



2017 Global Shea Alliance Executive Committee Meeting Minutes
March 12, 2017
Cotonou, Benin

Proposed Agenda

- Introductions
- 2016 Audit Review
- Shea 2017 Conference Overview
- 2017 General Assembly Agenda Review
 - Sustainability Program
 - Promotion Activities
 - Membership
 - Fundraising
 - Audit Summary
 - Vote to Adopt Annual Report
 - Proposed Modifications to EC Criteria, GSA Guidelines
 - Vote to Adopt Modifications to EC Criteria, GSA Guidelines
 - Presentation of EC Candidates
 - Vote of EC Candidates
- Treatment of Shea Network Ghana Outstanding Debt
- Proposal and Selection of 2017 Conference
- Update on Cosmetic Research Funding and Approval to Initiate
- Update on U. S. Chocolate Initiative and Revised Strategy
- London Conference Review
- U.S. Conference Discussion and Revisions
- Lunch

1. Introductions and Review of the Agenda

Presentation: The meeting started at 9:00 in the conference room of the Benin Royal Hotel, Cotonou.

All EC members present introduced themselves including national association representatives from Ghana, Mali, Ivory Coast, Burkina Faso, Benin, Nigeria and the women's group representative from Burkina Faso. The representatives of international processors and brands excused themselves from participation due to previous commitments. The representative from the Board of Advisors also excused himself due to previous commitments.

The Secretariat Staff presented themselves including the managing director, director of Africa operations, sustainability program director, development director, and finance director.

Discussion/Action: The GSA President requested members to review the agenda. The members requested the following amendments:

- Under the proposed General Assembly agenda, modify “proposed modifications to EC criteria, GSA guidelines” to “propose changes to GSA guidelines”
- Add “any other business” agenda item and include the following topics:
 - Recognition to outgoing EC members
 - Feedback to secretariat
 - EC financial management – March – June
 - Benin shea kernel tax

A proposal was made to adopt the agenda and all members adopted it with the modifications.

2. Audit

Presentation: The GSA secretariat reviewed the 2016 financial audit conducted by KPMG with EC members. The audit was approved and signed by the EC finance sub-committee in time for the meeting.

Discussion/Action: EC members discussed changes (increase and decrease) to specific expenses from the comparative accounts of 2015/2016. Explanations were given as due to increased staff, the completion of certain projects, and the initiation of new projects that caused some fluctuations year to year. Recommendations were made for translation of audit report into French for the benefit of French speaking members. The EC also requested the secretariat add explanations of the request and approval process for funding related to USAID grant. Members should be aware that funding is advanced and then reconciled on a quarterly basis.

The EC adopted the audit report.

3. Conference Review 2017

Presentation: The EC reviewed the technical program for the conference including panel sessions, speakers, training for small businesses and networking activities. The secretariat provided updates on registration. As of March 12, the GSA registered 400 participants including 150 women collectors from Benin.

The Benin organizing committee informed the EC that the Minister of state planning and development will represent the president of Benin would during the opening ceremony.

The GSA finance director reviewed financials of the conference including expected income and expenses.

Discussion/Action: The EC applauded members for sponsorship support and the national association for organizing government sponsorship and participation fees.



The president thanked secretariat staff and Benin association for their hard work. He stated the surplus income is impressive and helps GSA in its activities. He hopes next years host will also be ready to organize local stakeholders and raise funds for GSA.

4. GA agenda review

Presentation: The secretariat reviewed the annual report, proposed changes to guidelines, and general assembly with the EC members.

Discussion/Action: The president requested additional copies of the annual report be printed and distributed to members. The secretariat will distribute copies by email and also provide printed copies to national associations.

The Benin national association indicated that a European Union funded project PARASEP would like to produce a video of the conference. GSA agreed to collaborate with the national association to review the video prior to distribution.

The EC debated the proposed revised structure of the committee. The current composition of the EC is 9 based on a revision in 2013. Prior to that, the EC was made up of 7 members. The secretariat proposed 2 additional international members (one international processor and one international brand) to better support the market expansion and promotional strategies of the GSA. Considering that women's empowerment is a central focus of the GSA, the EC suggested to increase that stakeholder representation by one member along with one additional international representative (either brand or processor).

The EC members also requested that, the published guidelines be updated to ensure they reflect the vision, mission, structure, membership principles and strategic focus that have been approved in previous General Assemblies.

5. Shea Network Ghana Debt

To prevent any conflict of interest, the Ghana Representative was not present during the EC discussion on the agenda item.

Discussion/Action: The EC discussed the debt owed by Ghana national association to the GSA and agreed that SNG must pay the debt before any information on 2016 conference accounts is provided to the organization.

The committee discussed options to recover the debt owed by the Ghana national association. The decision was made the association must pay the funds within 3 months from the EC meeting or SNG will be suspended from all GSA activities.

6. 2018 Conference



Presentation: The secretariat presented summaries of 2018 conference proposals received by Nigeria and Mali. The Nigeria proposal was recommended to the EC based on responsiveness to the criteria listed in the call for proposals.

Discussion/Action: Mali withdrew their application and Nigeria was nominated to host the Shea 2018 conference.

7. Cosmetics Research

Presentation: The secretariat updated the EC on the progress with the cosmetic research. Sponsorship confirmations from members had not reached the budgeted cost of the initiative. The secretariat requested approval to start the research and pay the balance of funding from the general funds surplus.

Discussion/Action: The EC agreed the secretariat would continue recruiting sponsors for the research and begin the project three months from the date of the EC. If sponsorship doesn't cover the costs of the research at that time, the secretariat is authorized to use general funds to pay the difference.

8. U.S. Chocolate Strategy

Presentation: The secretariat presented on the advocacy efforts to allow for the use of shea-based ingredients in chocolate in the United States. Due to current obstacles in modifying existing standards of identity, the secretariat recommended to explore filing a "temporary marketing petition" for a specified chocolate product that will contain shea-based ingredients.

Discussion/Action: The revised strategy was unanimously approved by the EC.

9. EU Conference

Presentation: The secretariat provided updates on the Europe conference. The Body Shop International will host the conference at its headquarters in Croydon, UK on April 3, 2017. The theme for the event is: Green is the New Black. The conference is focused on the use and benefits of shea in the cosmetic industry.

To date, the secretariat had registered 70 participants.

10. US Conference

Presentation: The secretariat proposed to move the conference from Washington, D.C. to New York, NY and host the conference on May 1st to coincide with the NYSCC suppliers day trade show.

Discussion/Action: The EC approved the change.

10. Any other business

Discussion/Action: The EC suggested all outgoing members should be provided a plaque to recognize their efforts during their term.

The EC requested advance notifications on all events and trips in their respective countries. The EC also requested more regular reporting on the implementation of work plan activities. The secretariat will provide a quarterly written report moving forward.

The secretariat discussed EC financial management for the period of March – June, 2017. The EC agreed that the current finance subcommittee will continue their role until transition is complete with new EC members following their introductory meeting.

Members discussed the new tax on export of agricultural products including shea kernels in Benin. The EC requested the national association to engage the government to ensure a thorough process that will be to the benefit of all stakeholders.

The EC requested that there be a budget for activities undertaken by the women's group representative to the EC. The GSA agreed to develop and allocate a budget for her activities

11. Closure

President thanks secretariat, EC members for their collaboration in two years. He encourage outgoing EC members to continue their participation in GSA.