NFFOODS Spectrum
perspectives on food technologies & business
ASIA

IFF opens Vanilla Innovation Centre in Madagascar

12 May 2026 | News

The innovation space supports IFFâ??s ability to follow the ingredientâ??s journey from origin extraction and inâ??field testing

The innovation space supports IFFâ??s ability to follow the ingredientâ??s journey from origin extraction and inâ??field testing

IFF, a global leader in flavours, fragrances, food ingredients, health & bioscience, announced the opening of its Vanilla Innovation Centre in Madagascar, reinforcing vanilla as a strategic and priority tonality for IFF and strengthening its ability to innovate at origin.

â??The opening of the centre marks an important step in how we approach vanilla innovation,â? said Adam JaÅ?czuk, PhD, senior vice president, research, creation and design, Taste, IFF. â??By strengthening our presence at origin, we connect science, creativity and sustainability more closely, responding to climate changes, safeguarding quality and creating value across the supply chain.â?•

Located in Toamasina, Madagascarâ??s principal seaport, near vanilla-growing areas and postâ??harvest processing activities, the 650â??squareâ??meter centre brings together lab analysis, extraction, scent and flavour creation, and application development at a single site. By embedding these capabilities close to the crop, IFF can better understand natural variability and translate onâ??theâ??ground insights into tailored solutions for customers globally.

As one of the worldâ??s most complex natural ingredients, vanilla is shaped by climate, postâ??harvest handling and curing methods. The innovation space supports IFFâ??s ability to follow the ingredientâ??s journey from origin extraction and inâ??field testing through advanced lab analysis to flavour creationâ??providing a seamless path that deepens material understanding, shortens development cycles, and enables solutions informed by real-world crop conditions.

Innovating at origin strengthens sustainability and resilience across the vanilla supply and value chain. Proximity to growing areas enables closer collaboration with farmer networks, improved traceability and ethical sourcing, and a faster response to climateâ??related changes. This direct connection between growing conditions and flavour design strengthens the foundation

for innovation, delivering betterâ??tasting vanilla with greater consistency in quality and supply, while helping customers bring distinctive vanilla experiences to market with confidence.

The Vanilla Innovation Centre features:

Lab analysis capabilities that apply contaminant and disease-detection protocols to safeguard product integrity, alongside molecular profiling to decode and develop distinctive IFF signatures

Extraction facilities with scalable rigs to explore vanilla types and optimise extraction and post-harvest variables

Flavour creation unit that enables tailored regional profiles, including Application Lab capabilities for dairy, bakery and confectionery to validate performance in real market prototypes

The Bloomery, a research greenhouse showcasing diverse vanilla varieties and supporting future exploration of varietal performance and post-harvest techniques

The Vanilla Innovation Centre also serves as a hub for knowledge sharing and capability building. Together with the dedicated RE-MASTER VANILLAâ?¢ team, it delivers handsâ??on training, workshops and laboratory programs that bring together experts, customers and local teamsâ??advancing best practices and strengthening vanilla innovation capabilities.

â??This centre is built to turn insight into action,â?• said Marcus Pesch, vice president, research and development, Taste, IFF. â??By bringing science, flavour creation and application development together at origin, we can work more collaboratively with customers, improve speed and consistency, and deliver solutions that are marketâ??ready and grounded in the realities of vanilla production.â?•