

“More Than an Ingredient”

Functionality and Sustainability Take Industry to New Heights

ICCO Cooperation, Joseph Haydnlaan 2A, 3533 AE Utrecht | April 16, 2018

Global
Shea
Alliance



The shea industry has increased 600% in the past 20 years and more than 350,000 tons are now exported from West Africa each year. For producing communities, the trade is providing annual income of 200 million USD and 4 million jobs for women collectors and processors.

The one-day conference will present ingredient innovations that are driving global consumption in food and cosmetic products. Participants will also learn the shea industry mapping to corporate sustainability targets as well as industry efforts to improve social and environmental impact through partnerships with governments, donors, and civil society.

CONFERENCE AGENDA

APRIL 16, 2018

9:00-9:30am	Registration and networking breakfast
9:30-9:45am	Welcome remarks
9:45-10:30am	Trees, Communities, and Trade The GSA Team will kick us off with a full overview of the shea sector: production data, trade flows and related impact in Africa . The presentation is followed by a panel discussion led by women's groups that will describe production practices as well as traditional uses in food, cosmetics, and related cultural ceremonies in African villages . The women's groups will also make a display of shea butter processing .
10:30-11:30am	20 Years of Ingredient Technology Introduced into global markets as an equivalent in food products and a moisturizer in cosmetics, the science of shea has grown tremendously in the past 20 years. Participants will learn from key players and discover the fatty acid profile, unsaponifiable content, general functionality, health benefits, and common applications . <i>40-minute panel discussion followed by plenary Q&A</i>
11:30-11:50am	Coffee Break
11:50am-12:50pm	A New Way to Shea What are the most exciting innovations in food and cosmetic products? Tune in to GSA members to learn most current processing and refining techniques , ingredient blends, inventive packaging , and marketing approaches that drive shea utilization. <i>Small group presentations and discussions</i>
12:50-2:00pm	Lunch
2:00-3:00pm	A Catalyst for Sustainable Development Discuss how sustainable shea production can help your organization achieve quantifiable targets related to the United Nations Sustainable Development Goals, including carbon reduction, gender equality , and preservation of the African savanna forests . Learn from civil society, donors, and women's groups about public private partnerships that are being rolled out across West Africa to support shea producing communities . <i>40-minute panel discussion followed by plenary Q&A</i>
3:00-3:20pm	Coffee Break
3:20-4:20pm	Maximizing Community Impact Initially seen as a wild and untraceable crop, the industry is shifting its paradigm to work more directly with communities and define its social and environmental impacts. GSA members will pitch their latest community engagements , including sourcing practices, cooperative development, health and safety equipment , and new planting techniques . <i>Small group presentations and discussions</i>
4:20-4:35pm	Wrap-up
4:35-6:30pm	Closing Cocktail Network at the largest European shea industry event with brands, ingredient suppliers, processors, distributors, producers, civil society, donors, and more. Get feedback on ideas, go in depth with sector experts one-on-one and make new connections in shea!

