



excellence. integrity. markets.

**Agenda for 2013 Global Shea Alliance General Assembly**  
**Sheraton Hotel, Abuja, Nigeria**  
**Tuesday, March 5<sup>th</sup>, 2pm Until Closure**

**I. Distribution of Materials**

Materials included:

- 2012 Annual Report, including a summary financial report from 2012
- Ballots for the Executive Committee elections

**II. Welcome Remarks from Global Shea Alliance Executive Committee**

Eugenia Akuete, Global Shea Alliance President from 2011-2013 made a speech thanking the Nigerian Local Organizing Committee (LOC) and the Global Shea Alliance Secretariat for their efforts in planning the 6<sup>th</sup> annual shea industry conference, Shea 2013: Global Perspectives. She remarked about how it has been a pleasure serving as president of the GSA.

Mamatou Djiré, Global Shea Alliance Vice President from 2011-2013 made a speech thanking the Secretariat for developing both a strategic and operational plan. He also thanked the Secretariat for their efforts in planning Shea 2013: Global Perspectives.

**III. Presentation of Global Shea Alliance Strategic and Operational Plans**

Joseph Funt, Managing Director of the Global Shea Alliance, summarized the strategic planning process undertaken by the Executive Committee in 2012 and the approved strategic and operational plans. An overview of the presentation:

- Shea value chain overview
- Identified existing market challenges in the shea industry: demand instability, inconsistent quality at sufficient quantity, fragmented advocacy, and rural poverty
- Reviewed the vision and mission of the Global Shea Alliance:
  - The vision: to be the premiere shea industry platform for satisfying the interests and needs of its members
  - The mission: to design, develop, and deliver strategies that drive a competitive and sustainable shea industry worldwide, and improve the livelihoods of rural African women and their communities
- Reviewed the structure of the Global Shea Alliance:
  - 175 members representing 32 countries
  - 7 members on the Executive Committee are elected every two years and provide strategic direction and oversight of operation
  - Board of Advisors provides financial resources and technical support
- Reviewed the strategic focus of the Global Shea Alliance:
  - Sustainability impact: address rural poverty challenges including women's empowerment and environmental sustainability
  - Value chain competitiveness: create a more efficient product to compete in the global marketplace
  - Market expansion: drive business opportunities that create employment for women collectors and increase income for shea producing communities
  - Policy advocacy: promote policies that establish new markets internationally and support African shea businesses, communities, and environment

- Reviewed the initiatives in the Operational Plan:
  - Sustainability promotion: establish the Global Shea Alliance as a multistakeholder organization that promotes quality and sustainability in the shea industry—create a working document outlining sustainability needs of the industry, draft a base code for sustainability and implementation principles, establish bi-laws and organizational licensing, and participate in international trade shows to promote the Global Shea Alliance
  - Standards and pricing: define quality sheanut standards, publish price information, and utilize standards to make the industry more competitive—develop sheanut quality standards, develop procedures for enforcing standards, develop a system for collecting price information and publish on the website
  - Industry promotion: develop and execute a strategy that educates brands and consumers about the many uses and benefits of shea butter, and the positive impact it has on rural African women and communities—redesign the website to include a shea business directory, resource library, and market information, organize the annual conference, run a social media campaign
  - National association support: develop and support multistakeholder associations in shea producing countries to improve their ability to advocate for favorable policies in shea—assist with the formation of new national associations in Cote d’Ivoire and Benin, provide technical and financial support to all national associations

#### **IV. Presentation of 2012 Activities and Accomplishments**

Joseph Funt, Managing Director of the Global Shea Alliance, summarized the activities and accomplishments from 2012:

- National association support:
  - Developed sheanut quality training materials and distributed to all national associations
  - Administered pilot quality campaigns in Ghana and Benin benefitting 6,590 sheanut collectors
  - Held sheanut quality and policy training events in Benin, Cote d’Ivoire, Ghana, Mali, and Nigeria
- Sustainability promotion:
  - Developed a working document outlining new membership criteria, a base code for sustainability, and implementation principles
  - Engaged over 200 members and stakeholders in reviewing the working document—feedback was summarized and released to members
- International promotion:
  - Developed a new website that includes member profiles, discussion forums, a shea business directory, and a resource library
  - Initiated a social media campaign to promote shea that resulted in 7,000 new followers on Facebook and 2,000 new visits to the website
  - Welcomed 147 new members
- Quality standards and pricing:
  - Produced a working document outlining parameters for determining sheanut quality that is being reviewed by members

#### **V. Presentation of Global Shea Alliance Draft Sustainability Base Code and Implementation Principles**

Anna Perinic of StarShea made a presentation on the draft base code for sustainability:

- Defined a base code for sustainability—a set of goals that all sustainable members agree to vigorously pursue to tackle the challenges in the shea industry

- The base code for sustainability adds value for members because it aims to ensure long-term development of the shea industry and it will be used by the GSA to market shea as a sustainable ingredient in international markets
- Sustainable members adhering to the base code will receive a sustainable accreditation from the GSA
- Summarized five dimensions of sustainability incorporated into the base code:
  - Producing quality sheanuts
  - Empowering women collectors
  - Enforcing labor rights
  - Fostering the socio-economic development of local communities
  - Protecting ecosystems
- Principles of implementation define concrete steps to be taken by each category of member in carrying out the base code and receiving accreditation
- Summarized some potential issues with implementation, including: self evaluation versus third party audit; and willingness to share market price information and guaranteeing accuracy

#### **VI. Member Discussion on Base Code and Implementation Principles**

The Managing Director facilitated a discussion on the base code for sustainability and implementation principles. More than 10 members commented on the base code congratulating the Secretariat on such an important initiative and stating that they think the GSA is a great platform to undertake this type of work. Members agreed on the importance of the base code to the industry. International brands said this is something they would love GSA to do and felt they could market it to customers. Other stakeholders agreed it could bring great benefits to women collectors.

#### **VII. Formation of Sustainability Working Group**

Unanimous approval to establish a working group that would refine the base code and address some of the challenges outlined in the presentation. The Managing Director accepted volunteers—more than 15 people volunteered to join the working group on sustainability. The Managing Director stated that the GSA would accept additional volunteers from outside the conference and provide a full list of volunteers to the Executive Committee. The Secretariat will make recommendations to the Executive Committee regarding the composition and goals of the working group. The Executive Committee will then finalize the working group. The full list of working group members will be posted on the website once the group has been officially formed.

#### **VIII. Presentation of Global Shea Alliance Draft Quality Standards**

Dr. Peter Lovett made a presentation summarizing research that the Secretariat gathered on sheanut quality standards, as well why standards are important and how they benefit the industry:

- Summarized the assessment parameters for nut quality and the ranges for good, average and poor sheanuts—moisture, admixture, damaged or infected kernel, free fatty acid content, fat content, stearin/olein or TAG ratios, and unsaponifiable content
- Defined shea kernel (international trading name will be “sheanut”)—the sundried and decorticated kernel obtained from the de-pulped whole nut after water boiling freshly harvested fruits of the shea tree
- Outlined the information that will be on each bag of sheanuts—registered name, net weight on packaging date (kg), country(ies) of origin, harvest year(s), packaging date, batch code for traceability (optional), and certification (optional)
- Outlined the process for grading sheanuts—grades are given based on the parameters previously outlined and can change along the supply chain based on packaging, storage, contamination, etc

**IX. Member Discussion on Draft Quality Standards**

The Managing Director facilitated discussion with members on the sheanut quality standards that have been drafted. Members were overwhelmingly supportive of the project and believe it is a great project for GSA secretariat to undertake. Questions came from members regarding how GSA will integrate the existing standards that are being used by different countries into one international standard. The GSA managing director explained that these standards are GSA recommended standards that was developed with excerpts from the prokarite standards and in consultation with stakeholders including the standards organizations in the various countries. GSA would promote the usage of these standards by members, which will result in increased shea nuts quality and higher income to rural women.

**X. Formation of Quality Standards Working Group**

Unanimous approval to establish a working group on sheanut quality standards. The Managing Director accepted volunteers for the working group—more than 19 people volunteered to join. The Managing Director stated that the GSA would accept additional volunteers from outside the conference and provide a full list of volunteers to the Executive Committee. The secretariat will also propose composition and specific objectives to the Executive Committee. The Executive committee will finalize the working group. The full list of working group members will be posted on the website once the group has been officially formed.

**XI. Review and Approval of Global Shea Alliance 2012 Financial Report**

Global Shea Alliance members reviewed the financial report before the annual report. Members commented that they did not have sufficient time to review the financial report. Also, members felt that the financial report should have been audited by a third party in order for the GSA to have international credibility. The Managing Director said a third party auditor would be hired to review the financial report. Members then asked how an auditor would be selected. The Managing Director commented that a process for financial reporting and auditing will be presented to the Executive Committee for approval and will be posted on the website. The process will include quarterly oversight of the budget. Also, the Managing Director commented that the Secretariat would obtain quotes from several third party auditors, but that the Executive Committee will be responsible for selecting an auditor. Members voted to approve the annual financial report pending the completion of a third party audit.

**XII. Review and Approval of Global Shea Alliance 2012 Annual Report**

Global Shea Alliance members reviewed the 2012 annual report in its entirety and voted to approve it. Members would have appreciated more time to review the annual report, but all voted to approve it pending the completion of a third party audit on the financial report.

**XIII. Speeches by 2013-2015 Executive Committee Candidates**

Candidates included:

- Benin: Giles Adamon
- Burkina Faso: Moumouni Konate
- Cote d'Ivoire: Sidiky Aboubacar Sanogo
- Ghana: Senyo Kpelly
- Mali: Kadijatou Lah
- Nigeria: Salima Makama
- International Industrial Processor: Antoine Turpin, Loders Croklaan
- International Brand or Retailer: Mark Davis, The Body Shop
- Women's Collector or Processing Business
  - Sara Diony
  - Fatouma Gbaoure
  - Bilkisu Magoro

The Managing Director read statements on behalf of Antoine Turpin and Mark Davis, neither of whom could attend the conference.

**XIV. Members Vote for 2013 – 2015 Executive Committee**

Members voted via ballot. All positions were uncontested with the exception of the women's collector category.

**XV. Tallying of Votes and Announcement of 2013 – 2015 Executive Committee**

Results:

- Benin: Giles Adamon
- Burkina Faso: Moumouni Konate
- Cote d'Ivoire: Sidiky Aboubacar Sanogo
- Ghana: Senyo Kpelly
- Mali: Kadijatou Lah
- Nigeria: Salima Makama
- International Industrial Processor: Antoine Turpin, Loders Croklaan
- International Brand or Retailer: Mark Davis, The Body Shop
- Women's Collector or Processing Business: Bilkisu Magoro, Nigeria

The results of the votes for the women collectors were as follows:

- Sara Diony - 24
- Rabiadou Abubakari - 17
- Bilkisu Magoro - 124

**XVI. Executive Committee Meeting and Election of President and Two Vice Presidents**

The new Executive Committee met and elected a president—Hajiya Salima Makama of Nigeria was the unanimous winner. Moumouni Konate of Burkina Faso and Mark Davis of The Body Shop were elected as the vice presidents.

**XVII. Announcement of President and Vice President Closure**

Announcement was made that Hajiya Salima Makama was the unanimous winner of the election for president. Moumouni Konate of Burkina Faso and Mark Davis of The Body Shop were elected as the vice presidents. Salima Makama made an acceptance speech and pictures were taken of the entire Executive Committee.