

Global
Shea
Alliance



GSA News Update

the official newsletter of the Global Shea Alliance



The Global Shea Alliance (GSA) will host its international conference in Abidjan, Côte d'Ivoire from March 24th to 26th.

The conference, "Shea 2014: The Industry Unites" will be an important historical event as members vote to undertake projects that will improve women's empowerment, quality, industry potential, and tree conservation. The event will attract more than 400 participants including international food and cosmetic brands, women's groups, industrial processors, traders, exporters, and non-profit organizations.

Conference Program

Sun, Mar. 23

- Arrival in Abidjan, Côte d'Ivoire
- Executive Committee Meeting

Mon, Mar. 24

- Registration and Networking
- Opening Ceremony
- Afternoon Workshops and Training Sessions
- Sponsors Dinner

Tue, Mar. 2

- Workshops and Training Sessions
- GSA General Assembly (Members Only)

Wed, Mar. 26

- Workshops and Training Sessions
- Business-to-Business Forum
- Closing Ceremony
- Cocktail Reception

Thu, Mar 27

- Field Trip to Cosmetics Factory, Port of Abidjan & River Boat Tour

2013 Working Groups Complete Activities, Submit Proposals to Members

Formed at Shea 2013 in Abuja, Nigeria, the GSA quality and sustainability working groups have completed their activities and submitted proposals to all GSA members and stakeholders. The documents will be discussed and proposed for adoption during the Shea 2014 General Assembly in Abidjan, Côte d'Ivoire.

Quality Standards

The Quality Standards Working Group consisted of 9 members including brands, suppliers, women's groups, and non-profit organizations.

"Quality standards are important for an efficient industry," remarks Ruth Wallace of Technoserve and member of the Quality Working Group. "These industry-approved standards will be useful for the women; its been a pleasure to be a part of this important step."

The proposal includes the following sections:

Quality Specifications for Shea Nuts – The group reviewed existing standards and determined GSA definitions of grade A, B, and C shea nuts by establishing parameters for moisture, free fatty acids, impurities, and oil content.

Implementation Plan – The plan provides guidance for utilization of the standards by GSA members and in shea producing communities across Africa. It also describes proposed trainings for women's groups and shea nuts buyers.

Illustrated Quality Standards – A pictorial representation of how to identify the various grades described in the specifications. The guidance includes illustrations of color, maturity, infestation and general conditions.

View the full proposal here:
www.globalshea.com/news/current

Sustainability

The Sustainability Working Group consisted of 14 members and stakeholders including brands, suppliers, women's groups, and non-profit organizations. "The

Sustainability Program from the working group will lead to increased incomes for women, it has been a very informative process that should be continued", says Safia Alhassan, a member of Africa 2000, the Pagsung Shea Butter Processors and Shea Nut Pickers Association, and the Sustainability Working Group. The proposal includes the following sections:

Program Qualifications – The document explains qualifications for the sustainability program as well as member and stakeholder benefits.

Sustainability Guidelines – The guidelines are a set of voluntary principles and implementation criteria that promote women's empowerment, decent working conditions, development of shea producing communities, and the protection of ecosystems.

Project Concept Notes – The working group issued

three projects for immediate funding and implementation in partnership with our public and private sector members and stakeholders.

View the full proposal here:
www.globalshea.com/news/current

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Global Shea Alliance Nearly Doubles Membership in 2013

Each year, the GSA attracts new and unique members from around the world. In 2013, we welcomed 157 new members from 11 countries. "Breadth in the Global Shea Alliance is important for members to fully benefit from the networking potential within the sector", says Senyo Kpelly, GSA executive committee member and CEO of Sekaf Ghana Ltd. "Sekaf has benefitted from this network as one of the first small-brands to join the Alliance".

The 2013 new members include an international logistics company, a US chocolate manufacturer, women's groups across West Africa, shea butter suppliers, equipment suppliers, an organization addressing climate change, and numerous cosmetic brands in North America.

Technical Director of new GSA member Acclimatise, Alastair Baglee said, "We are very proud to join the GSA and support the incorporation of climate resilience into their work for the benefit of all GSA members. We are seeing businesses and policy makers becoming increasingly focused on climate-driven impacts and opportunities for supply chains... it's very much the right time to be thinking about these issues for shea production."

To highlight a few:



Acclimatise is a specialist consulting, communications and digital application company providing world-class expertise in climate change adaptation and risk management. www.acclimatise.uk.com



The **Desmet Ballestra Group** is the world leader in the fields of engineering and supply of plants and equipment for oils, fats and animal feed industries; detergents, surfactants, and related chemical industries; and oleochemical and biodiesel industries. www.desmetballestra.com



Founded in 1822, the **Bolloré Group** is one of the 500 largest companies in the world. Thanks to a diversification strategy based on innovation and on international development, it now holds strong positions in all its activities around three business lines, transportation and logistics, communication and media, and electricity storage and solutions. www.bolloré.com/en-us



Karitex is a young Canadian company specialized in the distribution of organic raw Shea butter. Our organic shea butter is intended for cosmetic, pharmaceutical, food industries and individual consumers. We harvest premium quality Shea nuts from Burkina Faso that are transformed on-site into Shea butter that is ethically produced. shop.karitex.com



Founded in 1987 in Sydney, Australia to support worldwide distribution of the finest Essential Oils, **New Directions Aromatics Inc.** is now a leading wholesale supplier of 100% Pure, Therapeutic Grade Essential Oils around the world. www.newdirectionsaromatics.com

The **African Women Agribusiness Network, Nigeria (AWAN)** is a West Africa Regional Initiative formed in Ghana on August 10th, 2001. It is an NGO whose members are female shea nut pickers and butter processors in the ECOWAS sub-region.

Industry Leaders to Speak at Shea 2014: The Industry Unites

The GSA has confirmed the participation of industry leaders and experts to provide the most current information for conference participants. The presentations at the conference will lead the discussion for the shea industry on the imperative topics of women's empowerment, industry potential, quality, and healthy shea tree populations.

Panel sessions will feature The Hershey Company, LMC International, IOI Loders Croklaan, Star Shea Ltd., The Body Shop, Ghana Nuts Ltd, Technoserve, and many more!



Ghana Nuts Limited

IOI Loders Croklaan



Thinking Global, Marketing Local

Each year during our annual conference, the GSA trains participating women's groups in a variety of practical workshops that benefit their small businesses. At "Shea 2014: The Industry Unites", conference participants will be invited again to participate in our Thinking Global, Marketing Local training series.

This year's trainings will include access to finance, business plan development, accounting for small businesses, soap making, cosmetic formulation, and packaging and labeling requirements. There is a one time fee of \$50 USD to participate in all trainings.

All sessions will be held at the Golf Hotel in Abidjan. To participate in the "Thinking Global, Marketing Local" training series, please contact Prince Nunoo at pnunoo@globalshea.com.

Space is limited, so get in touch with us soon!



National Association Support

The GSA supports the development of national associations in Mali, Ghana, Nigeria, Benin, Côte d'Ivoire, and Burkina Faso. In 2013, the associations took on a number of new and exciting projects in collaboration with GSA to support the shea sectors in their respective countries.

1. Nigeria Cosmetics Training

In Nigeria, the national association, National Shea Products Association of Nigeria (NASPAN), and the Alliance secretariat took to the field to train over 700 women on cosmetic formulations! Enterprising women were invited to attend the hands-on training where they learned how to make shea-based cosmetics including creams, lotions, and shampoo.

"The domestic cosmetics market in Nigeria is underdeveloped, and there is a huge potential in the cities for cosmetic brands to take off," remarked GSA Executive Board member Hajiya Bilkisu Magoro.

The training took place in six states—Katsina, Kebbi, Niger, Kaduna, and Abuja—reaching rural women that have no alternative source for this type of information.

"I will now move on with my business, making cosmetics from the shea butter I used to sell," said one woman that attended the training. The workshop showed the participants how to use shea to make high-quality cosmetics and how to meet labeling and packaging requirements.

Be on the lookout for more shea-based products from Nigeria!

2. Advocating for Industry Stakeholder Involvement

The Shea Network Ghana is taking a lead role in ensuring a sustainable industry for the country. On 18th December, the association held a stakeholder workshop, bringing women's groups, private sector buyers, and government representatives together to discuss the issue of a shea floor price. The meeting and extensive research were carried out by the GSA and the Shea Network Ghana, utilizing funding from the Business Sector Advocacy Challenge Grant Fund.

"Setting a floor price might benefit the women, but it has to be in a way that includes sufficient input from the private sector," says Anna Perinic, executive board member of Shea Network Ghana. "The national association is in a position to represent the industry to the government."



Participants at the Nigeria Cosmetics Training.

3. National Association Conferences

In the last quarter of 2013, the national associations in Benin and Ghana held multi-stakeholder forums to promote networking in the shea sector and engage participants on current industry topics.

From November 25th to 27th, Benin's shea sector gathered for the first time ever in Parakou for an event organized by the

National Association Karité Bénin (AKB). The forum brought 149 representatives of the shea industry in Benin together to discuss challenges and opportunities to improve the competitiveness of the Benin shea industry.

"This event is important for the shea sector of Benin to gather industry stakeholders and beneficiaries, and to provide direction for national association projects," acknowledged Urbain Gbeou, the coordinator for AKB. "This is the first time we've been able to do this

The national associations in Benin and Ghana elected new boards, congratulations to the new members and thanks for supporting the shea industry!

Benin

President

M. Adamon Gilles

Vice President

El-hadj Boni Zakaria

Secretary

Mme Tamou Saka Adidja

Treasurer

Mme Lahouin Anne

Head of Information

M. Seidou Mohamed

GSA Coordinator

Urbain Gbeou

Ghana

President

Mr. Prince Obeng Asante

Vice President

Ms. Lillian Kuutro

NGO Representative

Christopher Bakaweri

GSA Representative

Senyo Kpelly

Small-scale entrepreneurs

Anna Perinic

Research representative

Francis Chimsah

Trader Representative

Alhaji Baba Hussain, traders

GSA Coordinator

Iddi Zakaria



Benin National Association meeting

for the shea sector in Benin.” The meeting enabled AKB hold their first election and determine board members.

In Ghana, the national association, Shea Network Ghana (SNG), held their second annual stakeholder workshop in Tamale Ghana attracting 120 participants.

Iddi Zakaria, the coordinator for SNG, described the conference as, “a platform for knowledge sharing, opportunities to grow the domestic economy, and industry awareness”.

The conference featured panel sessions, cosmetic demonstrations, and an exhibition for members to sell their shea products. During the general assembly, a Strengths, Weaknesses, Opportunities and Threats analysis of the national association was presented participants. The association is now developing strategic and operational plans to guide future activities.



Ghana National Association meeting



Dates for the

March

- 1-2 Beauty Forum Swiss, Zurich, Switzerland
- 24-26 **Shea 2014: The Industry Unites.** Abidjan, Côte d'Ivoire

April

- 1-3 In-Cosmetics, Hamburg, Germany

May

- 12 New York Conference, New York, USA

Please contact the Global Shea Alliance for further details: info@globalshea.com



USAID
FROM THE AMERICAN PEOPLE

New Partnership with USAID

The GSA established a three-year partnership with the U.S. Agency for International Development. The new project will offer trainings and market linkages to support the development of women's groups in Nigeria, Ghana, Benin, Burkina Faso, and Cote d'Ivoire. The GSA will partner with national associations in each of the five countries to implement the project.

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