



CONFISERIE SPRÜNGLI

Tradition seit 1836

Press release
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CONFISERIE SPRÜNGLI HELPS CACAO FARMERS IN MADAGASCAR ACCESS HEALTH INSURANCE

As a main partner in the pioneering project ‘Salama Mateza’, Sprüngli is helping cacao farmers in Madagascar and their families obtain sustained access to basic medical care.

The key ingredient in the chocolate made by Swiss grand cru pioneer Sprüngli is fine cacao beans from the world’s best growing regions – such as the Sambirano region in Madagascar, where small-scale farmers in the Mateza cooperative farm these cacao beans sustainably and carefully harvest them by hand. Sprüngli is now involved as a main partner in the pioneering project Salama Mateza (‘Healthy Mateza’), helping small-scale farmers obtain full health insurance as well as fair pay. To date, the project has helped 448 cacao farming families – more than half of those in the Mateza cooperative – access the healthcare system.



‘The Sprüngli name represents maximum quality, freshness and naturalness. In order to deliver this, we must be fully committed to ensuring sustainability along the entire value chain.’ The Swiss master chocolatier implements its sustainability mission statement in practice across the board, starting with the origin of its most important raw material, cacao. The fine cacao used by Sprüngli is sourced exclusively from responsible farming and is carefully harvested by hand. Sprüngli obliges its partners to ensure producers receive fair pay and to create a safe and healthy working environment.

An important growing region for fine cacao beans procured by Sprüngli is in the remote Sambirano River valley in Madagascar, where 860 small-scale farmers and their families work together and live self-sufficiently as the Mateza cooperative. The isolated location of the Sambirano River valley and its lack of infrastructure mean the majority of cacao farmers there are shut out of the health system and must cover expensive healthcare costs themselves

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when they fall ill. The pioneering Salama Mateza project ('Healthy Mateza' in Malagasy), the result of collaboration between various stakeholders, aims to change this in a lasting way by setting up a health insurance fund for the cacao farmers and their families.

As a master chocolatier and pioneer of grand cru chocolate in Switzerland, and a main partner in this innovative project, Sprüngli has committed to funding health insurance contributions for, currently, 448 small-scale farming families in the Mateza cooperative for the busy first six years of setting up the organisation – thus securing basic medical care for around 1,600 people. By taking this step, Sprüngli is helping firmly establish this project at its crucial early stage. Salama Mateza is led by Sprüngli's long-standing supplier and partner Max Felchlin AG. Technical production of the certificate of insurance and payment occur via the local digital platform run by mTOMADY.

The project also aims to start the important task of sharing information in the local area now, to familiarise families with the benefits of health insurance cover. This will ensure that Salama Mateza is perceived beyond the initial set-up phase as not just a pioneering project but a self-sufficient and sustainable long-term necessity.

As of last year, every Sprüngli shopping bag, plastic or paper, costs a symbolic price of 10 centimes. With this initiative, Sprüngli hopes to contribute to more conscious use of natural resources and is also donating all of the proceeds to sustainability projects such as Salama Mateza.

Follow us on Instagram: [@confiseriespruengli](#)
#Sprüngli #SalamaMateza

Find out more about Sprüngli's contribution to the pioneering project Salama Mateza [here](#).

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Background information

About Max Felchlin AG

Max Felchlin AG in Ibach-Schwyz is a long-standing partner of and supplier to Sprüngli. Felchlin procures the raw materials directly from selected cacao cooperatives in line with FAIR DIRECT CACAO principles and ensures the fine cacao beans meet the high quality standards and ethical principles of Confiserie Sprüngli. The Mateza cooperative in the Sambirano region of Madagascar is one of these key suppliers of raw materials.

About the Mateza cooperative

In the rural area of the Sambirano River valley in Madagascar, 860 small-scale farmers and their families work together to produce high-quality cacao and secure a significant direct source of income. In the form of the Mateza cooperative, they grow fine cacao on an area of around 900 hectares in line with the strictest quality and sustainability criteria. Sprüngli is prepared to pay fair prices above the market rate for this exclusive premium-quality cacao to create the finest grand cru chocolates and truffles of world-class origin.

About Salama Mateza

Salama Mateza means 'Healthy Mateza' in Malagasy and was launched as a pioneering project aimed at setting up health insurance for the 860 small-scale farmers and their families in the Mateza cooperative. The isolated location of the Sambirano River valley and its lack of infrastructure mean the majority of small-scale farmers there are currently shut out of the health system. Confiserie Sprüngli and partner Felchlin are working locally with mTOMADY. Using mTOMADY's innovative digital platform, the Sprüngli-funded insurance contributions for the cacao farmers can be securely transferred straight to the health insurance providers via mobile phones supplied for this purpose. The cacao farmers are also issued with a mobile certificate of insurance that is used to access basic medical care.

About Sprüngli chocolate

As a pioneer of grand cru chocolate in Switzerland, Sprüngli sets out to find the finest cacao beans from the world's best growing regions. Sprüngli works with carefully selected partners in the local regions to ensure that natural resources are protected, the natural environment is respected, and that the cacao farmers work under fair conditions and for a fair price. The cacao beans used by Sprüngli come from cacao trees at selected locations in Venezuela, Ecuador, Bolivia, Cuba and Madagascar. The fruit is harvested by hand at just the right time by small-scale farmers and processed with the utmost care. The single-variety selection of original fine cacao beans, combined with the intense taste of delicate flavours, make Sprüngli grand cru chocolate a rare delicacy – pure, authentic indulgence of the highest quality.

About our Swiss family business

A Swiss family business steeped in tradition, Sprüngli is now in its sixth generation of management, headed by Milan and Tomas Prenosil. Its products, hand-crafted in Dietikon according to the traditions of the trade, are sold in our 27 Sprüngli stores across Switzerland. These are located in and around Zurich, Baden, Basel, Bern, St. Gallen, Winterthur, Zug and Geneva. These are complemented by a total of five gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has a branch at the Dubai Mall in Dubai and, since 2018, runs the exclusive Boutique & Cafe in Abu Dhabi.

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