



**The Global Shea Alliance  
GSA Secretariat Office  
Accra, Ghana  
Executive Committee Meeting (Biannual)**

Minutes  
20 March 2016  
9:00 – 16:00

**EC Members Present**

Moumouni Konate, President  
Senyo Kpelly, Vice President  
Gilles Adamon, EC Member  
Jibril Bokani, EC Member  
Badie Marico, EC Member  
Edwige Hammond, EC Member  
Antoine Turpin, EC Member  
Félicité Yameogo, EC Member

**Advisory Board Members Present**

Joe Dever, USAID

**Other Participants Present**

Michele Aiken, IOI Loders Croklaan

**Secretariat Staff Present**

Joseph Funt, Managing Director  
Aaron Adu, Director of African Operations  
Valeria Ramiconi, EU Operations Manager  
Doris Anum-Darhuso, Director of Finance  
Sydney Henderson, Sustainability Coordinator

**Agenda**

- I. Introductions
- II. Addendums to the Agenda
- II. 2015 Audit Review
- III. Shea 2016 Conference Overview
- IV. 2016 General Assembly Agenda Review
- V. Brussels Conference Review
- VI. Washington, D.C. Conference Review
- VII. 2016 National Association Support Activities
- IX. Closing Remarks

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## I. Introductions

President Moumoni Konate called the meeting to order at 9:24am and welcomed all EC members and Secretariat staff.

All EC members and GSA secretariat staff made introductions.

## II. Addendums to the Agenda

One member requested to begin the meeting with a review of the 2015 General Assembly minutes to best prepare for the 2016 General Assembly the following day. The Secretariat summarized all meeting items, and all other agenda items were agreed upon.

### General Assembly Review

The Secretariat reviewed the previous General Assembly meeting minutes.

In 2015, the General Assembly adopted the financial and technical updates without modification. The Sustainability Working Group proposed three additional work streams: parkland management, research and development and conservation pilot projects. Members voted to adopt the work streams.

The Quality Working Group also presented their roadmap for implementation of the GSA quality standards. Members voted and adopted the roadmap.

During discussions about the national associations, the Secretariat agreed to establish best practices for national associations by providing capacity building and technical support.

The 2015 – 2017 Executive Committee was also elected.

## II. 2015 Audit Review

The Secretariat provided a summary of the audit report including income and expenses for all GSA activities in 2015. Members subsequently reviewed the GSA's current financial statements.

**Discussion/Action: Revenue Growth.** One member asked a question if the 3.2% increase in revenue represents sufficient growth of GSA activities. The Secretariat stated that the GSA had substantial growth in quality, promotion and sustainability activities during 2015; however, funding for projects is often administered independently through our members and partners. The full scope of activities is captured in the annual report.

**Discussion/Action: Cash Balance.** One EC member asked a question on the reduction in cash equivalents between from 2014 to 2015. The Secretariat responded that the reduction in cash is in relation to advance payments for 2015 activities that were received in 2014. The advanced funds were subsequently spent during the 2015 period reducing the overall cash position..



**Discussion/Action: Translation.** EC members requested that the annual financial report be made available in French for their review. The Secretariat will create a translated document in French that will be made available to the executive committee for their review only.

### III. Shea 2016 Conference Overview

The Secretariat provided an overview of the Shea 2016 conference program. The 2016 conference will consist of 2 days of plenary sessions with a third optional day of practical demonstration and trainings for small businesses. The GSA registered 450 participants.

The conference opening ceremony will feature VIPs including the President of Ghana, the Minister for Trade and Industry, the Minister for Food and Agriculture, a representative of The Hershey's Company, the EU Ambassador, the USAID Mission Director, and President Konate.

**Discussion/Action: Conference Organization.** EC Members were pleased with the variety of presentations and the anticipated VIP guests, especially President Mahama. EC Members also requested that the Secretariat ensure adequate French translation services during registration.

The Secretariat assigned two Francophone staff members to assist conference attendees at registration.

### IV. 2015 Annual Report Review

The Secretariat reviewed key activity areas for 2015 including quality, promotion, and sustainability initiatives. Key accomplishments in 2015 include:

- Registration of 55 sustainability partners
- 41 new members from 13 countries
- 10,119 women trained on quality best practices
- 53,319 women beneficiaries of sustainability projects
- 4 regional events: (1) annual African conference in Ouagadougou; (2) the annual North American conference in New York City; (3) the annual African Cosmetics Exhibition in Nigeria; and (4) a panel organized at the World Trade Organization in Geneva

**Discussion/Action: African Cosmetics Exhibition.** EC members suggested that the African Cosmetics Exhibition be more representative of a greater number of member countries, and that the GSA should engage more buyers to attend. The Secretariat will review options to better expand participation from the 21 shea-producing countries and provide proposals on new locations and partnership opportunities.

**Discussion/Action: Quality Standards.** One member asked for an update on the timeline of the implementation of quality standards. The Secretariat responded that all African governments have been contacted and the draft standards are under review.

**Discussion: EU and US Offices.** One member requested an update on the activities of the EU and US offices. The Secretariat noted that the EU office is now open in Brussels, Belgium, and the EU Operations Manager is implementing activities around policy and promotion with

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support from the Accra Secretariat. In the U.S., the GSA is shifting its approach from a centralized office to contracting firms that will contribute to our fundraising and promotion goals. The Accra office will manage relationships with these firms.

#### **V. Brussels Conference Review**

The Secretariat reviewed the program of the inaugural EU conference including the speakers and 50 registered participants. EC Members were pleased with the program content and successful organization of the event. Several members noted that this conference would be a good first step towards better engaging stakeholders in the European Union.

**Discussion/Action: Letters of Invitation.** EC members requested that the Secretariat provide letters of invitation for stakeholders who are interested in attending the international conferences. The Secretariat will provide invitation letters to any stakeholder who is interested in attending GSA events.

**Discussion/Action: Representation of Women.** Several EC members emphasized the importance of including women's group representatives at the EU and US conferences and would like to have a diverse range of women from different countries present at each event. The Secretariat will engage various women's representatives from the Executive Committee and Sustainability Working Group to attend future international events.

#### **VI. Washington, DC Conference Review**

The Secretariat reviewed the marketing documents for the North American conference, taking place in Washington DC on May 17-18.

#### **VII. 2016 National Association Support Activities**

The Secretariat discussed 2016 activities to support national associations. All associations, with the exception of Mali, will receive funds to initiate quality campaigns in their respective countries. The Secretariat noted the success of the Benin national association, which has secured funding to support the development of 15 warehouses for women's groups. The Secretariat will contribute financial and technical support to national associations this year.

**Discussion/Action: NASPAN and FIKA-CI.** EC members noted that the Nigerian and Ivorian national associations still lack Secretariat coordinators. The GSA Secretariat will continue to support national association fundraising efforts. Additionally, the Secretariat noted that if more established national associations find ways to contribute to the GSA, it will open up more avenues for the GSA to expand financial and technical support for less established associations.

#### **IX. Closing Remarks**

President Konate thanked the Executive Committee members for their contributions and donors for their support. He also commended the Secretariat for their hard work and dedication to the GSA's members.

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