



## VANILLA



Botanical Name: *Vanilla planifolia* Andrews or *vanilla fragrans*  
Common Name: Vanilla Orchid  
Family: Orchidaceae (orchid family)  
Origin: Mexico

Vanilla is a flavouring that can be derived from orchids of the genus *Vanilla*. It is a product which finds a great position among the gourmet. It is widely used for both commercial and domestic purpose such as baking, perfume creation and aroma therapy. Vanilla or vanilla orchids are flowering plant genus. Among the vanilla orchids, the most widely known member is the Flat-leaved Vanilla. It is the only orchid widely that is used in the food industry and also in the cosmetic industry. The botanical name of Vanilla include *Vanilla fragrans* (Salisbury) Ames, *Vanilla planifolia* Andrews, *Vanilla pompona* Schneider, *Vanilla tahitensis* Moore and the family name is Orichidaceae. However, in all Indian languages and dialects, it is called Vanilla.

### Description

The flavouring comes from the seed pod, or the 'bean' of the vanilla plant. The prepared beans are very dark brown, slender, pleated and about 20 cm (8 in) long. The bean is tough and pliable, quality vanilla having a frosting of crystal called givre. The crystals contain the active ingredient 'vanillin' that produces the characteristic fragrance and is produced during the process of induced fermentation. These pods are called 'fine vanilla'. 'Woody vanilla' is shorter, lighter coloured, uncrystallized, stronger and slightly bitter. All beans contain thousands of tiny black seeds. Vanilla extract is also available and, if of good quality, is identical in flavour to the pods.

Bouquet: highly fragrant and aromatic

Flavour: rich, full, aromatic and powerful. Madagascar and Mexico making the best quality.

Indonesian and Tahitian vanilla is weaker and considered inferior.



Note: - Rate of the products Mention in the Website will be verified by day to day fluctuation in the Indian Agro Market Actual Rate of the Products will be provide at the time of final Confirmation of Order

## Plant Description and Cultivation

Vanilla is a tropical climbing orchid, with a long green fleshy stem that sprouts roots that cling to trees parasitically. Its yellow or orange orchidaceous flowers grow in bunches, which bloom one flower each day, opening one by one during the two month season. Vanilla is a tropical crop and cannot grow naturally in temperate climates. When cultivated the vines are trained using posts and support trees.

In nature they are only pollinated by Mexican bees and hummingbirds that are capable of penetrating a tough membrane that separates the plant's pistil and stamen. European entrepreneurs had transplanted vanilla to grow in other tropical locations but could not get them to produce the pods. It wasn't until 1836 that a botanist from Belgium, Charles Morren, recognized that the flowers were not being pollinated and would require some human assistance. In 1841, Edmond Albius, a former slave, on the French Island of Réunion, perfected a method to artificially fertilize the short-lived vanilla flower using a thin bamboo skewer to lift the membrane and use his thumb to smear the pollen. This gave great impetus to vanilla bean husbandry, and the method is still used today.

The pods take about nine months to mature and are harvested when the tips begin to turn from yellow. Until recently, the curing process was long and complicated. The beans are first wrapped and subjected to high temperature and humidity to 'kill' the vegetative life. The next process involves alternate drying in the sun by day and sweating by night for several days. At this point the beans are dark, oily and pliable and are then slowly dried in the shade for up to two months. They are then sorted and graded and placed in chests for a further conditioning period of one or two months.

## Culinary Uses

There are three main commercial preparations of natural vanilla :

- \* Whole bean
- \* Powder (pure ground beans or blended with sugar, starch or other ingredients),
- \* Extract (in alcoholic solution)

Vanilla flavor in creams, cakes and other foodstuff may be achieved by adding some vanilla extract or by cooking vanilla beans in the liquid preparation. A stronger aroma may be attained if the beans are split in two; in this case, the innards of the beans (the seeds), consisting of flavorful tiny black grains, are mixed into the preparation. Natural vanilla gives a brownish to yellowish colour to preparations, depending on concentration. Good quality vanilla has a strong aromatic flavour, but foodstuffs with small amounts of low quality vanilla or artificial vanilla-like flavorings are far more common, since true vanilla is much more expensive. One major use of vanilla is in flavoring ice cream : the most common flavour of ice cream is vanilla, and thus most people consider it to be the "default" flavor. By analogy, the term "vanilla" is used as a synonym for "plain". In old medicinal literature, vanilla is described as an aphrodisiac and a remedy for fevers, but these purported uses have never been scientifically proven. Methyl vanillin is used by the food industry as well as ethyl vanillin. The ethyl is more expensive but has a stronger note. Cook's Illustrated ran several taste tests pitting vanilla against vanillin in baked goods and other applications, and to the consternation of the magazine editors, all tasters preferred the flavor of vanillin to vanilla.

## Medicine

Recent laboratory research has strengthened the possibility that a form of vanilla may become a drug to treat sickle cell disease. It had been known for 30 years that vanillin, the compound that gives the vanilla bean its flavour, protects red blood cells with sickle cell disease from assuming the sickle shape that obstructs blood vessels.

After specially bred mice received a compound that turns into vanilla in the body, they survived five times longer than mice that did not receive the chemical. All the mice had been subjected to low oxygen pressure, a condition that causes their red blood cells to form the hazardous sickle shape. Results of the study, led by research haematologist Toshio Asakura, M.D., Ph.D., of The Children's Hospital of Philadelphia, appeared in the June 2004 issue of the British Journal of Haematology.

## Health Benefits of Vanilla

Vanilla is one of the oldest and one of the most expensive spices as well as one of the most familiar, but you don't hear a lot about its health benefits. That's probably because it is more important for its flavoring and aromatic uses.

Among the purported health benefits of vanilla by ancient peoples was that it could act as an aphrodisiac. But it wasn't just ancient peoples that thought this, in the 1700's it was recommended by physicians to be drunk as an infusion or tincture for the purposes of male potency. An article written by the German physician in 1762 claimed that 342 impotent men were changed into astonishing lovers from drinking vanilla decoctions.

In modern times, aromatherapy tests were done on different aromas and the one that most men were aroused by was vanilla. There is some controversy over whether this arousal was gastronomic or sexual. Even so, vanillin does have anti-oxidant properties. Yet there are less expensive and more effective means of getting antioxidants (fish oil, omega-3).

While not a lot of testing has been done on vanilla regarding any specific health benefits, it is classed as a vanilloid along with capsaicin contained in chile peppers and eugenol contained in cloves - both of which have numerous medicinal properties and health benefits. Some nutritionists have conjectured that vanilla might be a mild help in preventing cancer<sup>1</sup>.

On the negative side, persons with Gilbert's Syndrome should avoid consuming vanilla, as many have experienced debilitating effects from its ingestion

## Preparation and Storage

Vanilla extract is made by percolating alcohol and water through chopped, cured beans, somewhat like making coffee. Vanilla extract is very powerful, a few drops sufficing for most uses. Vanilla bean is a bit more time consuming to use than the extract, but imparts the strongest vanilla flavour without the alcohol of extract.

To flavour a liquid base for creme sauces, puddings, ice creams, etc., allow one bean per pint to steep in the liquid by boiling and allowing to cool for an hour before removing the bean. This can be repeated a few times if the bean is washed after use, dried and kept airtight. Ground vanilla can also be used, but use half as much and leave in the liquid. Many recipes call for slitting the bean lengthwise and scraping out the tiny black seeds. Airtight storage is necessary, otherwise the aroma will dissipate. A good way to store whole vanilla is to bury it in sugar. Use a jar with a tight-fitting lid that will hold about a pound of sugar, burying the bean so that no light can reach it. After 2 -3 weeks the sugar tastes of vanilla and can be used in coffee or in other recipes and the bean can be removed for other uses and returned to the sugar after cleaning. Keep topping up the sugar.

Vanilla extracts are in great demand in India. The vanilla flavour can be extracted with alcohol. The colour of the extract depends upon the strength of the alcohol used, duration of extraction and the presence of glycerin. Dark coloured extract is obtained from dry beans and the presence of glycerin deepens the colour of the extract. Vanilla extract is either stored in stainless, aluminum or glass containers. When it is kept for 25 to 30 days, the aroma is improved due to formation of esters from acids in the presence of 42 to 45 percent alcohol. The vanilla extract mixed with sugar and made into a powder is called `powdered vanilla` or vanilla sugar. This has great demand in commercial market round the globe. Use of vanilla as source of medicine is practically forgotten. It is most popular as a flavouring agent known all over the world.



## History

Vanilla was a highly regarded flavoring in Pre-Columbian Mesoamerica, and was brought back to Europe (and from there the rest of the world) by the Spanish Conquistadors. In ancient Mexico the Totonac people were regarded as the producers of the best vanilla. The Totonac are from the region that is now known as the state of Veracruz (Papantla, Mexico, holds itself out as the origin of vanilla). They continued to be the world's chief producers of the flavoring through the mid 19th century. At that time, French vanilla growers in Mexico traded their knowledge of artificial pollination of flowers for the Totonac knowledge of preparing the beans. The Coca-Cola Corporation is the world's largest customer of natural vanilla extract. When New Coke was introduced in 1985, the economy of Madagascar crashed, and only recovered after New Coke flopped. The reason was that New Coke used vanillin, a less expensive synthetic substitute, and purchases of vanilla more than halved during this period.[citation needed] The market price of vanilla rose dramatically in the late 1970s due to a typhoon. Prices stayed stable at this level through the early 1980s due to the pressure of recently introduced Indonesian vanilla. In the mid 1980s the cartel that had controlled vanilla prices and distribution since its creation in 1930 disbanded. Prices dropped 70% over the next few years to nearly \$20 USD per kilo. This changed due to typhoon Huddah, which struck early in the year 2000. The typhoon, political instability, and poor weather in the third year drove vanilla prices to an astonishing \$500 USD per kilo in 2004. A good crop coupled with decreased demand have pushed the market price down to the \$40 per kilo range in the middle of 2005.

## Finest Vanilla Quality

Taj agroproducts is proud to offer the finest Organic Certified Vanilla products from Madagascar for the food & beverage, nutraceutical, cosmetic and aromatherapy industries. Our vanilla is the preferred choice of chefs, bakers, confectioners and ice cream manufacturers who require premium quality in their kitchens. We are the only company producing Pure Ground Vanilla Beans, pulverized into uniform particles for convenient use.

## Packaging

We also provide reliable packaging of the cardamom seed oil and other cardamom products. During the packaging procedure, we keep the hygienic level high and also ensure that there is no human touch. Moreover, the packaging has also helped in the easy and safe delivery of the products.

We are dealing with various esteemed clients located in India as well as in the markets of New Zealand and Dubai. We also promise to serve a superlative range of cardamom and cardamom products which includes green cardamom powder to our new customers as we serve to our existing satisfied clientele. The frequent and concrete feedbacks from our customers have also helped in the advancement of the managerial activities and serving the products as per the demand prevailing in the market. Last but not the least; we are also looking forward to provide more beneficial deals in the forthcoming years.



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TAJ AGRO INTERNATIONAL  
(A Division of Taj Pharmaceuticals Limited )  
<http://www.tajagroproducts.com>  
E-mail :  
[tajagroproducts@gmail.com](mailto:tajagroproducts@gmail.com)  
[tajagrointernational@gmail.com](mailto:tajagrointernational@gmail.com)