# SEEDS OF CHANGE 2017 Annual Report Global Alliance

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With the support I received from GSA, I produce better quality kernels and I am assured of a buyer. Today, I am confident in my ability to pay for my children's education."

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# Message from our president

In 2017, the GSA planted "seeds of change" at our annual conference that bore fruit throughout the year. We trained 70,800 shea collectors and processors and facilitated direct sales that increased women's income by 46%. We also hosted 4 international conferences and exhibitions on three continents, provided technical assistance to 864 companies, and created 756 market linkages.

Our achievements are made possible by the unwavering support and dedication of our members, executive committee, working groups, sponsors, partners, and secretariat staff. As we celebrate the successes of Abiba and Victorine featured in the pages ahead, we reaffirm our commitment to build a competitive and sustainable industry that benefits consumers, producers, and businesses around the world. In 2018, let's build upon our achievements by "going further together."

### Badiè Marico

President, Global Shea Alliance



### VISION

The Global Shea Alliance aims to be the premiere platform to satisfy the strategic interests and practical needs of its members, shea stakeholders large and small worldwide.

### MISSION

The GSA's mission is to design, develop, and deliver strategies that drive a competitive and sustainable shea industry worldwide and to improve the livelihoods of rural African women and their communities.

### VALUES

Inclusive Value Chain – to represent all members & aspects of the shea value chain
Pre-Competitive – to ensure all activities benefit the industry as a whole
Business Driven – to advance the development and profitability of the shea industry
Sustainability – to focus on industry solutions that support people, planet, and profit
Confidentiality – to respect the confidentiality of the membership and its partners

# **GSA** Program Model

The GSA implements three key initiatives to achieve our mission and strategic goals.

### NDUSTRY PROMOTION

- Annual international conferences and exhibitions in Africa, EU, and the U.S.
- Company advisory services and market linkages
- Consumer and industry marketing
- Research on shea benefits in food and cosmetics
- International policy analysis and advocacy
- National association support

### SUSTAINABILITY PROGRAM

- Implementation of multi-stakeholder guidelines and work streams
- Community development projects including warehouse construction, business development trainings, health and safety initiatives, parkland management, improved planting materials, and conservation pilot projects

### QUALITY STANDARDS

- Development and implementation of quality standards and best practices
- Quality trainings on kernel collection, processing, and storage

# **Sustainability**

The impact of the GSA sustainability program has consistently grown since its launch in 2014. 100 voluntary partners are now implementing guidelines and work streams across Africa.

Over the past three years, the GSA Sustainability Program has achieved the following results:



**32** million USD committed to implementation of work stream activities



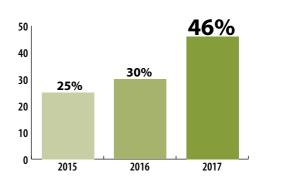
240,844 women trained in cooperative & business development services



74 warehouses donated to women beneficiaries



Donated 13,200 pieces of health and safety equipment



Increased income for women selling through the program



**108,035** seedlings raised in shea nurseries

### WORK STREAM ACTIVITIES AND 2017 RESULTS

### WAREHOUSES FOR WOMEN SHEA KERNEL COLLECTORS

- 19 warehouses donated to women cooperatives
- 67 women shea cooperatives developed
- \$390,000 pre-financing credit for cooperatives



"Thanks to this warehouse, we were able to store our kernels, and we got a very good price from a buyer. This warehouse has been a blessing, not only to us but also to our families."

Lydie Kambou, Bouna, Cote d'Ivoire

The 19 warehouses have a combined capacity of 1,865 MT of kernels and benefit 14,000 women in Benin, Burkina Faso, Cote d'Ivoire, and Ghana. Partners constructed each warehouse with a capacity ranging from 45MT to 120MT to address cooperative size and local geography. Some partners integrated warehouses with processing centers that provide women the option to sell kernels and/or butter, depending on market opportunities. Eight of the 19 warehouses were utilized during the season to aggregate and sell 620 MT of kernels.

Warehouse provision is insufficient because of high construction costs that discourage private investment and limits community contributions. Due to high interest rates and lack of collateral, cooperatives are unable to secure working capital. However, as women's groups formalize, they can better access financial loans and pre-financing from buyers. During the year, cooperatives secured \$180,000 in pre-financing from buyers, and raised \$200,000 from microfinance institutions.

### BUSINESS DEVELOPMENT SERVICES FOR WOMEN SHEA COLLECTORS

- 70,844 women trained in business development services
- 3,500MT direct sales of kernels, equivalent to \$1.1million
- 46% increased income over market prices for women collectors



"When we make our shea sales, we set some of the money aside in preparation for the cashew season. This is how we afford to buy the cashews, bottles, and all the raw materials we use for making the juice."

Gazere Salamatou, Barienou, Benin

Women shea cooperatives received trainings on warehouse receipt systems, aggregation, contract negotiation, and business management. Cooperatives were registered in line with applicable national laws, enabling the groups to operate as legal entities. Applying the trainings, the cooperatives negotiated and executed sales contracts directly with private buyers resulting in 46% increased income over prevailing village price. The women collectors are also leveraging their shea profits, new organization, and business management skills to expand into other income generating activities such as grain farming, soya cheese, cashew juice, soap making, and rice processing.

The high level of illiteracy among women collectors limits comprehension and adoption of the business trainings. Partners are increasing the use of visuals and practical demonstrations to address this challenge.

"With these trainings, you are teaching us to hunt, rather than giving us meat for a day's meal."

Zaratou, Kikélé, Beni

### PILOT PROJECTS TO IMPROVE HEALTH AND SAFETY OF WOMEN COLLECTORS

• 40,842 women trained

• 3,200 health and safety equipment donated

Sustainability partners trained women collectors on techniques to reduce snake bites, boiling burns, and work place injuries. Donated gloves and boots as well as "shea rollers" (depicted in photo) are reducing incidents of snake bites. Access to motor tricycles is decreasing head-potting, allowing women to easily transport kernels to their warehouses. Face masks are reducing smoke inhalation during processing.

The use of safety equipment amongst women cooperatives remains low due to high cost and limited availability in communities. Some women cooperatives are acquiring these items with profits from Village Savings and Loans Associations. Partners are also reinforcing the importance of applying costfree safety techniques.

### PARKLAND MANAGEMENT TRAININGS

- 5,465 women trained
- 68,035 shea seedlings raised

Women collectors received trainings on nursery development and management, natural regeneration, grafting, pruning, shea parkland threats, land ownership and tenure. Partners are also testing planting techniques including fencing, mulching, and fertilizer application that will inform planting of the seedlings.

Community by-laws, a variety of cultural beliefs, and changing agricultural practices are creating land tenure disputes as well as deterring natural regeneration and planting. To address these challenges, partners are engaging local chiefs, male farmers, and women's groups to achieve consensus and develop community strategies.

### RESEARCH AND DEVELOPMENT OF IMPROVED PLANTING MATERIALS

### • 1 research project launched

The project is sequencing the genome of the shea species to discover genetic markers linked to economical traits. 200 trees from Benin, Côte d'Ivoire and Ghana were selected based on performance and are being clonally propagated for planting. The trait to marker association could be used to sample and identify trees with specific characteristics across the shea zone.

The development of improved planting materials is a knowledge intensive and long-term activity. To date, the GSA has had difficulty establishing and coordinating these projects.



"Picking with hands was very difficult especially now that I am old. I am not strong to bend down. But with this, it is easier for me."

Ashetu Abu, Wuntia, Ghana



"All these years, we have been told you cannot plant shea. Today, not only can I tell people this is not true, I have the nurseries here, and they can see for themselves"

Ouedraogo Aïssata, Békuy, Burkina Faso



### **CONSERVATION PILOT PROJECTS**

- 2 conservation projects launched
- 270 of improved cook stoves in use

Two technologies were introduced to women cooperatives in Burkina Faso that reduce wood and water consumption in processing, improve safety of women processors, and deliver cost savings.

The first project developed a pyrolizer that generates heat from shea cake (a by-product in the butter making process) to fuel a 1,250 kilo steamer and dryer for kernels. Over 4,000 shea butter cooperatives will gain access to this technology.

The second project developed an improved cook stove made from local materials including cow dung, termite dirt, and straw. Over 1,300 women were trained on this technology.



"Before I started using the improved cook stove, I used an entire pile of firewood in two or three days. But now, a pile of firewood lasts me almost one week. I spend so much less time in the bush, fetching firewood." Marie Jeanne, Pouleba, Burkina Faso

### NATIONAL STRATEGY WORKSHOPS

The GSA organized country-level strategy meetings in Burkina Faso, Nigeria, Ghana and Cote d'Ivoire. These forums addressed sustainability challenges at the country level, developed new public-private partnerships, and identified funding opportunities. Each meeting gathered between 30 and 150 stakeholders including women's groups, fats and oils suppliers, cosmetic brands, NGOs, international donors and government ministries. National shea strategies were developed that outlined sustainability challenges, key performance indicators, timelines, existing resources, and funding gaps.



### SUSTAINABILITY WORKING GROUP

On March 12th in Cotonou, Benin and November 13th and 14th in Tamale, Ghana, the GSA held meetings of its member working group that establishes industry sustainability guidelines and governs the implementation of the sustainability program. The group decided on program additions including community engagement best practices, an agroforestry model for shea parklands. They also authorized a living income analysis and a life cycle assessment.



### SHEA CHAMPIONS





### **INUSAH ABIBA**

SANKPALA, GHANA

### HOW LONG HAVE YOU BEEN INVOLVED WITH SHEA?

All my life. I started from childhood, helping my mother with butter processing, and it has been my source of livelihood to this day.

### WHAT HAS BEEN YOUR MOST REMARKABLE EXPERIENCE WITH SHEA?

When my husband passed away two years ago, after three years of sickness, I was destitute, wondering how I would take care of our four children. I was told I had no claim over my husband's house because I do not have a male child and was forced to find a new place to live. Around that same period, Presbyterian Agric Services came into our community, helping us to better organize ourselves as shea collectors, and to find buyers. With the support of my family and the income I was making from shea, I started building a home for myself and my children. Today, we have a roof over our heads and a place I can proudly call mine. I can also afford to provide for my family.

### WHAT ARE YOUR HOPES FOR THE FUTURE?

I look forward to expanding my shea butter business, so that I can invest in some machines to make the process more efficient. Shea is my life and with the trainings I received, thanks to the GSA, my dream is to do it bigger and better.

### VICTORINE KOUGBLÉNOU

TCHAOUROU, BÉNIN

### HOW LONG HAVE YOU BEEN INVOLVED WITH SHEA?

My involvement with shea started as something I did only when I had some free time. Even though my mother, a shea butter processor always told me about the benefits of shea, I never considered it a source of income for me. After several other petty jobs, I decided to continue the life-long trade of my mother; collecting and processing shea butter.

### WHAT HAS BEEN YOUR MOST REMARKABLE EXPERIENCE WITH SHEA?

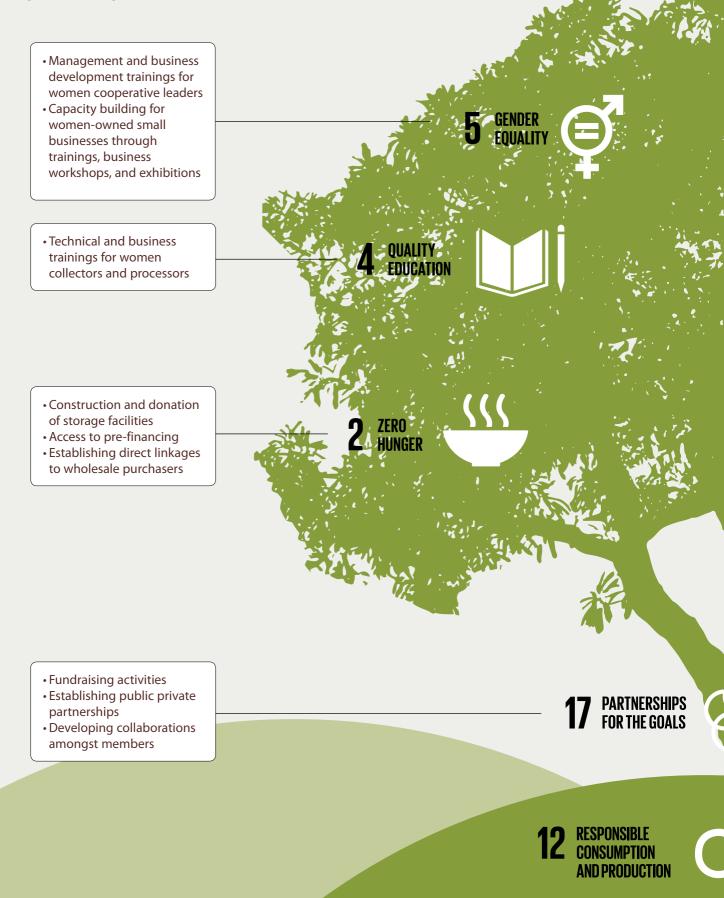
Nothing gives a mother more joy than being able to provide for her children, through her own sweat. My 19-year-old son is preparing to take the high school entrance examination, and I was able to pay the examination fees using the income I made from selling my shea kernels. He wants to be a medical doctor, and through shea, I can support his dreams. I am glad that I can provide food, education and health care for my children, especially during times when my husband is unable to sell the foodstuffs from his farm.

### WHAT ARE YOUR HOPES FOR THE FUTURE?

The quality of my products has greatly improved since I started receiving trainings provided by the National Shea Association of Benin and the GSA. My hope is to continue improving on my products, to make more income and to be able to provide a good life for my children. A life, better than what I had.

### **GSA CONTRIBUTES TO SUSTAINABLE DEVELOPMENT GOALS**

In 2015, The United Nations issued a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. The Global Shea Alliance is implementing the Sustainable Development Goals through the following framework:

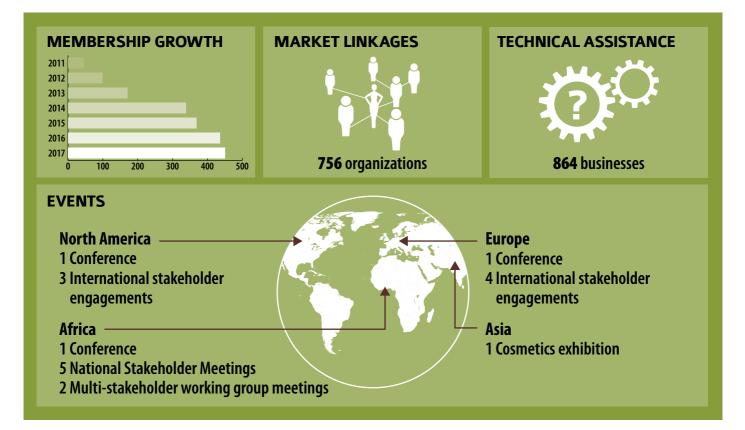


• Development of health & safety best practices • Trainings on practical cost-free health & safety DECENT WORK AND ECONOMIC GROWTH solutions Donation of health & safety equipment Parkland management trainings for women collectors LIMATE • Advocacy and partnerships with government institutions to scale parkland regeneration • Planting of new shea trees • Supporting public and privately financed shea LIFE On Land 5 research to develop improved planting materials Knowledge sharing amongst members Adoption of sustainability program Voluntary reporting on implementation of sustainable practices by members

# Promotion

The GSA organized conferences, exhibitions, international events, and provided member advisory services and market linkages throughout the year to promote industry and expand its membership base.

Summarized below are key results from promotional activities the GSA engaged in during the year.





450 Members, 33 Countries

### **MARKET LINKAGES**

The GSA facilitated 756 market linkages through the annual conference, the Africa Cosmetics Exhibition, and individual introductions. The linkages establish buyer and seller relationships and increase shea exports.

### **TECHNICAL ASSISTANCE**

The GSA provided technical assistance to 864 businesses and organizations on sustainable production, sourcing, processing, consumer marketing, corporate communications, product development, certifications, export procedures, quality requirements, fundraising, and partnership development. These services were provided through one-on-one meetings, phone calls, emails and conference participation.

### **CONFERENCES & EXHIBITIONS**

Over 400 international stakeholders from across the shea value chain gathered in Cotonou, Benin from March 13<sup>th</sup> to 15<sup>th</sup>. From small women's groups to global brands and government representatives, participants learned from panel sessions, networked in the business-to-business forum, and showcased their products at an exhibition. The theme: "Seeds of Change" embodied industry innovations to empower women, expand markets, preserve shea parklands, and build public – private partnerships.

The second annual European Conference was held on April 3<sup>rd</sup> at The Body Shop International Headquarters in Croydon, UK. The event was organized under the theme "Shea Based Cosmetics: Green is the New Black." More than 75 participants attended the event, which focused on functionality in cosmetics, sustainable production, and consumer messaging.

On May 1st, the GSA held its annual U.S. conference at the offices of Sidley Austin LLP in New York, U.S. More than 35 participants attended the conference themed, "The Women's Gold Rush" that discussed the shea value proposition in the cosmetics industry.

The GSA sponsored 16 African based cosmetic companies and ingredient suppliers to attend the Middle East Organic and Natural Product Expo in Dubai from December 11<sup>th</sup> to 13<sup>th</sup>. The participants from Ghana, Nigeria, Ivory Coast, Mali, Benin, Uganda and South Africa displayed their products to more than 800 distributors and retailers attending the event.

"We are excited to have participated in this year's exhibition. I was fortunate to have signed a contract to supply my products to a retailer in Dubai."









### **INTERNATIONAL EVENTS**

On February 28<sup>th</sup>, the GSA presented to 600 global beauty brands at the Personal Care Products Council in West Palm Beach, U.S. Women's groups and brand representatives discussed the value of shea to the cosmetic industry and GSA's efforts to improve women's empowerment.

On March 1<sup>st</sup> and 2<sup>nd</sup>, the GSA participated in a Sustainable Food Lab cross-industry event in Vevey, Switzerland. The GSA present the sustainability program, ongoing public-private partnerships, and techniques for monitoring and evaluation.



On May 2nd and 3rd, the GSA attended the NYSCC Supplier's day, a cosmetic industry ingredient exhibition in New York, U.S. GSA distributed industry information packets to participants and made presentations at member booths.

On April 4th to 6th, the GSA attended the "In-Cosmetics Global" exhibition in London, UK, a forum for personal care ingredients in Europe. The GSA distributed industry information packets to participating companies.

On June 7th and 8th, the GSA hosted a booth at the European Development Days in Brussels, Belgium, an international





development forum hosted by the EU. Four sustainability partners attended the event and made presentations to prospective donors and partners.

On October 23<sup>rd</sup> and 24<sup>th</sup>, the GSA participated in the Personal Care Products Council symposium and expo in Alexandria, U.S., The GSA networked with over 20 ingredient manufacturers and distributed fact sheets on the benefits of shea to more than 80 shea buyers in the cosmetic industry.





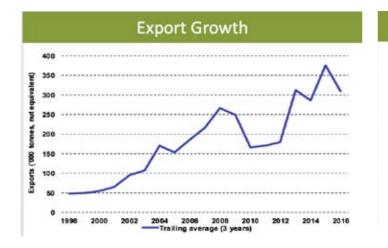
On October 25th and 26th, the GSA attended the CASCC Supplier's Day in Long Beach, U.S. to promote increased utilization of shea in cosmetic products and engage new members. The GSA networked with over 30 ingredient manufacturers and distributed fact sheets on the benefits of shea to more than 120 shea buyers in the cosmetic industry.

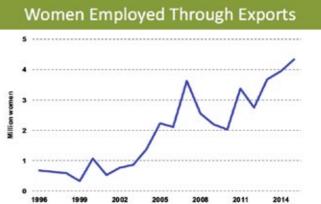
On December 6th and 7th, the GSA participated in the Sustainable Food Lab workshop in Berlin, Germany. The event focused on defining and calculating living income benchmarks, as well as actions that can be taken by stakeholders to close income gaps. The event was attended by more than 30 industry associations, NGOs, government agencies, and international companies.



### RESEARCH

GSA released an independent shea study sponsored by USAID and conducted by LMC International. The study evaluates the growth of the shea industry and its economic impact on producing communities over the past 20 years.





# Quality

The GSA held its Quality Working Group Meeting in Accra, Ghana on November 10. Members discussed and agreed to develop a best practice guideline to implement the existing kernel standard. The group also agreed to develop and publish quality standards for unrefined shea butter.



"When we follow the GSA quality kernel guidelines, we produce better kernels and we have more buyers interested in our products. Because of this, we never accept bad kernels from our members."

Memunatu Musah, Sanarigu, Ghana

# **Financials**

### REVENUE

2017	61 422 122	
2016	\$1,422,123	
	\$1,153,988	
2015	\$1,035,007	

### **EXPENSES**

2017		
	\$1,353,050	
2016		
	\$1,058,165	
2015		
	\$1,116,248	

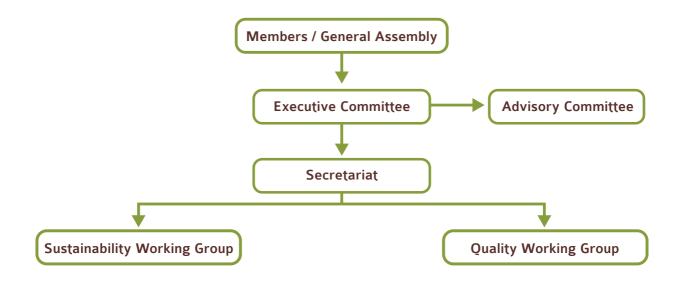
### **ACCUMULATED FUNDS**

2017	\$255,608	
2016		
	\$186,535	
2015		
	\$90,712	



# Governance & Staff

The GSA is headed by an Executive Committee that is elected every two years by the General Assembly. There are invited Advisory Board members comprising firms and individuals who contribute more than US\$50,000 of cash and in-kind support to the GSA. The Secretariat manages the day-to-day running of the Alliance and reports to the Executive Committee.



### Badiè Marico – Presiden

Badiè Marico is the President of the Global Shea Alliance. He is the Founder and Director of Groupe SOFA, a Malian agribusiness involved in shea butter production and the processing of shea residue and waste into fuel sources.



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### Kasper Torup-Villadsen – Vice-President

Edwige Hammond – Vice-President

Kasper Torup-Villadsen is the Vice President of the Executive Committee and the representative for International Processors. He is the Head of Sourcing and Logistics for Swedish company AAK.

Edwige Hammond is the Vice President of the Executive Committee. She is the Managing Director of Farm Invest, an Ivorian company founded in 2012 that trades shea products.



### Prince Asante Obeng – EC Member

Prince Asante Obeng is the Ghana Representative on the Executive Committee. He is also the Chief Executive Officer at Agribusiness Consult Ltd offering strategic consulting services in the entire value chain for nuts and grains.



### Jibril Bokani – EC Member

Jibril Bokani is the Nigerian Representative on the Executive Committee. He is the Managing Director of Sokaiko Sheabutter and Agro Processing Company Limited.



### Michel Eggen – EC Member

Michel Eggen is the International Processors Representative to the Executive Committee. He works as as a Supply Chain Manager for BUNGE Loders Croklaan in Ghana.



### Shannon Hess – EC Member

Shannon Hess represents Marques & Retailers on the GSA Executive Committee. She is the Senior Manager of Responsible Sourcing and Sustainability at American manufacturer, Clorox Company.





### Antoinette Ouedraogo – EC Member

Antoinette Ouedraogo is the Burkina Faso representative to the Executive Committee. She is Vice President of Burkina Faso's national association, Table Filière Karité, and the Executive Secretary of L'AFD/Buayaba and PROMESS (Professionalisation of Micro Enterprises of Social and Solidarity Economy for Shea)



**Glwadys Tawema** – EC Member Glwadys Tawema is the Benin representative for the Executive Committee. Glwadys Tawema is the co-founder and CEO of Karethic, which is certified organic and fair trade by Ecocert.



### Mêmounatou Zakari Kora – EC Membe

Mêmounatou Zacari Kora is the Women's Group Representative to the Executive Committee. She is the manager of ZIKORA, a company which transforms shea butter into various soaps and pomades.



#### Joe Funt – Managing Director

Joe Funt leads the organization development efforts of the GSA including strategic planning, membership expansion and collaboration, and fundraising. He also oversees secretariat activities related to sustainability, quality, policy advocacy, and promotion.



Aaron Adu – Director of African Operations Aaron Adu leads GSA regional projects including quality campaigns, market linkage activities, and country level secretariat support. He also supports organizational development, promotion, and working group activities.



#### Marie Veyrier - Director of Development

Marie Veyrier is in charge of establishing public-private partnerships, developing project proposals, and raising funds to support the implementation of the GSA promotion, quality and sustainability programs.



### Olawunmi Osholake - Director of Sustainablity

Wunmi Osholake oversees the implementation and reporting of the GSA Sustainability Program and also the Sustainable Shea Initiative.



### Doris Anum-Dorhuso – Finance Director

preparation and implementation of regional projects.

Doris Anum-Dorhuso is a Chartered Accountant. She oversees day to day financial activities of the GSA, coordinates the annual audit, and prepares Executive Committee financial reports.



Prince A. Nunoo – Membership Coordinator Prince A. Nunoo oversees GSA member support and new-member recruitment. He also supports conference



**Edem Doreen Asimadu – Monitoring and Evßaluation Manager** Edem Doreen Asimadu oversees the implementation of the GSA's Performance Monitoring and Evaluation Plan for projects and related data collection and evaluation activities.



Nestor Dehouindji – Special Projects Manager Nestor Dehouindji supports francophone engagements related to communications and events, development and sustainability program activities.



Vanessa Nyarko – Communications and Events Manager Vanessa Nyarko coordinates GSA communications, including press outreach, social media, website logistics and visuals. She supports conference and events preparations.



**Samuel Owriedu – Driver and Front Desk Executive** Samuel Owriedu is the driver for the GSA secretariat. He has been assisting the secretariat in trips across the shea belt since 2013.

# Members

#### AFRICA

**Brands and Retailers** Adeba Nature (Ivory Coast) Adunni Ori Ltd (Nigeria) Aiya Organics (Nigeria) Akan Organics (South Africa) All Pure Nature (Ghana) Ariella Global Concepts Ltd (Nigeria) Awali Shea Butter (Kenya) Charles K. Boateng Enterprise (Ghana) Daolus Organic Products (South Africa) Diamante Luxury International (South Africa) Earth Elements (South Africa) Ele Agbe Co. Ltd (Ghana) Fragrance Bar (Nigeria) Global Mamas (Ghana) Healing Earth Bath and Body (Ghana) House of Prempeh (Ghana) Inner Beautee (Nigeria) Just Shea Butter (PTY) Ltd (South Africa) Karethic (Bénin) Libeau Ltd (Nigeria) Mansuki Ghana Ltd (Ghana) Namaste Afrocentrix Ltd (Nigeria) Natura Sarl (Bénin) Natural Nigerian (Nigeria) Naya Naturals (Ghana) Nubian Roots (Nigeria) Ologi African Treasure (Kenya) Pyma Star Ltd (Ghana) R and R Luxury Ltd (Ghana) Raw Essence Ltd (Nigeria) Right Shea (Ghana) Savonnerie Parfumerie du Houet (Burkina Faso) Sekaf Ghana Ltd (Ghana) Shea Beauty (Nigeria) Shea Origin Ltd (Nigeria) Sheabutter Cottage (Ghana) Sheaxeen Natural (Ghana) Sheba Nature (Nigeria) Skin by VM (Botswana) Skin Gourmet (Ghana) Solutions Oasis Ltd (Ghana) The Shea House (Uganda) Toriara Natural (Nigeria) Tropical Naturals Ltd (Nigeria) Suppliers 3F Africa (Ghana) 5th Harvest Limited (Nigeria) A Mahama Company Ltd (Ghana) Abisayo Ossunnuyi (Nigeria) Abuja Enterprise Agency (Nigeria) Acogedi Sarl (Mali) Afreco (Ivory Coast) Africa Negoce & Industries (Bénin) African Women's Entrepreneurship Program (AWEP) Guinea (Guinea – Conakry) Afriglobal Gh (Ghana) Afrikarite (Ivory Coast) Afrishales Ltd (South Africa) Agrib Industries Ltd (Nigeria) Agribusiness Consult Ltd (Ghana) Agro Business Expertise Et Ing (ABEIL - CI ) (Ivory Coast) Agro Industrie Developpement (Mali) Agro Premium Commodities (Nigeria) Agro Titans Global Company Ltd (Nigeria) Agrocraft Limited (Nigeria) Ahoueybrou Company (Ivory Coast) AIB Holdinas (Toao) Akoma Cooperative Multipurpose Society (Ghana) Albarika Cooperative (Bénin) Alpha karite (Ivory Coast) Amana Business Development LLC (Sudan) Amity & Bond Nigeria Ltd (Nigeria) Anbez Innovations Ltd (Nigeria) Antemana (Bénin)

Aratishea Ltd (Nigeria) ARCIP (Mali Asheba Enterprise (Ghana) Aux Belles Dames (Mali) Azumi A. Musa (Nigeria) Balaji Industries (GH) LTD (Ghana) Bandisuglo Women's Group (Ghana) Bells Shore (Nigeria) BG Contracting Ltd (Nigeria) Bidamun Enterprise Ltd (Nigeria) Bio Amandes (Ivory Coast) Blessed Organic Release Ltd (Uganda) Bollore Africa Logistics (Ivory Coast) Bralinom Ghana (Ghana) BSS Nig Ltd (Nigeria) Caaaline Karitesthetique (Ivory Coast) Caïo Sheabutter U Ltd (Uganda) Centre for Rural Improvement Services (Ghana) Chidinma Oluah (Nigeria) Chontek Projects Ind. Ltd (Nigeria) Churchwin Trading (Ghana) Cokadi (Ivory Coast) Conbul Foods Ltd (Nigeria) Contrapac Ltd (Ghana) COPAK (Mali) Creative Marketing Ltd (Ghana) Crisdormdelson (Ghana) CRRA Sikasso (Mali) Dalo Company Limited (Ghana) Damco (Ghana) Daralkuchi Intl I td (Nigeria) Davmel Company Ltd (Ghana) Dijmeds Ventures Limited (Nigeria) Distriprest (Ivory Coast) Divine Fish Farming Ltd (Nigeria) Doka Ventures (Ghana) Dzifanou Group Sarl (Togo) E.I. Obasuyi Investment Ltd (Nigeria) Earthtone Inc (Ghana) Ebenezer-Services (Mali) EBT Trading (Burkina Faso) Fair & Sustainable West Africa (Mali) Farm Invest (Ivory Coast) Fludor Benin SA (Bénin) FNK (Mali) FOTT Tradesworld I td (Nigeria) Freget Eagles (Ghana) Fresco Premium Agro Ltd (Nigeria) Gamut Ventures Ltd (Nigeria) Ghana Nuts Ltd (Ghana) Giovi Inc. (Ghana) Global Business Firm S.A. (Togo) Green Afrik Sarl (Togo) GreenThumb Exportation Ltd (Ghana) Groupe Amidior (Guinea – Conakry) Groupe Benkan SARL (Bénin) Groupe Velegda Sarl (Burkina Faso) Guru Nanak Oil Mills (U) Ltd (Uganda) Hadas Stores Ltd (Nigeria) Hall de Beautee (Ivory Coast) Hamco (Burkina Faso) Happygreen Investments Ltd (Nigeria) Havilak Co. Ltd (Ghana) Haymor Natural Cosmetics (Ghana) Help Women Ghana (Ghana) Hybrid Agro Business Consultant Nigeria Limited (Ghana) Ideal Company Ltd (Ghana) Ideal Providence Farms (Ghana) Industries Afrique (Burkina Faso) Intercontinental Group Ltd (Ghana) Interface / Agrobiotech EA (Mali) International Oils and Fats (Ghana) BUNGE Loders Croklaan (Ghana) Itesiwaju Shea Butter Multipurpose Society Limited (Nigeria) Jonkelly Logistics Ltd (Nigeria) Jummy Shea Butter (Nigeria)

Kade Processing and Export Company (Nigeria) Karilor (Burkina Faso) Karima Sarl (Mali) Karinor (Ivory Coast) Karite Afrique Sarl (Ivory Coast) Karité Du Sahel (Mali) Karite Oil Nigeria (Nigeria) Kartieca (Ivory Coast) Kay Works Investment (Nigeria) Kenson Farms Itd (Nigeria) Kili General Merchandise (Nigeria) Klann-Mark Foods Ltd (Nigeria) Koba Club 1 (Mali) Laam Shea Product (Ghana) Ladgroup Ltd (Nigeria) Lawal International (Mali) Lawinah Midland Ltd (Nigeria) Lulu Works (South Sudan ) Maho-Com (Ivory Coast) Mali-Folkecenter (Mali) Maltiti (Ghana) Meena Agro Oil Ltd (Nigeria) Melcify Nigeria Limited (Nigeria) Meliorem Business Solutions Ltd (Nigeria) Merchant Masters (Ghana) MG Consult (Ghana) Millins Global Resources (Nigeria) Mulkishea Commodity Products Ltd (Nigeria) Muri Food & Beverages (Nigeria) Naasakle International (Ghana) Nad & Co (Bénin) Nakarite (Guinea – Conakry) National Association of Shea Cooperatives (Nigeria) Natural Care Ventures (Ghana) Natural Cosmetics Industry Ltd (Nigeria) Natural-Scientific Pharmaceuticals Ltd (Ghana) Nature's Silk Trading Co (Ghana) Ndop Handicraft Association (NDOPCRAFT) (Cameroon) NeverIdle Farms Consulting (Ghana) New Karikis International Sarl (Burkina Faso) New Vision Royal (Ghana) Northern Ghana Shea (Ghana) Nuts to Butter (Nigeria) Ofinbyfor Agro Processing (Nigeria) Oklan Best Ltd (Nigeria) Olvea BF (Burkina Faso) P818 Ltd (Nigeria) PBC Shea Ltd (Ghana) Puneet Bothra (Ghana) Reseau Cercle des Femmes pour le Development (Guinea -Conakry) Reseau SIDO du Mali (Mali) Rhys & Rida Nigeria Ltd (Nigeria) Rik Togo (Togo) Rodamt God's Will Enterprise (Ghana) Root Capital (Senegal) Ruby Unique Natural Premium Products Ltd (Nigeria) Saka Worldwide Trading Co Ltd (Ghana) Salid Agriculture Nigeria Ltd (Nigeria) Samdolu Industrial Co. Ltd (Nigeria) Samoro Investment Ltd (Ghana) Sandiba Company Limited (Ghana) Savanna Shea Industries (Ghana) Savannah Basics (Ghana) Saxasire (Mali) SEKLAA Enterprise (Liberia) Selah Foods (Nigeria) Shea Agro Nigeria (Nigeria) Shea Butter Central (Ghana) Shea Glow Company Ltd (Ghana) Shea Healing (South Africa) Shea Tree Ghana Ltd (Ghana) Shebu Industries (Ghana) SIDO (Mali) SIKA Mali SA (Mali) SOATAF Sarl (Mali) Sodexmap Sarl (Bénin)

Sofa Agro Business (Mali) Sokaiko Shea Butter & Agro Processing Company Ltd (Nigeria) Sokarite (Guinea – Conakry) Suhcare Ltd (Ghana) Sun-Life Import & Export (Ghana) Sweet Mama Farms Limited (Nigeria) Tangrof Nigeria Ltd (Nigeria) Tatita Sarl (Burkina Faso) The Nice Group Ghana Ltd (Ghana) The Pure Company (Ghana) The Savannah Fruits Company Ltd (Ghana) Thrunate (Nigeria) Timiniya Tuma Company Ltd (Ghana) Tivom Company Ltd (Ghana) Tiwajo Industry Ltd (Ghana) TransMedical Sarl (Ivory Coast) Trevari Group Limited (Nigeria) Trinity Group Alliance (Ghana) Tripplesea Group (Nigeria) Tsamer Nigeria (Nigeria) Tsease Cultural Village (Ghana) Tuareg NMT Agro Ltd (Nigeria) Tunga Shea Products (Nigeria) Twelfth Farms (Nigeria) U-Ciessey Ventures (Ghana) ULPK- Sanankonoba (Mali) Union Kaloje (Mali) UPROBEK-Mali (Mali) UPROBEK-Mali Neem (Mali) Vitachem Nigeria Ltd (Nigeria) WACC Company Ltd (Ghana) Wakapou (Bénin) Wellam's Shea (Ghana) Wilbahi Investments (Nigeria) Willaceuticals (Ghana) Wilmar Africa Ltd (Ghana) Winamzua (Ghana) Zerilla (Burkina Faso) Zigma Pharm Co Ltd (Ghana)

#### Supporters

A Rocha Ghana (Ghana) Action pour Promotion des Initiatives Communautaires (APIC) (Bénin) Actions et Developpement Durable a la Base (ADDB) (Bénin) African Women Agribusiness Network (Nigeria) African Women's Entrepreneurship Program (AWEP) Ghana (Ghana) Agence Deli Internationale (Burkina Faso) Agrisolve Ghana Ltd (Ghana) Association Karité Bénin (Bénin) Association des Professionnels de Karité au Mali (APROKAM) (Mali) Better Life Program for the African Rural Woman (Nigeria) AVSI (Ivory Coast) Benin En Développement (Bénin) Burro Brand Ghana Ltd (Ghana) CCIM (Mali) CECI (Mali) Centre de Recherche sur l'Arbre à Karité. (CRAAK) (Burkina Faso) Centre for Optimal Rural Development (CORD-Ghana) (Ghana) Development Frontiers (Ghana) Envirofit Ghana (Ghana) Etablissement Grace A Dieu (Bénin) Filière Karité de Côte d'Ivoire (FIKA-CI) (Ivory Coast) Forum for Rural Development Agenda (FORDA) (Ghana) GGM Développement (Bénin) Groupe de Recherches et d'Actions pour un Développement Durable (GRAD-ONG) (Bénin) Groupe Koulhalal (Bénin) Groupement des Acheteurs des Produits Agricoles -Borgou (Bénin) IBB University, Napei (Nigeria) INERA (Burkina Faso) Institute for Development Research, Advocacy & Training (IDRAT) (Ghana) INTIC4DEV (Togo) Ismor Magoro Foundation (Nigeria) Jaksally Youth Group (Ghana) Kungulu Tala Aid Foundation (Nigeria) Mennonite Economic Development Associates (MEDA) (Ghana) National Shea Products Association of Nigeria (NASPAN) South West (Nigeria) National Shea Products Association of Nigeria (NASPAN) (Nigeria) Nextt Project (Nigeria) Projet Karite/MPFEF/ONUDI (Mali) ORGIIS Ghana (Ghana) Oxfam Ghana (Ghana)

Presbyterian Agricultural Services (Ghana) Raw Materials Research and Development Council (Nigeria) Reseau Ivoirien du Karite de Cote d'Ivoire (RIKA - CI) (Ivory Coast) SAREPTA (Burkina Easo) Savannah Intergrated Rural Development Aid (SIRDA) (Ghana) Shea Network Ghana (Ghana) SNV-Netherlands Dev't Organization (Ghana) SOS Sahel (Senegal) Strategic Development Alliance (Ghana) Table Filiere Karite (Burkina Faso) TechnoServe (Ghana) Tonaa (Togo) Trade Right International (Ghana) World Agroforesty Centre ( ICRAF) (Kenya) Women's Group Association "Tamneeré" (Burkina Faso) Association of House Wives and Youth in Agric (Ghana) Association Ragussi (Burkina Faso) Etablissement STE Rita (Ivory Coast) FADEFSO (Burkina Faso) Fédération Nununa (Burkina Faso) Groupement Wemoukiga (Burkina Faso) Groupement Yeleen (Burkina Faso) Gubdanda Coop (Ghana) Holife (Ghana) Kebbi Women's Cooperative (Nigeria) Kuhuo Coop (Ghana) Markengee Home for Orphans & Widows (Nigeria) Noro Cooperative (Ghana) Pagsung Shea Butter and Pickers Association (Ghana) REKAF (Burkina Faso) **RPBHC** (Burkina Faso) SCOOP-COPAFEG (Ivory Coast) SCOOPS Prokab (Ivory Coast) Sheanut Pickers Association (Ghana) Tiyumtaba Women's Group (Ghana) Torfellio Coop (Ghana) Tungteiya Womens' Association (Ghana) UGPPK Comoe (Burkina Faso) UGPPK Leo (Burkina Faso) Widows & Orphans Movement (WOM) (Ghana) Yumzaa Women's Association (Ghana)

### NORTH AMERICA

**Brands and Retailers** 54 Thrones (USA) Active Organics (USA) Africans Gone Natural (USA) Alaffia (USA) Aroma Naturals (USA) Astrida Naturals (USA) Badeva Inc (USA) Body Basics Absolute Wellness (USA) Buck Naked Soap Company (Canada) Cafe au Shea (USA) E.T. Browne Drug Company (Palmer's) (USA) Karitex Inc. (Canada) Kasny Recon, Inc (USA) Kendo LLC (USA) Kou Beauty (USA) Lucky Kat Lotion (USA) Marlime Beauty (USA) Natural Hair Care Store (USA) Nature's Shea Butter (USA) New Directions Aromatics Inc (Canada) Ori Botanics Skincare (Canada) Rocket Robin Ca.Inc (Canada) Shea Radiance (USA) Sportique Brands (USA) Sundial Brands LLC (USA) The Clorox Company (Burt's Bees) (USA) The Hall Star Company (USA) The Hershey Company (USA) The Original Bradford Soap Works (USA) TouShea (Canada) Vanguard Soap (USA) Vermont Soap (USA) Suppliers Abbey International Enterprises (USA) Aburi Botanicals LLC (USA) Dax (USA) Jedwards International, Inc (USA)

Just Shea (USA) Karite LLC (USA) Krisant Global Resources (KGR) (USA) Mega Group Inc (USA) Synyglobal (USA) The Naturals Cooperative (USA) Umar Enterprises (USA) Zaid Kadri (USA) **Supporters** Collen Naughton (USA) Global Alliance for Community Empowerment (GACE) (USA) Lighting the Path Enterprises (USA) Peter White: Independent Consultant (USA) Shade Tree Project (USA)

#### EUROPE, ASIA & THE MIDDLE EAST

### Brands and Retailers

Laboratoire M&L (L'Occitane en Provence) (France) Liha Beauty (UK) Lonaen (Poland ) Maison Karite Sociedad Ltd (Spain ) Naturally Tribal Skincare Ltd (UK) Oyémam (Norway ) PHB Ethical Beauty (UK) The Body Shop (UK)

#### Suppliers

A & A F.Ili Parodi Spa (Italy) AAK (Sweden) Abdulaziz Alzahrani (Saudi Arabia ) Acclimatise (UK) Addiction Ventures (India) Afrikahandel (Germany) Aivsura (UK) AKA Co. (Saudi Arabia ) ATF Global (Turkey) Berg + Schmidt GmbH & Co. KG (Germany ) Desmet Ballestra (Belgium) Dirkzwager Moordrecht B.V. ORGANIC CERTIFIED (Netherlands) Exxenze (Switzerland) Fair Tales Ghana (Estonia ) Fuii Oil HD (Japan ) Hawafel Company (Saudi Arabia ) Henry Lamotte Oils GmbH (Germany ) IMCD Benelux (Netherlands) International Food Science Centre (Denmark) Kumar Metal Industries PVT ltd (India) Lemon Green Organic Sdn Bhd (Malavsia) Mills AS (Norway ) Mohamed Ama Omar (Netherlands) Molash Baruch Ltd (UK) Monshea (UK) Muduri Agro – Development & Export (UK) NatureCare Ltd (UK) Neferank (Luxumberg) SAP (Denmark) Shea Genius Co (UK) Sheabutterguys (UK) Special Refining Company (SRC) (Netherlands) The Yoruba Curio Cosmetics and Textiles (UK) Vidhaldi (UK) **Supporters** Acclimatise (UK) BirdLife International (UK) Entrepreneurs Du Monde (France) FairMatch Support (Netherlands)

Form International (Netherlands) International Trade Centre (Switzerland) Man & The Environment (France) Positive Planet (France) RESP – The Responsible Ecosystems Sourcing Platform (Switzerland) RONGEAD-Etc Terra (France) Savannah Nutrition Ltd (UK) Tree Aid (UK) Tree Aid (UK) Tree Of Life (Switzerland) Vogelbescherming Nederland (Netherlands)

#### AUSTRALASIA

Supporters Multi. Roll Ltd (New Zealand)

### SUSTAINABILITY PARTNERS

ORGANIZATION	COUNTRY
3F Africa	Ghana
5th Harvest Limited	Nigeria
A Rocha Ghana	Ghana
AAK	Sweden
Actions et Developpement Durable a la Base (ADDB)	Bénin
Adunni Ori Ltd	Nigeria
African Women Agribusiness Network	Nigeria
Agence Deli Internationale	Burkina Faso
Agribusiness Consult Ltd	Ghana
Alaffia	USA
Alpha karite	Ivory Coast
Ariella Global Concepts Ltd	Nigeria
Association des Professionnels de Karité au Mali (APROKAM)	Mali
Association Karité Bénin	Bénin
AVSI	lvory Coast
Bells Shore	Nigeria
Better Life Program for the African Rural Woman	Nigeria
BirdLife International	UK
Body Basics Absolute Wellness	USA
Centre de Recherche sur l'Arbre à Karité. (CRAAK)	Burkina Faso
Centre for Optimal Rural Development (CORD-Ghana)	Ghana
Centre for Rural Improvement Services	Ghana
Daolus Organic Products	South Africa
Development Frontiers	Ghana
Entrepreneurs Du Monde	France
FADEFSO	Burkina Faso
Farm Invest	Ivory Coast
Filière Karité de Côte d'Ivoire (FIKA-CI)	lvory Coast
Fludor Benin SA	Bénin
Form International	Netherlands
FOTT Tradesworld Ltd	Nigeria
Fresco Premium Agro Ltd	Nigeria
Fuji Oil HD	Japan
Gamut Ventures Ltd	Nigeria
Ghana Nuts Ltd	Ghana
Global Alliance for Community Empowerment (GACE)	USA
IBB University, Napei	Nigeria
Ideal Providence Farms	Ghana
INERA	Burkina Faso
International Trade Centre	Switzerland
INTIC4DEV	Тодо
BUNGE Loders Croklaan	Ghana
Jaksally Youth Group	Ghana
Jonkelly Logistics Ltd	Nigeria
Just Shea	USA
Kalvio Women Shea Association	Ghana
Karethic	Bénin
Karinor	Ivory Coast
Karite LLC	USA
Laboratoire M&L (L'Occitane en Provence)	France
Lawal International	Mali

ORGANIZATION	COUNTRY
Lucky Kat Lotion	USA
Markengee Home for Orphans & Widows	Nigeria
Mega Group Inc	USA
Mennonite Economic Development Associates (MEDA)	Ghana
Naasakle International	Ghana
National Association of Shea Cooperatives	Nigeria
National Shea Products Association of Nigeria	Nigeria
(NASPAN)	5
Natura Sarl	Bénin
Natural Nigerian	Nigeria
New Vision Royal	Ghana
Ofinbyfor Agro Processing	Nigeria
Pagsung Shea Butter and Pickers Association	Ghana
PBC Shea Ltd	Ghana
Peter White: Independent Consultant	USA
Presbyterian Agricultural Services	Ghana
Projet Karite/MPFEF/ONUDI	Mali
Raw Materials Research and Development Council	Nigeria
REKAF	Burkina Faso
RONGEAD-Etc Terra	France
RPBHC	Burkina Faso
Salid Agriculture Nigeria Ltd	Nigeria
Savannah Basics	Ghana
Savannah Intergrated Rural Development Aid (SIRDA)	Ghana
Sekaf Ghana Ltd	Ghana
Shea Network Ghana	Ghana
Shea Origin Ltd	Nigeria
Shea Radiance	USA
Sheabutterguys	UK
SNV-Netherlands Dev't Organization	Ghana
SOATAE Sarl	Mali
Sofa Agro Business	Mali
Sokaiko Shea Butter & Agro Processing Company Ltd	Nigeria
Sun-Life Import & Export	Ghana
Sundial Brands LLC	USA
Tangrof Nigeria Ltd	Nigeria
TechnoServe	Ghana
The Body Shop	UK
The Clorox Company (Burt's Bees)	USA
The Hershey Company	USA
The Savannah Fruits Company Ltd	Ghana
Tivom Company Ltd	Ghana
Топаа	Togo
Tree Aid	UK
Tuareg NMT Agro Ltd	Nigeria
Tungteiya Womens' Association	Ghana
Twelfth Farms	Nigeria
Vidhaldi	UK
Widows & Orphans Movement (WOM)	Ghana
Wildows & Orphans Movement (WOM) Wilmar Africa Ltd	Ghana
World Agroforesty Centre -( ICRAF)	Kenya
tona Agronolesty centre (TenAr)	Nenya

### SUSTAINABILITY WORKING GROUP

NAME	ORGANIZATION	COUNTRY	STAKEHOLDER CATEGORY
Kasper Torup-Villadsen	ААК	Sweden	Supplier
Urbain Gbeou	Association Karité Bénin	Bénin	Supporter
Aisha Babangida	Better Life Program for the African Rural Woman	Nigeria	Supporter
Elaine Marshall	BirdLife International	UK	Supporter
Edwige Gonairi	Farm Invest	Ivory Coast	Supplier
Sheeva K. A	Fludor Benin SA	Bénin	Supplier
Olivier Caeymaex	Fuji Oil HD	Japan	Supplier
Mamounata Velegda	Groupe Velegda Sarl	Burkina Faso	Supplier
Ataoulaye Bah	ICCO	Mali	Supporter
Brigitte Bastide	INERA	Burkina Faso	Supporter
Michel Eggen	BUNGE Loders Croklaan	Ghana	Supplier
Fatouma Camara	Karinor	Ivory Coast	Supplier
Abou Tagnan	Laboratoire M&L (L'Occitane en Provence)	France	Brand
Samuel Seddoh	Mennonite Economic Development Associates (MEDA)	Ghana	Supporter
Shane Bohbrink	NaaSakle International	Ghana	Supplier
Isona Gold	NIFOR	Nigeria	Supporter
Christophe Godard	Olvea BF	Burkina Faso	Supplier
Safia Alhassan	Pagsung Shea Butter and Pickers Association	Ghana	Women's Group
Dan Kolbilla	Presbyterian Agricultural Services	Ghana	Supporter
Binta Bocoum	Projet Karite/MPFEF/ONUDI	Mali	Supporter
Ruth Ndagawa	Raw Materials Research and Development Council	Nigeria	Supporter
Tenin Traore	RPBHC	Burkina Faso	Women's Group
Ali Saidu	Salid Agriculture Nigeria Ltd	Nigeria	Supplier
Funlayo Alabi	Shea Radiance	USA	Brand
Modibo Talla	SOATAF Sarl	Mali	Supplier
Hien Magloire	Table Filiere Karite	Burkina Faso	Supporter
Ruth Wallace	TechnoServe	Ghana	Supporter
Francesca Brkic	The Body Shop	UK	Brand
Shannon Hess	The Clorox Company (Burt's Bees)	USA	Brand
Jean-Philippe Ake	The Hershey Company	USA	Brand
Raphael Gonzalez	The Savannah Fruits Company Ltd	Ghana	Supplier
Thomas Pang	Tungteiya Womens' Association	Ghana	Women's Group
Lassina Coulibaly	Wilmar Africa Ltd	Ghana	Supplier
Kora Memounatou	ZIKORA	Benin	Women's Group

### **QUALITY WORKING GROUP**

NAME	ORGANIZATION	COUNTRY	STAKEHOLDER CATEGORY
Fatima Wushishi	5th Harvest Limited	Nigeria	Supplier
Kasper Torup-Villadsen	ААК	Sweden	Supplier
Urbain Gbeou	Association Karité Bénin	Bénin	Supporter
Maxwell Edusei	Earthtone Inc	Ghana	Supplier
Job Osei	Fuji Oil HD	Japan	Supplier
Ataoulaye Bah	ICCO	Mali	Supporter
Michel Eggen	BUNGE Loders Croklaan	Ghana	Supplier
Shane Bohbrink	NaaSakle International	Ghana	Supplier
Gilles Adamon	Natura Sarl	Bénin	Brand
Isona Gold	NIFOR	Nigeria	Supporter
Sylvain Cattin	Olvea BF	Burkina Faso	Supplier
Binta Bocoum	Projet Karite/MPFEF/ONUDI	Mali	Supporter
Lydie Kambou	SCOOPS Prokab	Ivory Coast	Women's Group
Senyo Kpelly	Sekaf Ghana Ltd	Ghana	Brand
Eric Banye	SNV-Netherlands Dev't Organization	Ghana	Supporter
Ruth Wallace	TechnoServe	Ghana	Supporter
Thomas Pang	Tungteiya Womens' Association	Ghana	Women's Group
Kora Memounatou	ZIKORA	Benin	Women's Group

"Shea is our key to new opportunities. Thanks to our income from shea, we are now involved in soya, cashew, and butter processing. Today, everyone in the village wants to join us."

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