



STATE OF THE INDUSTRY REPORT

Email us at c.laird@globalshea.com

A Personal Word from Aaron Adu



Ending 2021 with the opening of our Togo office annex and an award for most innovative stand at the Intra African Trade Fair 2021 (IATF) in South Africa, Durban connoted the progress and expansion of the GSA as an industry association and brings into focus shea as a growing international commodity. The first 6 months of 2022 have been very exciting for us with activities ranging from exploring spreading the message of shea in untapped continents to hosting a successful annual conference in Lomé, Togo.

I encourage you to read through this newsletter using GSA as a looking glass into the shea industry pertaining to progress on various fronts and impact on Rural women who are the backbone of our industry.

Signed
Aaron Adu
Managing Director, GSA



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Shea 2022 Conference

We meet again



Global Shea Alliance hosted its first post pandemic conference under the theme “Growing the Future: Strengthening resilience and restoration”: a hybrid event with in person and virtual attendance from the 6th - 8th of June in Lomé, Togo.

The 3-day event attracted over 450 participants both in person and online featured presentations made by seasoned industry professionals on topics that shed light on how the shea industry continues to meet the ever-changing market place, with new legislation, innovation and increases in demand whilst growing our restoration efforts.

It featured special events like B2B Networking, Shea Expo 2022, SMEs training and The Shea Village Experience

Korean Conference 2022



On the 6th April the Global Shea Alliance hosted its first ever conference in Korea. The was held online under the theme “Women’s Gold: From Africa to Asia, Unveiling the Value of Shea for the Korean Cosmetics Industry”. This event, organized in partnership with the Enhanced Integrated Framework (EIF), is part of GSA’s efforts to access new markets internationally and was attended by over 60 participants. Speakers and participants explored the virtues of shea and its contribution to the Korean cosmetics industry’s goals of developing natural, functional and innovative products.

[Watch here >](#)

Green & Fair Conference



At the Green & Fair conference organised by AHK Ghana in collaboration with GIZ, the GSA’s MD, Aaron Adu presented on the importance of integrating Corporate Social Responsibility (CSR) into companies’ supply chains. Producers and businesses should view CSR as a business opportunity rather than as charity. This is the only way to create sustainability and jobs and attract more private sector investment. In addition, Aaron confirmed that the new EU regulation “deforestation free supply chain” is a great opportunity for the shea Industry, as shea trees grow naturally and are managed parklands.

[Watch here](#)

COP 15



The COP15 theme, ‘Land. Life. Legacy: From scarcity to prosperity’, was a call to action to ensure land, the lifeline on this planet, continues to benefit present and future generations. COP15 brought together leaders from governments, the private sector, civil society and other key stakeholders from around the world to drive progress in the future sustainable management of one of our most precious commodities, land. The Global Shea Alliance presented at UNCCD COP15 Green Business Forum 2022 on 9th to 20th May as part of a session to launch the Great Green Wall Sourcing Challenge as a way to encourage businesses to take advantage of sourcing opportunities from the region, including shea

[Watch here >](#)

Dubai Conference



The United Nations Convention to Combat Desertification (UNCCD) held a pre-expo workshop in Dubai on 21 February, 2022 as part of the Dubai World Expo. Titled Spotlighting the Sahel, climate resilience solutions for greater food security, the event was organized to in partnership with the Africa Union, UNISSS and the World Bank. The GSA was invited to make a presentation on the Action for Shea Parklands. The GSA is partnering with UNCCD for a large-scale fundraising to support the Action for Shea Parklands and this platform enables UNCCD to connect the GSA with other stakeholders working to support resilience in the Sahel.

Milestones



GSLEP LAUNCH

On the 11th of February, 2022 the Global Shea Alliance officially launched the Ghana Shea Landscape Emission Reduction Project (GSLEP) led by The Forestry Commission and in partnership with @undp. The project which was approved in 2020 by the Green Climate Fund will be implemented in the Northern Savannah Zone (NSZ) of Ghana which has a fragile ecosystem sensitive to the effects of climate change. GSLEP seeks to enhance forest carbon stocks across the landscape by restoring 200,000 hectares of off-reserve savannah forests and 100,000 hectares of degraded shea parklands, create 25,500 hectares of modified taungya system and introduce an integrated project monitoring system that aligns with the national REDD+ architecture for safeguards, forest monitoring and reporting systems.

[Learn more >](#)

SHEA IS ON RADIO!

Tune in on:

Zaa Fm 99.3MHz - Wednesday at 20:30 and Friday at 19:45

Simli Radio 95.3MHz- Wednesday at 19:00 and Monday at 20:00

In March a new radio programme made by and for shea nut collectors and shea butter processors in the Northern Region of Ghana went on air! The radio programme, called Kpihi Saha (which means Shea Nut Time), was broadcast in the Dagbani language. The radio programmes follow monthly discussions that take place in two shea nut communities, Yipielgu and Tumahi, where shea nut collectors and shea butter processors discuss the issues that matter to them and ask questions to relevant local experts and stakeholders. The Kpihi Saha radio programme is a result of a partnership between Tungteiya Women's Association, Solidaridad, Global Shea Alliance, The Body Shop, Cargill Zor and the Lorna Young Foundation's Farmers' Voice Radio. This collaboration aims to strengthen the sustainability of the shea supply chain in northern Ghana.

[Learn more >](#)



BEE KEEPING WEBINAR

On 24th February, 2022, GSA, in collaboration with the USAID-funded West Africa Trade & Investment Hub (Trade Hub), the USAID West Africa Biodiversity and Low Emissions Development project (WABiLED) co-hosted a webinar event, titled 'From Farm to Beehive: Why Introducing Farmers to Beekeeping is a Win for Farmers, Agribusinesses & the Environment' which was an amazing opportunity to gain insights on beekeeping and how it may benefit smallholder farmers. It served as a starting point to encourage non-governmental organizations and agribusinesses that work with West African farmers to learn more about beekeeping.

[Learn more >](#)



Tradeshows and Workshops

Bona Expo



The green beauty industry is fast growing as the Global Natural Cosmetics Market was estimated to be worth \$36b in 2019 and is now predicted to grown by \$54b in 2027 hence this exposition was been created to position a large market share of this growth for Africans and in Africa, foster expansion and credibility of this niche of the beauty industry, exposing its viability to investors, prospective start-ups as well as strategically reposition Africa as the next big place for its investors from all over the world.

[Learn more](#)

CI Korea 2022



Global Shea Alliance, as part of the PRADCIFK program funded by the Enhanced Integrated Framework (EIF), supported 10 Small and Medium Enterprises from Benin, Burkina Faso, Mali and Togo to participate in the CI Korea Fair in Goyang, South Korea. South Korea has been identified as one of the three Asian markets that offer the most opportunities for the shea industry. This fair is an excellent opportunity for SMEs to showcase their products and brands, meet potential buyers and exporters to establish strategic links and access the South Korean market.

[Learn more](#)

Nigeria Sustainable Shea Workshop



The Global Shea Alliance, took part in the Nigeria Sustainable Shea Workshop, organized by the Centre for the Promotion of Imports from Developing Countries (CBI). For selected SMEs in the Nigerian shea sector, CBI is delivering a customized export coaching program to identify and address the export enabling environment, to reduce barriers that women shea collectors and exporters face.

[Learn more](#)

Articles

HOW SHEA TREES CAN HELP COMBAT CLIMATE CHANGE

Published by World Economic Forum

[Read here >](#)

IMPROVING THE RESILIENCE OF SHEA FARMING COMMUNITIES

Published by Global Resilience Partnership

[Read here >](#)

NATIONAL CONFERENCES: PROVIDING A SPACE FOR EXCHANGES FOR DEVELOPMENT INCLUSIVE OF THE SHEA SECTOR

Published by Global Shea Alliance

[Read here >](#)

Partnerships



The **International Centre for Tropical Agriculture (CIAT)** team, visited the GSA office as part of a collaboration to implement a USAID-funded project; “Sustainable Land Use Financing”. This is a three-year project that will connect private sector partners with companies that prioritize sustainability in the fields of Agriculture, Landscapes, Water and Sanitation with a targeted focus on Shea and Cocoa in Northern and Central regions.

The GSA will act as a facilitator, helping to create profiles of Ghanaian companies that satisfy the requirements of the project. This project will strengthen the capacity of the shortlisted companies to address sustainable sourcing targets and sustainable land use issues allowing a flow of private capital into National Development programs.

Contact c.kakrabah@globalshea.com to find out more.



The Global Shea Alliance is proud to be part of the UN Decade Ecosystem Restoration initiative which aims to prevent and reverse the degradation of ecosystems on every continent and in every ocean. Contributing to this initiative is of paramount importance since the continued deforestation and activities that cause climate change are a significant threat to people and planet. The GSA will continue to use its resources to contribute to ecosystem restoration as part of the Action for Shea Parklands initiative to plant, promote and protect parklands.

[Click here >](#)



From May 5-17, 2022, the Global Shea Alliance, in collaboration with the World Bank, organized a series of training and capacity building sessions for beneficiaries of the Women Entrepreneurs Finance Initiative (WEFI) project in Burkina Faso, Mali and Mauritania. Participants were equipped with market research techniques, marketing, communication, and best practices to benefit from participating in a trade event. The beneficiaries also participated in Global Shea Alliance’s International Shea Conference in Togo (6-8 June, 2022) to meet new clients at the regional and international level.

[Click here >](#)

Natural Sustainable Functional

THE TREE THAT PROTECTS

Two billion shea trees grow naturally in the African Sahel storing carbon, preventing desertification, and improving soil.



We've Got What you Need
the Results You Want

Click here

The "Shea Market" platform was launched in the month of October 2021. This platform has features such as internal messaging system, shea resources to access relevant information as well as access to shea butter producers and suppliers regarding the shea industry.

Member Service



This is **Kwabena Boateng Asare Kena, the Membership Coordinator for GSA.** Coupled with his love for football and rice and stew is his very calm personality which makes him great at taking all your enquiries on the GSA, its operations and any member related questions. This is the face you can picture when you call the Global Shea Alliance looking for any answers. Disturb him with all your suggestions and enquiries on market linkages and technical assistance, you are in capable hands.

Contact him at kasarekena@globalshea.com or call on **+233 24 360 0749**

WELCOME New Members

SUPPLIERS

SONECIB SA	Benin
Agri Resources Group S.A	Mauritius
KariFemme Developpement	Ivory Coast
Alkoh Shea Company Limited	Ghana
Salmasa Group of Company	Ghana
Premiere Agro Commodities Ltd	Ghana
Rojert Business & Trading Enterprise	Ghana
Confirm Naturals Group Limited Company	Ghana
SINDA SARL	Togo
ABS impex Ltd	Ivory Coast
Ilera Agro processing Nigeria Ltd	Nigeria
Pharmacea Nassara	Ivory Coast
WISA Sarl	
A Enterprise	
EFKO Food Ingredients	Russia

NON-PROFITS

Lena Marshall Foundation	United Kingdom
Asdev Foundation	Ghana
Sahel Agriculture Services (SAS)	Ghana
Women Support & Activists Group (WOSAG)	Ghana
Sungbawiera Foundation	Ghana
Climate Smart Training Programme	Ghana
Astar Trading & Agro Processing Co Ltd	Ghana
GEOCHRISFEL Associates And Development	Ghana
Biba Transformations	Ghana
Global Entrepreneurship Network	Burkina Faso

BRANDS AND RETAILERS

Karinat	France
Yimuka GmbH	Germany
Natural Treats Luxuries Industries	Ghana USA Togo
MAMA'S LIFE	
Nature Marché	

WOMEN'S GROUP

Giwaland Women Cooperative	Ghana
Akanke Agro Allied limited	Nigeria
La Guinee Des Terrops	
Recefed	

10 CHOCOLATES THAT CONTAIN SHEA

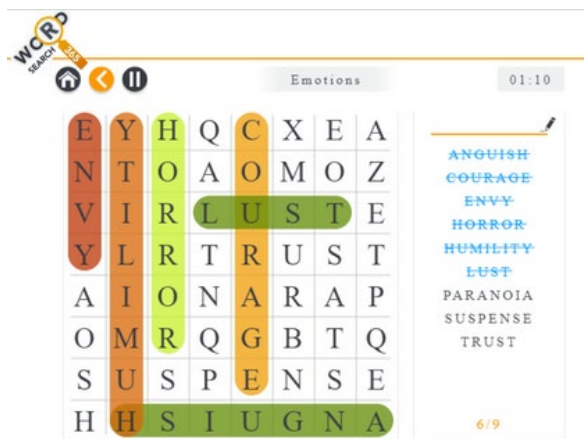
- Cadbury Twirl
- Cadbury's Dairy Milk
- Cadbury Flake
- Cadbury Wispa
- Cadbury Double Decker
- Caramel Twister
- Hershey's Chocolate
- Hershey's Drops
- Maltesers
- Kit Kat

Gifts From Us to You

All work and no play makes the sharpest minds very dull



Click on [here](#) to engage is a fun and exciting word game.



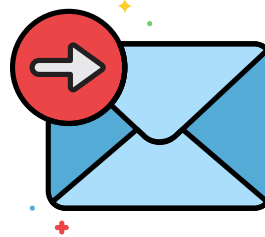
Click on [here](#) to engage is a fun and exciting word game.

Wallpaper

Beautify your devices with these images



Click [here](#) to get full access to these images. Enjoy!



**Want to contribute to the newsletter?
Send us an email at e.ababio@globalshea.com**

Frequently Asked Questions



Q How is shea butter made?

A Shea nuts are picked during the shea season and then de-pulped. The nuts are then parboiled for 20-40 minutes within 7 days of picking and then dried in the sun. The nuts are then de-husked within 3-4 days after drying and then the nuts are sorted to remove the bad nuts and impurities. After drying the nuts are roasted and then milled into a brown paste. This paste is kneaded and as it gets fluffy, water is added to the kneaded paste to bring out the shea fat solids. The solids are boiled for some time until it turns into oil. It is boiled for a second time the top of the oil is skimmed the oil is then cooled and it solidifies into butter.

Q Can shea butter be eaten?

A Yes, it can! Not many people outside the industry know this but shea is actually more popular in sales in the food industry particularly in confectionary and chocolate. Locally, many rural women use shea to prepare delicious soups and stews for their families.

Q Does GSA buy shea?

A No. GSA does not buy shea kernels, shea butter or any other shea products. The GSA is an industry association that connects buyers with shea nut collectors and shea butter producers. We conduct market linkages for our members to help them maximize their shea businesses. To get assistance on market linkage opportunities kindly email kasarekena@globalshea.com

Q Can I get financial assistance from GSA if I have shea business?

A Yes, you can! Through GSA's market linkages and projects that involve financial aid, we are able to assist members to inject more capital into their businesses.

Q Does the shea tree produce fruits all year round?

A No, shea is a seasonal fruit and it produces usually between July and October. Through GSA projects that support income generating activities like crop farming, beekeeping, soap making etc, shea women are able to create income during the off-shea season.