

We have our own seedling nursery that we use to supply farmers with vanilla plants.

We employ people on our leased farms to grow and harvest vanilla.

We employ a team to dry and cure vanilla on site at our training farm ensuring living wages are paid.

We provide ongoing support to the community including funds and resources for disaster response, education and healthcare.



Our Vanilla
Impact

	<u>2011</u>	<u>2019</u>	<u>Goal 2025</u>
<u>No. of smallholder farmers Heilala purchased vanilla from.</u>	32 farmers	217 farmers	500 farmers
<u>No. of smallholder farmers educated and assisted with vanilla farming best-practices.</u>	16 farmers	167 farmers	500 farmers
<u>No. of school students supported with resources and fees.</u>	4 students	180 students	1200 students
<u>No. of people employed in Vava'u for farm development, ongoing maintenance, harvesting and curing.</u>	-	55 men & women	200 mainly women for harvesting & curing





Community Impact - collaborating with partners

2007 - 2019

Papakura New Zealand Rotary Club water and education projects completed annually supported by Heilala Vanilla.

2018

Cyclone Gita relief shipments to 'Eua providing emergency supplies including food, clothing and chainsaws.

2019

Heilala team along with Papakura New Zealand Rotary Club installed spouting on over 50 homes and schools.

2019

Memorandum of understanding with MORDI signed to deliver support to isolated rural Tongan communities with vanilla farming.

2020

Shipment of hand sanitizer as part of Covid19 support to 3 hospitals (Nukulofa, 'Eua and Vava'u).

2020

Partnering with MORDI to supply shipment of vegetable seeds from New Zealand for 'Eua community following Cyclone Harold April 2020.



July 2019 - Partnering with Volunteer Build (NGO) to complete two homes on 'Eua following Cyclone Gita.

Sela's Story

We met John when he came to Tonga for a holiday. We invited him to have lunch with us every Sunday after church in Utungake.

When cyclone Waka hit in 2002, our roof was badly damaged and many houses in our village were destroyed. We were glad when John and the Rotary Club came to help fix and rebuild our houses. John paid for mine and my sisters school fees and we will never forget what he did for us.

My grandfather Laullie Latu gave John a plot of land so he could plant a crop that would give people in our community a job. When John planted vanilla and started Heilala Vanilla, we knew our families would be together forever.

I am the manager of Heilala Vanilla in Tonga. I oversee and look after all **of buying from vanilla farmers and working with vanilla farmers**. Vanilla is a hard crop to grow and you must be patient and treat the plants with care. I am proud that my family can work with me at Heilala Vanilla.

My husband Rocky and I have three children and I am happy

that while I work with Heilala Vanilla, my family will always be looked after. **I always want to be able to give my children a good education.**

With the money I earn, I can give my children a great education because I can pay their fees so they can go to school. **Before Heilala Vanilla came to Tonga it was hard, we didn't have very much money, but now we know that they will provide us with a steady income.**

I love to work with my family because when it's my family, it is easy to tell them what to do. In Tonga you can trust that your family will always have your back. Family is everything in Tonga and everyone is family. **I want to continue the family partnership.**

Many people don't know where Tonga is but when they find out about Heilala Vanilla, they find out more about Tonga and want to visit our country. It is good for Tonga as tourist can come and visit.

My hopes and dreams are that my children will one day be part of Heilala Vanilla in Tonga.



I am proud to work for Heilala Vanilla because the best vanilla in the world comes from Tonga.



Elisiva's Story — A Vanilla Grower on Eua.

I live in Pangai with my husband, son and father-in-law. We have a small farm and all work together. We started growing vanilla in 2010.

I chose to grow vanilla because it provides a great income for my family.

Before Heilala Vanilla came to Tonga, the prices for vanilla were very low. Since Heilala Vanilla, the prices have gone up and we were able to grow more vanilla on our farm.

We love to sell our vanilla to Heilala Vanilla because they are so friendly and always give us a great price. John is always so happy with the quality of the vanilla beans.

“Heilala are doing the most in Eua and have the best service! Heilala Vanilla is the only company that has a permanent base in Tonga.

Heilala Vanilla helps us with our farm by showing us how to cure the vanilla beans, how to care for the plants as well as taking care of other wants and needs we have.

I hope that in the future we will have a much bigger farm so that our income can continue to grow.”



Our Ethos

Supporting the families in Tonga is our core reason for being.

The global vanilla market is rife with corruption and exploitation.

Heilala is determined to set a new standard for cultivating, drying and processing vanilla that puts people before profit and community prosperity before individual wealth.

We act with integrity in all our interactions in Tonga and around the world.



What The Future Holds

At Heilala, we wholeheartedly believe that by continuing to develop a vanilla industry in Tonga we can generate **meaningful change**.

We're proud of what we've achieved so far and are excited to grow our impact in a culturally sensitive and sustainable way in the years to come.

Every additional vanilla vine planted, vanilla bean cured and vanilla product manufactured and sold will increase **our impact and wellbeing of Tongan people, communities and families**.

We are committed to being transparent and strive to create a thriving, welcoming vanilla loving community who align with our vision and purpose.

From myself, my father and entire team at the world's most direct trade vanilla company, **thank you**.

Jennifer Boggiss
Co-Founder and Chief Executive



To learn more about Heilala Vanilla and
what you can do to help, please contact us at
hello@heilalavanilla.com

heilalavanilla.com

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