



2021 ANNUAL REPORT

The Next Decade of Shea



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ABOUT THIS REPORT

Welcome to our 2021 Annual Report. This report summarizes our activities and measures progress towards our strategic plan. The content of this report covers initiatives and achievements associated with our three main focus areas: Sustainability, Industry Promotion and Quality - for the fiscal period ended 31 December, 2021.

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OVERVIEW



MESSAGE FROM THE PRESIDENT



SIMBALLA SYLLA
PRESIDENT, GLOBAL SHEA ALLIANCE

In 2021, the shea industry continued to demonstrate admirable resilience while navigating the social and economic challenges posed by the ongoing COVID-19 pandemic. Industry activities fully resumed as economies re-opened and consumer confidence gradually improved. For the Alliance, supporting our members' recovery efforts, specifically at the upstream level of the supply chain was central to our 2021 activities. Throughout the year, we worked closely with the private sector, donor organizations and government agencies and implemented strategies to boost supply and drive regional and international demand. Further, as presented in this year's report we made meaningful progress against our 2021-25 strategic plan.

This year, we took deliberate action to accelerate our sustainability efforts, earmarking an additional \$8million in investment from private sector and donor partners for sustainability activities at the sourcing level. GSA sustainability partners continued to work hand-in-hand with women collectors and Non-Governmental Organizations (NGOs) to improve traceability and enhance supply chain transparency. Through intervention programs we reached 39,307 women collectors and processors and increased women's income from shea activities to 46%. Further, we reinforced the resilience of shea cooperatives by introducing off-season additional income opportunities.

While restoration activities can take time to materialize, we advanced our agenda to grow 10 million trees and preserve 4 million hectares of parklands by 2030. We took our Action for Shea Parklands (ASP) objective a step further by igniting global discussions on the declining state of shea parkland and its impact on livelihoods and food security. At major international events such as COP 26 in Glasgow, we presented the opportunities the shea landscape holds in addressing climate challenges in the Sahel and beyond. We joined global coalitions like the













Global Resilience Partnership to further drive awareness and raise additional investments to achieve our goal. This year, our collective efforts on parkland restorations resulted in the planting and growing of 146,882 shea and indigenous trees.

We continued to actualize our plan to increase shea utilization globally. In 2021, member advocacy efforts in India resulted in regulatory changes, specifically, the approval of shea as a food ingredient. We anticipate that this development will further drive global demand for the foreseeable future. Across producing countries, we spearheaded initiatives to increase supply by exploring new sourcing origins such as Uganda and Cameroon and enhancing the productivity of less utilized supply markets like Nigeria. We have made good progress on our commitment to increase value addition in West Africa. During the year, 3 new processing facilities were launched, increasing first-level processing capacity in the region by 60%. We improved the processing capacity of 50,358 women through training programs while introducing new technologies and processes that enhance quality. We designed and disseminated resources to support exports to key Asian markets: China, Japan and South Korea, while encouraging intra-Africa trade to promising markets: Angola, Kenya and South Africa. Additionally, we provided 888 technical assistance to industry actors and facilitated 1,390 market linkages. Our promotional efforts are yielding great results: Shea has become the largest source of stearin for Cocoa Butter Equivalent (CBE) production globally.

As we venture into a new year, we remain committed to achieving our 2021-25 strategic plan. We will continue to explore partnerships and launch new innovations that deliver supply chain improvements, support market development and most importantly, contributes to landscape restoration efforts. I am confident that together, we can continue to build a more sustainable and resilient industry - an industry for the next decade.

2021 - 2025 STRATEGIC PLAN PERFORMANCE UPDATE

In April 2021, the General Assembly approved and adopted a 5-year strategic plan to sustainably advance and scale industry growth at the regional and global level. The plan outlined nine quantifiable industry targets to be achieved by 2025 through a combination of GSA-led, GSA-supported and member-led initiatives. Below is the progress towards our targets as of 31 December, 2021.

	Strategic Focus	2021 Progress	Progress Notes	Status
Sustainability Program				
	Build the capacity of 250,000 shea collectors through sustainability activities	47,354 women collectors and processors with improved capacity	Through multiple activities, the GSA has achieved 19% of its 5-year target	
	Protect 2 million hectares of parklands and grow 5 million shea and non-shea trees	3,860 hectares of parklands protected 154,382 shea and non-shea trees planted	GSA members are increasingly undertaking tree planting and growing activities to restore shea parklands	
	Facilitate contributions of >\$50M toward sustainability initiatives	\$14,586,250 of investment made	GSA donor-funded - 32% Other donor and private sector - 68%	
Industry Promotion				
	Broaden the use of shea to 3 new markets via policy or innovation	0	The GSA is working on a policy brief on the modified food and safety regulation in India which now recognizes shea as a food ingredient. When finalized, the brief will support member efforts to increase exports to India	
	Undertake 2 policy engagements to harmonize legal frameworks across at least 3 African countries	1 policy engagement initiated	In Ghana the GSA is actively engaging the Tree Crop Development Authority (TCDA) on proposed regulations for the shea industry. Generally, West African governments are beginning to put in place agencies to regulate the shea industry. In Nigeria for instance, there is a new shea council bill that is currently pending at the Nigerian Senate. The GSA is working with the relevant stakeholders to ensure that these new regulations are beneficial for the growth of the industry	
	Increase processing of shea & shea derivatives in Africa above 50%	60% increase in processing in Africa	This activity is led by GSA members. As at December 2021, over 60% of all shea exports were processed in West Africa (primary to secondary processing)	
Quality				
	Centralize 10 quality standards across producer and consumer markets	0	Not started	
	Achieve 1 ground-breaking innovation to improve kernel quality	0	Not started	
	Reach 250,000 shea collectors to improve kernel quality	50, 358 women collectors and processors with capacity improved	This was achieved through a combination of GSA-led and member-led activities	

Period of reporting: Q4 2020 - Q4 2021

GSA PROGRAM MODEL

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



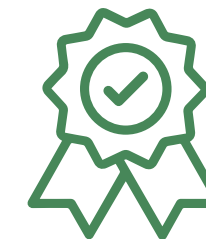
Sustainability Program

- 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



Industry Promotion

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



Quality Standards

- Development and implementation of quality standards and best practices
- Quality trainings for shea products

PROJECT IMPLEMENTATION FRAMEWORK

Guidelines & Approaches

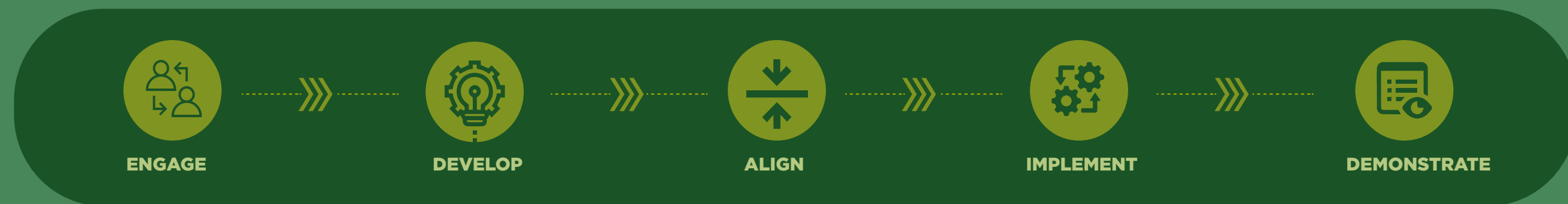
Develop principles and processes to guide implementation of activities and objectives through a multi-stakeholder approach

Implementation

Support members in the execution of strategic priorities and development of public-private partnerships with bilateral and multilateral donors

Multi-Stakeholder Engagement

Collaborate amongst actors across the value chain to define industry challenges, identify solutions, review progress, and improve program implementation



Industry Alignment

Align and coordinate stakeholders' activities across the value chain to achieve the GSA's strategic objectives

Member Recruitment

Leverage results and achievements to demonstrate success and recruit more GSA members to extend the reach and impact of activities

GSA-LED

GSA-SUPPORTED

MEMBER-LED



SUSTAINABILITY



SUSTAINABILITY

In 2021, private sector partners and donor organizations committed an additional \$8million for shea sustainability activities. The growing investment from private sector partners is largely driven by a need for a more efficient supply chain, alignment to their Environmental Social and Governance (ESG) strategies and commitment to building responsible and ethical supply chains. Similarly, for donor organizations, shea aligns with key development objectives including improving food security, enhancing economic growth and trade as well promoting gender equality and women's economic empowerment.

The GSA continues to expand its network and establish new partnerships to advance shea sustainability. During the year, we established key partnerships by joining global coalitions including the Global Resilience Partnership and the 1T.org Informal Coalition for the Sahel & Great Green Wall to drive global awareness on the degrading state of shea parklands and garner support for our 10 million trees in ten years ASP agenda. Additionally, engagement with these organizations presented the opportunity to learn best practices on parkland restoration and also drive additional investment into the industry.

The multi-stakeholder Sustainability Working Group (SWG), which guides the direction of industry sustainability, advanced in the execution of its mandate by developing manuals and guidelines in the areas of business development services, drying and collection, conservation and regeneration, and financing. The manuals will be disseminated for industry use upon final validation by the SWG.

On the ground, sustainability partners continued to undertake activities within their respective supply chains. 72 partners, representing 45% of sustainability partners, voluntarily reported on their 2021 activities. The GSA's Sustainability Program contributes to eight of the Sustainable Development Goals.

460,225 Women Trained

46% Annual Increased Income

98 PPPs Developed

401,628 Seedlings Raised

3,438 Women Leaders Managing Cooperatives

31,451 Health & Safety Equipment Donated

172 Implementing Partners

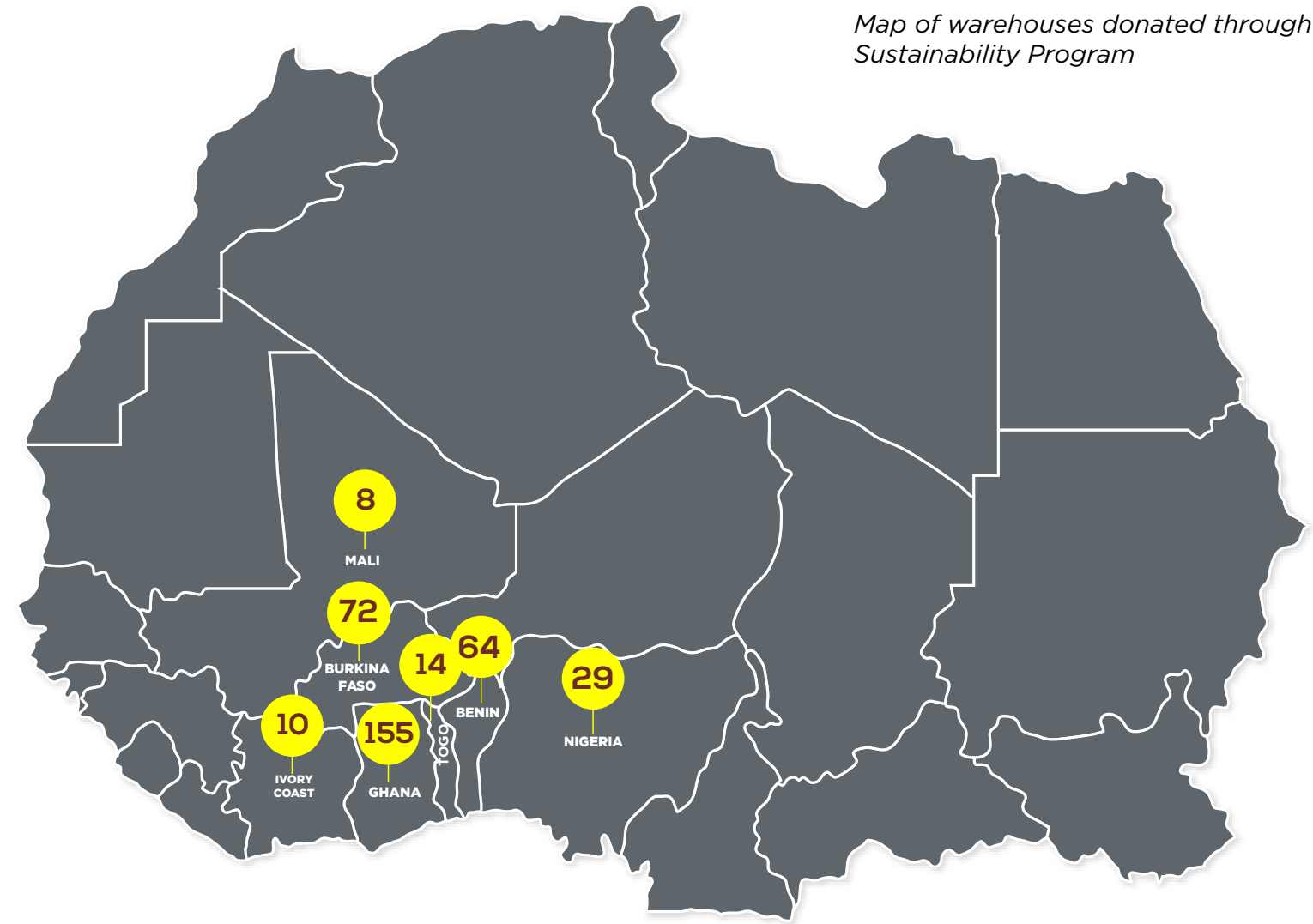
7 Countries Implementing Parkland Protection Activities





WAREHOUSES FOR WOMEN SHEA KERNEL COLLECTORS

In 2021, sustainability partners provided 75 warehouses and processing centers to women collectors and processors in Benin, Burkina Faso, Ghana, Ivory Coast, Mali, Nigeria and Togo - bringing the total number of these facilities donated to 352 since the launch of the Sustainability Program in 2014. 41% of the warehouses donated in 2021 were funded by the private sector, while the remaining 59% by donor partners. During the year, both old and new warehouses were used to aggregate more than 13,000MT of kernels. Sustainability partners also invested in the provision of equipment including tricycles, pallets, weighing scales, ledger books and furniture. The availability and use of equipment promote good warehouse management and storage practices. Beyond the provision of warehousing solutions, partners ensure that there is a readily available market for the women collectors and processors and actively facilitate linkages where necessary. For the 2021 season more than 100 cooperatives secured buyer contracts and received \$2,300,000 in prefinancing.



Map of warehouses donated through the Sustainability Program





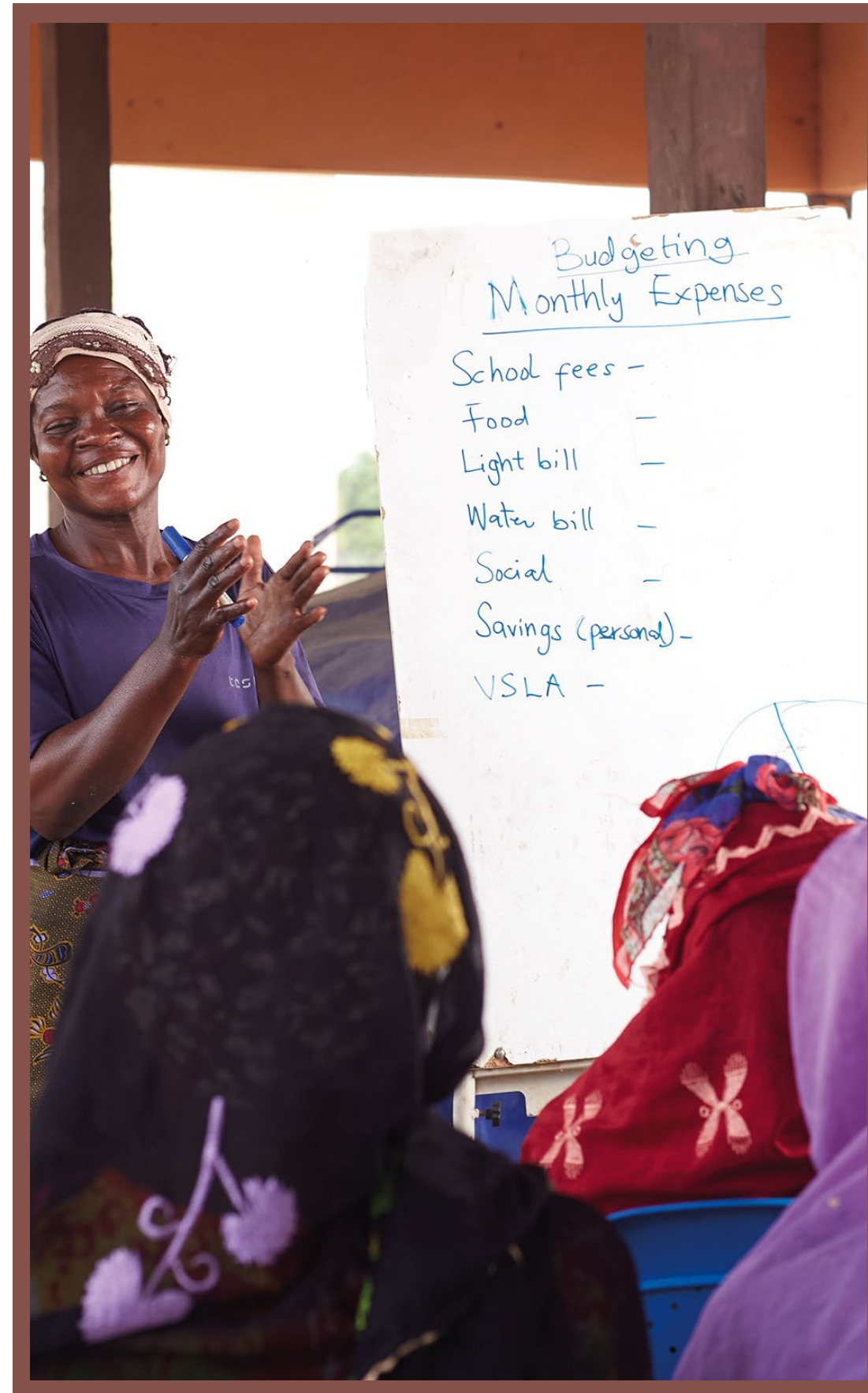
BUSINESS DEVELOPMENT SERVICES

Reaching women collectors and processors through training programs remained a top priority for the Alliance. Trainings contribute to better organization of trading activities at the upstream level, improve women’s economic opportunities and reinforce industry standards pertaining to quality production. Consequently, 39,307 new women collectors and processors were reached in 2021. Additionally, in partnership with the International Trade Centre through the SheTrades in the Commonwealth project, the GSA trained 410 women shea collectors on business development in Guinea. In order to ensure the long-term viability of cooperatives, we also focused on providing refresher trainings to existing women shea cooperatives to propel them to self-reliance. 19 cooperatives, made up of 11,401 women received such trainings. As self-reliant cooperatives, women shea collectors and processors are able to independently or with minimum support engage and maintain a trading relationship with off-takers, deliver on contractual terms, identify and operate other income-generating activities.



“From the cooperative development training, I remember that for a cooperative to be successful, the opinion of all the members is important. Also, each group contributes to the running of the cooperative by paying dues and participating in all meetings”

- Barikisou Sourokou,
Bembèrèkè Cooperative, Benin.



PILOT PROJECTS TO IMPROVE HEALTH AND SAFETY OF WOMEN COLLECTORS

Shea parkland degradation, resulting from the expansion of rural population, clearing of land for commercial agriculture and other climate factors, has pushed shea collection areas further away from communities, causing women shea collectors to travel long distances and consequently exposing them to more risks while collecting shea fruits. In 2021, sustainability partners committed more to ensuring that collection is done in a safer way by providing health and safety equipment to collectors. These included 2,530 and 5,130 pairs of boots and gloves respectively, 100 rollers and 11 tricycles. To complement the equipment, 14,627 women shea collectors in Benin, Burkina Faso, Ghana, Nigeria and Togo received practical trainings on the prevention of snake bites, inhalation of smoke and the prevention of burns during processing.





PARKLAND MANAGEMENT TRAININGS

To support the implementation of ASP, the General Assembly approved the establishment of the Parkland Restoration Fund (PRF) as well as adopted its proposed terms of reference in April 2021. The PRF is a funding mechanism to support member-led shea parkland restoration activities. On the occasion of our 10th anniversary, His Excellency Dr Mahamadu Bawumia, the Vice President of the Republic of Ghana launched the PRF. Through a call for nominations, we successfully constituted the PRF board which is made up of two private sector representatives, one representative each from women's groups, nonprofits, a research institution and a fund management firm as well as a GSA Executive Committee member. The board will oversee the general administration of the PRF. Specifically, the board will issue calls for proposals, review and approve proposals, disburse funds to successful applicants and ensure monitoring and evaluation. The board will also be subject to annual internal and external audits.

In 2021, the Ghana Shea Landscape Emissions Reduction Project (GSLERP), a collaboration between the Green Climate Fund, Forestry Commission of Ghana, the United Nations Development Programme (UNDP) and the GSA commenced. As an implementing partner, the GSA is responsible for the setting up of community

nurseries, tree planting, parkland management activities, setting up cooperatives, sourcing programs, constructing warehouses for aggregation, conducting quality control and business training for women cooperatives.

Additionally, sustainability partners invested in shea parkland management and protection activities to slow down ongoing parkland degradation, re-educate communities on the economic benefits of shea and secure supply for the future as well as contribute to global climate improvement measures. Across the region, Industry observed Shea Month in July with advocacy campaigns and shea and indigenous tree planting. The Secretariat made available a practical planting poster and other resources for member use. Effective engagement with the Ghana Tree Crop Development Authority (TCDA) also resulted in the release of 40,877 shea seedlings to GSA members and cooperatives for planting across northern Ghana. Overall, 146,882 new shea and indigenous trees were planted in Benin, Burkina Faso, Ghana, Mali, Nigeria and Togo - thereby restoring 3,672 hectares of shea parklands. 17,692 women shea collectors and processors and their communities also received basic parkland management trainings.



THE PARKLAND RESTORATION FUND IS LAUNCHED

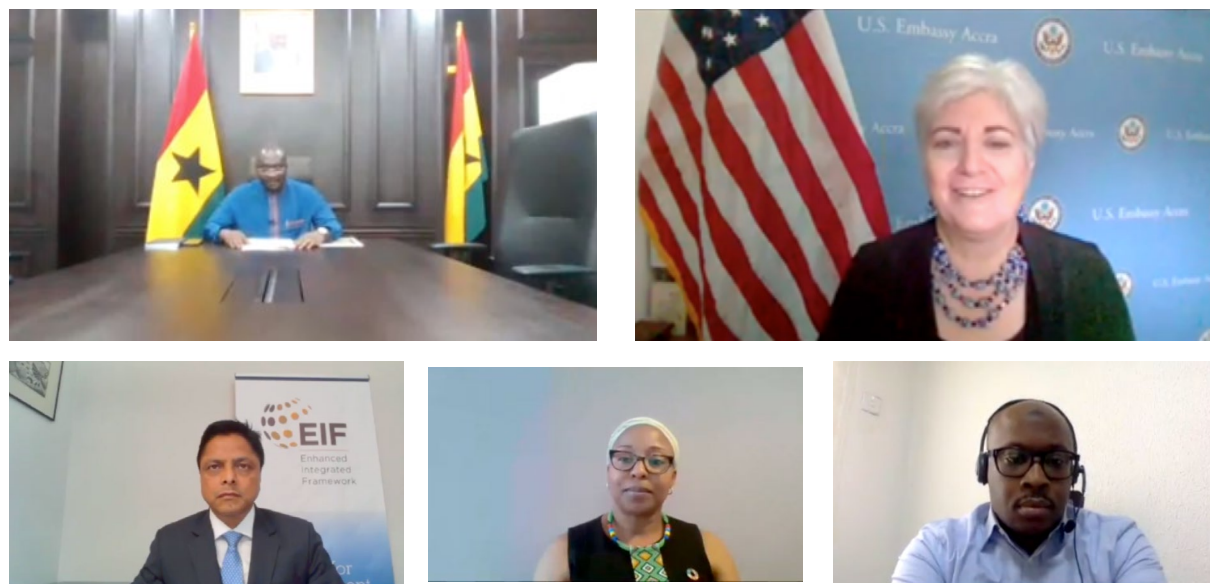
On 29 April, the Vice President of the Republic of Ghana, His Excellency Dr. Mahamadu Bawumia launched the Parkland Restoration Fund during the 2021 Shea Conference.

The PRF is a funding mechanism set up by GSA to support the implementation of ASP, which is a call to action launched by the GSA in 2020 to address shea parkland degradation.

Across the West African belt, shea parklands are under threat, with trees cut down at an alarming rate, threatening the sustainability of the shea industry and contributing to climate challenges. Through ASP, the GSA aims at growing 10 million shea and indigenous trees and protecting 4 million hectares of parklands in Benin, Burkina Faso, Ghana, Ivory Coast, Mali, Nigeria and Togo. Additionally, the GSA is engaging governments and traditional authorities to support in the combat against the menace through policy, public outreach and the introduction of community by-laws.

“...We commend the Global Shea Alliance for taking the bold initiative of setting up Parkland Restoration Fund as part of the Shea Parklands Initiative. The fund is aimed at mobilizing resources to grow 10 million trees and to protect 4 million hectares of shea parklands. I am happy once again as I join the shea family to launch this fund. I have the singular honor to pronounce the Parkland Restoration Fund duly launched”.

The GSA invites all stakeholders including private sector, regional governments and donor organizations to reach out for partnership as we work to curb parkland degradation.



Dignitaries during the 2021 virtual shea conference. From left to right: H.E. Dr Mahamadu Bawumia (Vice President of Ghana), H. E. Ambassador S. Sullivan (U.S. Ambassador to Ghana), Ratnakar Adhikari (EIF Director), Dr Angela Lusigi (UNDP Resident Representative), Simballa Sylla (GSA President)





RESEARCH AND DEVELOPMENT OF IMPROVED PLANTING MATERIALS

Financing for research and development of improved planting materials in the shea sector remains a challenge. In 2021, the GSA in partnership with the European Union, Global Alliance against Climate Change (GCCA+) - Intra ACP program, the Raw Materials Research Development Commission (RMRDC) and private sector partners implemented a shea agroforestry farm model to research and propose a win-win model for shea and agriculture, as a deterrent to tree cutting on farms. Two shea climate-resilient farms were set up in Oyo and Niger states of Nigeria where 1,500 women shea collectors have been trained on climate resilient practices such as technical crop set-up, organic composting, beekeeping and conservation. On the two farms, 12 crops including rice, maize, orange-fleshed potatoes, soyabean, melon and pepper were grown by the women beneficiaries yielding over 1,500kg of produce - which have been harvested and sold. At the end of the project, the GSA will conduct an economic and environmental impact evaluation against the baseline study that was done before project commencement. Learnings from the model farms will be shared with industry for replication



CONSERVATION PILOT PROJECTS

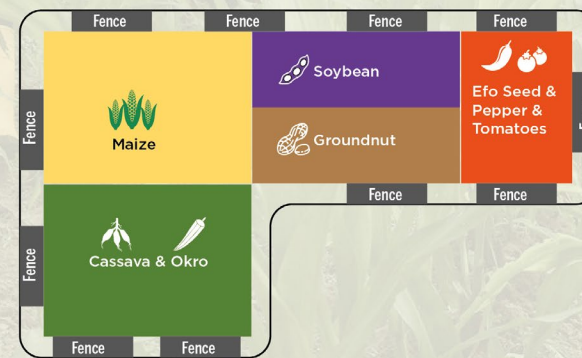
The introduction of improved cookstoves to women shea collectors represented a key part of conservation activities undertaken by private sector partners. Through the use of cookstoves, industry is significantly reducing the amount of water and wood used during processing of kernels and hand-processed butter. In 2021, 7 sustainability partners supported 7,821 women in Benin, Burkina Faso and Ghana to be taken through the practical steps for the construction of cookstoves using locally-sourced materials. Molds needed for the fabrication of the cookstoves were also donated to women shea cooperatives. In addition to cookstoves, the use of shea waste to produce briquettes was also adopted by sustainability partners.



Briquette made from shea waste / Briquette making machine

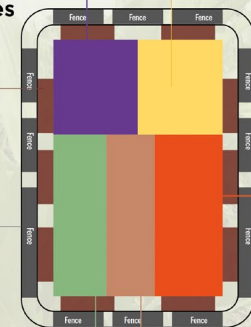
OKE ODO FARM Atisbo Local Government Area, Oyo State

- Cassava & Okro - 2 acres**
Planting date: 20th July, 2021
- Maize - 2 acres**
Planting date: 21st July, 2021
- Soybean - 2 acres**
Planting date: 22nd July, 2021
- Groundnut - 2 acres**
Planting date: 13th August, 2021
- Pepper - 2 acres**
Planting date: 12th August, 2021
- Vegetables - 2 acres**
Planting date: 15th - 17th August, 2021



TUFA FARM Tufa, Gurara Local Government Area, Niger State.

- Soy bean - 1.2 acres**
Planting date: 2nd August, 2021
- Tomatoes - 0.6 acres**
Planting date: 12th July, 2021
- White beans - 0.6 acres**
Planting date TBA
- Pawpaw- boundaries & demarcation**
Planting date TBA
- Custard - fencing**
Planting date: 9th July 2021
- Yam & Okro (intercropped) - 1.2 acres**
Planting date: 17th June, 2021
- Potatoes - 0.5 acres**
Planting Date: 9th July 2021
- Groundnut - 0.3 acres**
Planting date: 28th July 2021
- Pepper & Sorrel - 0.6 acres**
Planting date: 12th August, 2021
- Rice - 2.5 acres**
Planting date: 15th July, 2021
- Maize - 2.5 acres**
Planting date: 12th July, 2021





ACTION
FOR SHEA PARKLANDS
PROMOTE PLANT PROTECT

TO WATCH VIDEO

INDUSTRY PROMOTION

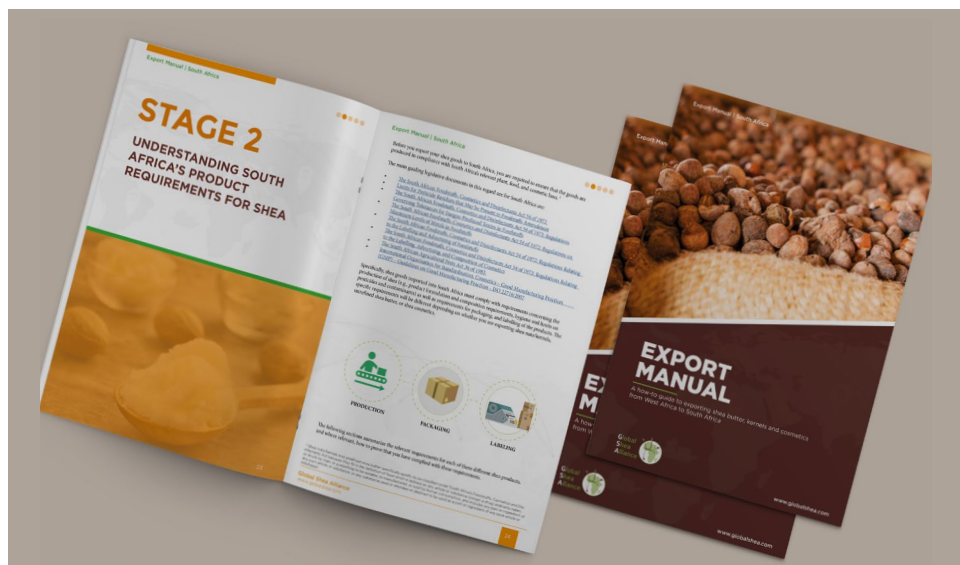


INDUSTRY PROMOTION

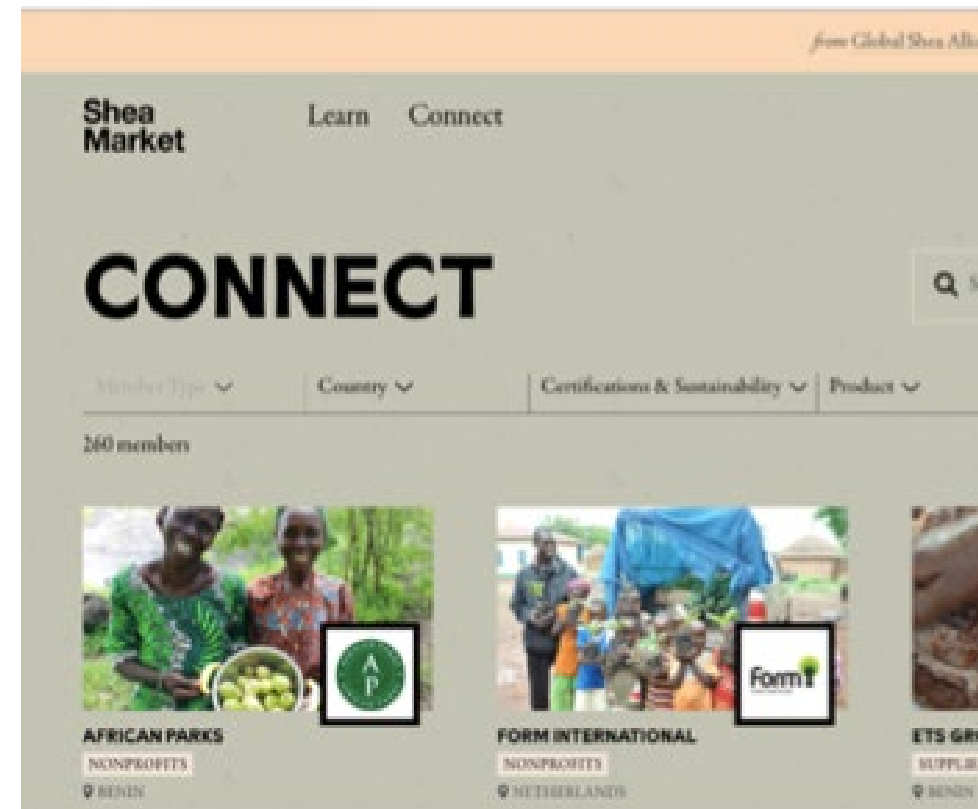
The GSA seeks to promote global consumer awareness and demand by identifying new markets and uses of shea. In 2021, we worked closely with regional governments, private sector, donors and leveraged international events to undertake a series of activities geared towards this goal.

EXPORT PROMOTION

Access to new markets remains a key value proposition for SMEs, brands and retailers to join the Alliance. As part of efforts to achieve this, the GSA undertook a study in 2020 that identified six priority export destinations: Angola, Kenya, South Africa, China, Japan and South Korea. As a follow up, in June 2021, the GSA produced six manuals to provide guidance to industry in Benin, Burkina Faso, Mali and Togo on exporting to the new markets. First, the manuals describe the export procedures of each of the four countries. Further, for each product – kernels, butter and shea-based cosmetics, they detail the rules and regulations pertaining to standards, contamination, hygiene, labelling, packaging, as well as conformity and testing. Finally, the manuals highlight key certification options, customs rules and procedures as well as logistics concerns.



DIGITALIZING THE INDUSTRY



As the shea industry expands, with consumers and stakeholders spread across the globe, the GSA added another level of accessibility to its technical assistance and market linkage services by launching the [Sheamarket platform](#) in October 2021. The objective of the website is to facilitate business connections between GSA members, as well as provide access to relevant promotion, quality, and sustainability literature. The platform is organized in two sections: Learn and Connect. The Learn section features more than 400 resources drawn from conference presentations, training manuals, and other reports that provide insight on a variety of topics such as export procedures and standards, sustainability best practices, quality processing of shea kernels, butter, and cosmetic products, and industry overview. The Connect section features more than 260 member profiles, helping GSA members find business partners according to country, products offered and certifications.

EXPANDING TO NEW TERRITORIES

The shea industry in Cameroon is relatively less mature compared to other producing countries in West Africa. In 2021, we partnered with Noé, an NGO, to conduct a market study and a value chain assessment to identify the most promising opportunities for its growth as well as potential government agencies and other institutions that could support the industry. The GSA further provided insight on activities needed to grow the Cameroonian shea industry in a sustainable manner. In East Africa, specifically Uganda and South Sudan, we began engaging stakeholders to build the industry. The shea found in East Africa, *vitellaria nilotica*, is composed primarily of olein and currently used in cosmetics and food. Given the new regulation in the U.S. allowing for olein application in food products, the GSA anticipates that the East African industry can be developed to maximize this opportunity, thereby increasing trade and investment.



Shea fruit from Cameroon

STRENGTHENING SHEA SMEs THROUGH ACCESS TO FINANCE

The Alliance is actively exploring solutions to address the issue of access to finance for SMEs heightened by the COVID-19 pandemic which has disproportionately impacted small businesses. In September and October, the GSA in partnership with Financial Sector Deepening (FSD) Africa, commissioned a survey to evaluate key constraints faced by GSA members in the area of finance. The survey found that 40% of surveyed SMEs currently access finance from friends and families for amounts lower than \$100,000; but the same percentage (38%) fails at diversifying funding sources and accessing higher amounts (between \$100,000 and \$500,000). This mismatch is caused primarily by a concern about buyer payment, inability to meet financial institutions' requirements, costs of accessing finance, as well as a lack of knowledge on financing opportunities. To address these issues, the GSA partnered with the World Business Council on Sustainable Development (WBCSD) and Acacia Business Advisors to facilitate knowledge exchange and connection between shea SMEs, financiers, and service providers. The partnership included the co-organization of a [conference](#) in November, the publication of an [investment briefing paper](#), as well as the publication of an [investment portfolio](#) featuring 6 investors, 3 business development providers, and 13 shea cooperatives and SMEs.

Additionally, as part of the USAID Sustainable Land Use Finance for Self-Reliance project in partnership with the International Center for Tropical Agriculture (CIAT), we also developed three technical briefs on the value chain opportunities, environmental impact and best practices as a way for financiers and investors to have readily accessible information when engaging with shea SMEs.

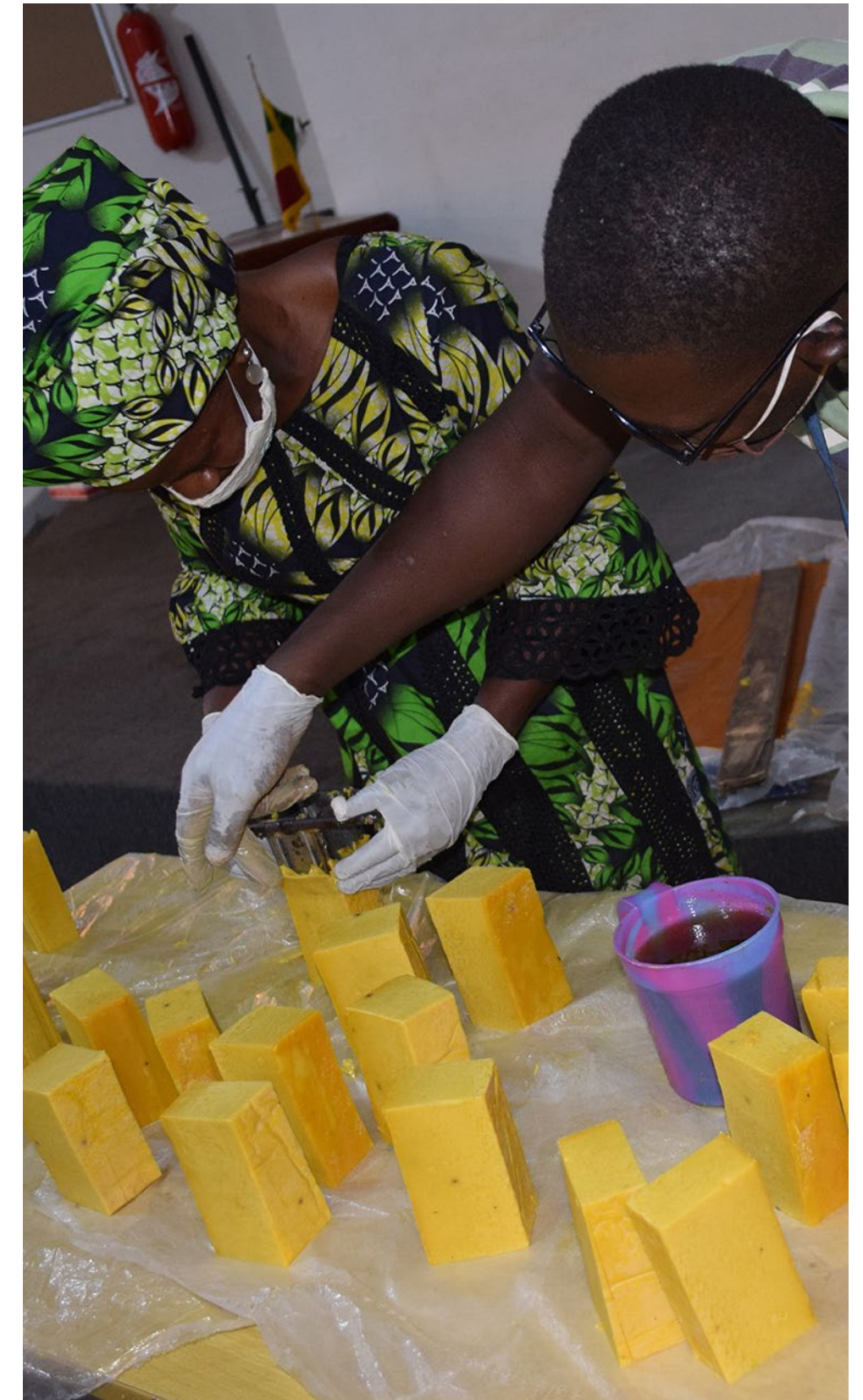
SME AND COOPERATIVE CAPACITY-BUILDING WORKSHOPS

The growth of SMEs and cooperatives has a direct impact on the expansion of the industry in producing countries. Thus, the GSA continued to invest in capacity-building for these value chain actors to strengthen their activities. Through the West Africa Competitiveness Programme (WACOMP), the GSA hosted a 4-day training event for SMEs on good manufacturing practices, certification, quality management, Kaizen, product packaging and supplier networking. Following the introductory trainings, coaching sessions were organized for 30 women-owned SMEs. In July 2021, the GSA trained 5 Ivorian cosmetic SMEs on other marketing and sales channels market including distribution routes such as hotels or online websites.

A key concern of the GSA as part of its capacity development services has been to ensure that resources developed during these trainings are accessible to all members. In addition to the creation of the [Sheamarket platform](#), the GSA in partnership with the International Trade Centre as part of the Alliance for Product Quality in Africa Programme, supported the design of the [Ghana Quality Compass](#) tool to outline the product safety, registration, and consumer requirements to export Ghanaian shea cosmetic products to the European Union.

“Before we attended the four trainings, we were quite unaware of certain things, like what branding really meant to the company, there were a lot of eye-opening things we learnt, - and has really improved the knowledge and strength of the company systems”.

- Abena Yankah, Shea Babe Enterprise, Ghana



CONFERENCES

The 2021 edition of the Shea Conference, which coincided with the 10th anniversary of GSA's formation, was held virtually from the 27-29 April under the theme *Building the Industry of the Next Decade*. The conference attracted high-level keynote speakers including the Vice President of Ghana, the U.S. Ambassador to Ghana, the Director of the Enhanced Integrated Framework, the Country Representative of the United Nations Development Programme (UNDP) and the Minister of Lands and Natural Resources of Ghana. The 3-day event was attended by 502 industry actors including private sector, non-profits, NGOs, research and educational institutions. In addition to the technical presentations and plenaries, business-to-business sessions were held to facilitate market linkages between major buyers and support service organizations such as logistics and financial institutions.

10th Year Anniversary Celebrations

In commemoration of our 10th anniversary celebrations, the Alliance took a retrospective look at its journey over the past, highlighting key achievements such as the development of our first strategic plan in 2012, the establishment of the Accra office, the launch of the sustainability program and multimillion projects in partnership with international donor organizations. The GSA presented the 5-year strategic plan as the secretariat's structural guide for building the industry of the next decade. Further, the secretariat also recognized the work of past Executive Committee members for their contribution towards the decade-long work of the Alliance. Pioneer and new members of the Alliance gave goodwill messages emphasizing its positive impact on their individual businesses as well as expressing their aspirations for the next decade.

During the 3rd and 4th quarters of 2021, the GSA in collaboration with national associations hosted four conferences in Benin, Burkina Faso, Mali and Togo to promote shea and facilitate engagement among members at the country level. The conferences drew nearly 800 industry stakeholders to discuss topics such as investing in the industry and strategy to create value addition and tackle youth unemployment; improving working condition for the women shea collectors and processors; building collaboration among stakeholders

at the regional level; protection of the shea parklands through various methods including research and development, community by-laws, and multi-stakeholder engagement. Additionally, the conferences provided a great opportunity for the GSA to engage government officials in the agricultural, natural resources and trade sectors on ASP.





TRADE FAIRS AND EXHIBITIONS

In April, the GSA hosted a virtual Africa Cosmetics Exhibition providing SMEs whose business operations have been significantly impacted by the COVID-19 pandemic, a platform to market their products and connect with international markets. 38 SMEs from Benin, Burkina Faso, Mali and Togo received tailored technical support including trainings on exhibition and sales, contract negotiation and management, and digital marketing. Additionally, the SMEs received support in producing interactive marketing videos which featured on their respective virtual booths. Over 641 visitors participated at the 3-day virtual exhibition.

In November 2021, the GSA supported 20 member SMEs from Benin, Burkina Faso, Ghana, Mali and Togo to participate in the second edition of the Intra-African Trade Fair organized in South Africa. Having been identified as a priority market export market destination for shea products, participation at the fair enabled SMEs to connect with potential buyers and expand their business operations to the southern African market. At the end of the fair, two participating SMEs secured major new supply contracts.



GSA MD interview on Connecting Africa

“The fair allowed us to strengthen our client portfolio and better understand consumer needs and preferences. We are integrating this new knowledge in our production process as well as in our future investment plans”.

- Francis Tuina, RPBHC, Burkina Faso

SECRETARIAT EXPANSION



On 29 November, the GSA officially opened its regional office in Lomé, Togo to serve the Alliance’s francophone member countries. Through the regional office, the GSA will enhance member engagement, improve member access and participation in various GSA projects and services, grow membership as well as develop and implement a regional strategy to empower and build the capacity of national associations. The opening ceremony was led by Mr. Harry Sullivan, the Deputy Chief of Mission at the United States Embassy in Togo. Also in attendance were representatives from private sector, national associations in six countries and other industry stakeholders.



QUALITY

QUALITY

Sustaining shea demand for food, confectionery and cosmetics hinges on industry’s ability to continuously deliver high quality products. As such, investing in innovative post-harvest processing technologies, processes and practices remains an integral part of the Alliance’s strategic focus. During the year, GSA members across producing countries continued to pilot new processing techniques that address major quality issues including high Free Fatty Acids (FFA) levels, mineral oil contaminations and impurities. In Ivory Coast and Ghana, a centralized processing model was introduced to two shea cooperatives. The new model which deviates from the traditional individualized method of processing aims to reduce quality inconsistencies by encouraging the processing of freshly collected shea fruits at one central location. Thus, after collection, all other processing steps: sorting, washing, de-pulping, boiling and drying are done collectively under the same conditions. In addition, the model presents opportunities to reduce the volume of water and

wood consumed during first-level processing.

Further, the GSA continued to provide quality trainings to various actors at different levels of the value chain. In June 2021, the GSA conducted intensive quality campaigns ahead of the shea season. To facilitate the trainings, we produced and distributed 1,700 quality posters to communities in Ghana. The posters were illustrative to ease the comprehension of women collectors and processors and also made easily accessible to NGOs and community support organizations for further production and distribution to cooperatives as deemed necessary. The quality campaign in Ghana reached 25 cooperatives made up of 13,238 women collectors and processors. Similarly, in Benin, Burkina Faso, Mali and Togo, 34 cooperatives were trained on quality soap-making as an alternative source of income. In Cameroon, 80 people including men, also received quality trainings.

Finally, sustainability partners equally invested in their supply chains by training 50,358 women collectors on good quality practices.

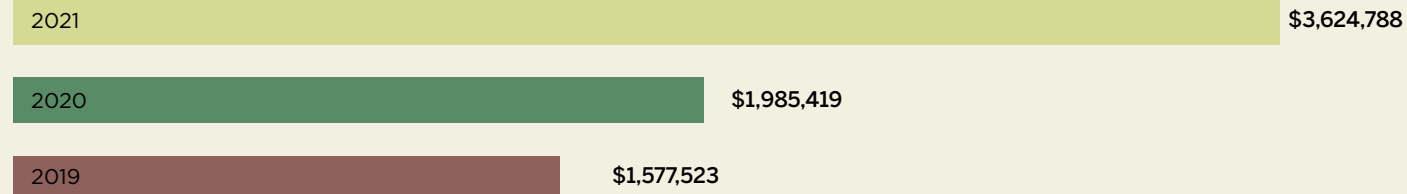


QUALITY SHEANUTS best practices for production

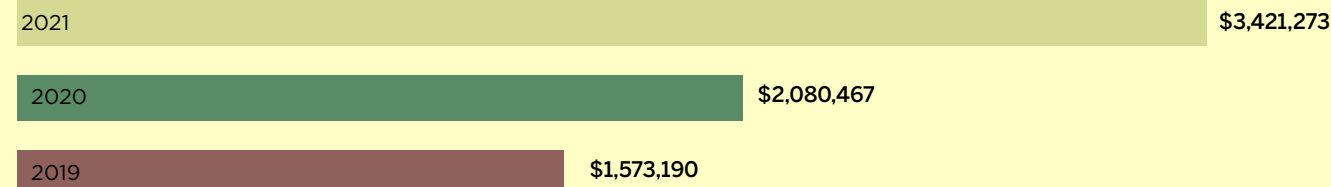
- Collect**
Collect ripe fruit from ground
DON'T SHAKE OR KNOCK FROM TREES
- De-pulp**
De-pulp quickly - by hand or feed animals
DON'T USE ROTTEN OR GERMINATED NUTS
- Boil**
Boil nuts in water within 7 day for 40 minutes maximum
DON'T OVERBOIL - SAVE WATER AND FIREWOOD
- 1st Drying**
Dry quickly on clean surfaces, mats or drying racks
DON'T EXPOSE TO RAIN OR DIRT
- De-husk**
De-husk within 3-4 days
- Sort**
Remove bad nuts and impurities
DON'T MIX WITH SAND, STICKS, STONES, ETC
- 2nd Drying**
Continue to dry on clean surfaces still removing all bad nuts
MOISTURE SHOULD BE UNDER 7% BY WEIGHT
- Check Moisture**
Test for dryness
DON'T STORE SOFT OR MOIST NUTS
- Store**
Store dry nuts in jute sacks off the floor in dry airy conditions
DON'T STORE IN PLASTIC, FERTILISER OR PP SACKS

FINANCIALS

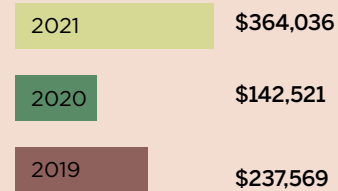
REVENUE



EXPENSES



ACCUMULATED FUNDS



Independent Auditor's Report To the members of Global Shea Alliance

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, actions taken to eliminate threats or safeguards applied.

Report on Other Legal and Regulatory Requirements

In accordance with the Seventh Schedule of the Companies Act, 2019 (Act 992) we expressly state that:

1. We have obtained the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of the audit.
2. In our opinion:
 - proper books of accounts have been kept by the Company, so far as appears from our examination of those books.
 - the information and explanations given to us, were in the manner required by the Companies Act, 2019 (Act 992) and give a true and fair view of the:
 - a. statement of financial position of the Company at the end of the financial year, and
 - b. statement of income and expenditure for the financial year.
3. The Company's statement of financial position and statement of income and expenditure are in agreement with the accounting records and returns.
4. We are independent of the Company, pursuant to Section 143 of the Companies Act, 2019 (Act 992).

The engagement partner on the audit resulting in this independent auditor's report is **Emmanuel Martey (ICAG/P/1476)**.

Emmanuel Martey

**For and on behalf of Deloitte & Touche (ICAG/F/2022/129)
Chartered Accountants
The Deloitte Place
Plot No.71, Off George Walker Bush Highway
North Dzorwulu
Accra-Ghana**

25th April 2022.

CLASSIFICATION: CONFIDENTIAL

Partners and Chartered Accountants: D Owusu • G Ankomah • C Forson • A Biney • G Boye-Doku • E Martey • K Situ • Y Lartey
Associate of Deloitte Africa, a Member of Deloitte Touche Tohmatsu Limited

EXECUTIVE COMMITTEE MEMBERS



Simballa Sylla
President
Mali Representative,
CEO- MaliShi



Eugenia Akuete
Vice-President
Ghana Representative
Managing Director, Mother's Shea Ltd Ghana



Jean-Arnaud Janvier
Vice-President
Suppliers Representative
Africa Supply Chain Manager, Bunge
Loders Croklaan



Philippe Garidou
Suppliers Representative
Commercial Director, OLVEA
Vegetable Oils



Justine Humbert
Brands and Retailers Representative
Biodiversity & Sustainable Ingredients,
Laboratoires M&L



Stefano Severi
Brands and Retailers Representative
Head of Raw Materials Responsible
Sourcing, Ferrero Group



Tom Skirrow
Non-Profits Representative
CEO, Tree Aid



Elisabeth Tchalla
Togo Representative
CEO, Société Togolaise de Karité



Mamatou Djaffo
Women's Groups Representative
President, Fédération Nationale des
Productrices d'Amandes et de Beurre
de Karité du Bénin (FNPK)



Antoinette Ouedrago
Burkina Faso Representative
Coordinator of Shea Network, ONG
Buayaba



Jibril Bokani
Nigeria Representative
Managing Director, Sokaiko Sheabutter
and Agro Processing Company Limited

ADVISORY BOARD





Aaron Adu
Managing Director



Olawunmi Osholake
Deputy Managing Director



Marie Veyrier
Development Director



Doris Anum-Dorhuso
Finance Director



Urbain Gbeou
Regional Office Director



Dr. Shaibu Bani Azumah
Action for Shea Parklands
Director



Frank Gyabaah
Financial Controller



Prince Nunoo
Members Project Manager



Cecilia Shardey
Programs Manager



Nestor Dehoundji
Regional Coordination
Manager



Cornelius Kakrabah
Business Development
Manager



Edwin Zuta
Partnership Manager



Cindy Laird
Communications Manager



Maurice Nkrumah
Monitoring and Evaluation
Manager



Kingsley Mensah
Accounts Manager



Michael Sakyi
Procurement &
Administration Manager



Vera Akoto-Adjepong
Action for Shea Parklands
Coordinator



Kwabena Asare-Kena
Membership Coordinator



Edward Osei Bonsu
Monitoring and Evaluation
Coordinator



Felix Adisa
Monitoring and
Evaluation Coordinator



Emefa Ababio
Communications Officer



Jackie Nyarko
Social Media Officer



Sedjro Joël Agossa
Regional Office Assistant



Samuel Owiredu
Driver

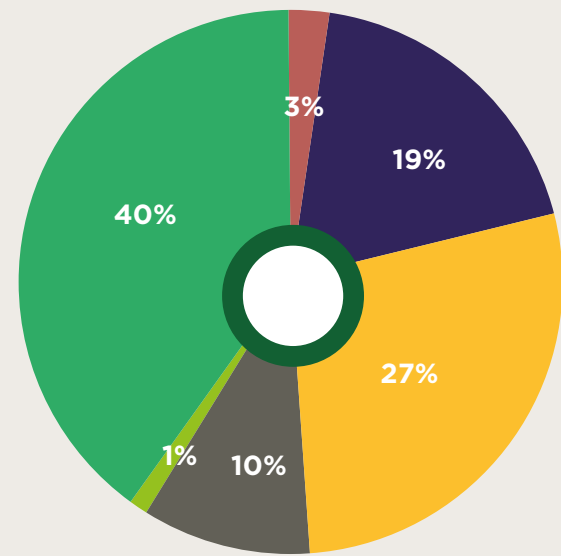


Alberta Owusu-Ansah
Office Assistant

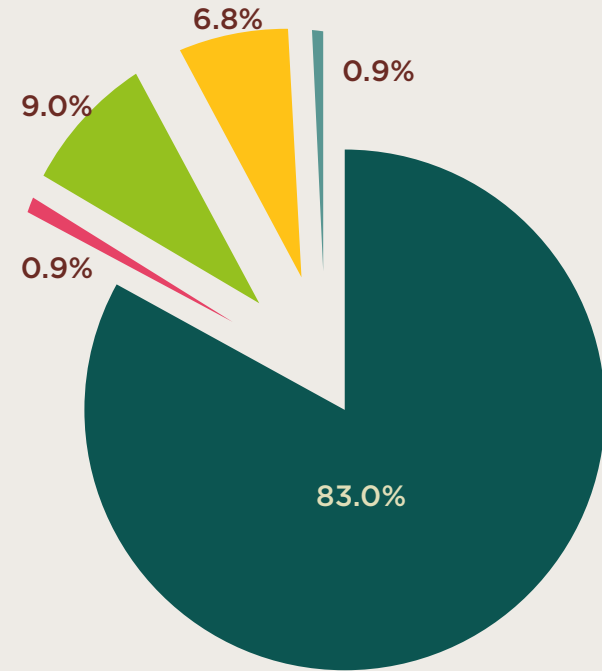
SECRETARIAT

MEMBERSHIP

Membership Categories



Geographical Distribution of GSA Members



- Affiliate Members
- Brands & Retailers
- Suppliers
- Producer National Association
- Non Profits
- Women's Group
- Africa
- Australia
- Europe
- North & South America
- Asia & Middle East

Countries



AFRICA

AFFILIATES

- Afrigateway Limited (Ghana)
- Agribusiness Consult Ltd (Ghana)
- Berkton Services (Ghana)
- CookClean Ghana Limited (Ghana)
- Eco Restore (Ghana)
- Swiftly Global (Ghana)
- Norfund (Ghana)
- Heva Fund LLP (Kenya)
- Physiocrate (Mali)
- Nigeria Incentive-Based Risk Sharing Systems for Agricultural Lending (NIRSAL) (Nigeria)
- P.R.I Global Ventures Limited (Nigeria)
- Sahel Capital Agribusiness Managers Ltd (Nigeria)

BRANDS AND RETAILERS

- Karethic (Bénin)
- Natura Sarl (Bénin)
- Naturally Beauty Cosmetics (Bénin)
- Osha Naturals (Botswana)
- Laboratoire Odiss Cosmetique (Burkina Faso)
- Savonnerie Parfumerie du Houet (SPH) (Burkina Faso)
- A. Ibra Shea (Ghana)
- Act Natural (Ghana)
- Ad Charis (Ghana)
- Ayofa Essentials (Ghana)
- Ele Agbe Co. Ltd (Ghana)
- Esam Royal (Ghana)
- Global Mamas (Ghana)
- Golden Oil Naturals (Ghana)
- Goshen-Lechem Ventures (Ghana)
- House of Prempeh (Ghana)
- Kaara Organics (Ghana)
- Luv from Ghana Ltd (Ghana)
- Mansuki Ghana Ltd (Ghana)

- Marche Exclusive Ventures (Ghana)
- Mybodytree (Ghana)
- Nadab Beauty Kilink (Ghana)
- Nandomnorth Limited (Ghana)
- Natural Luxuries (Ghana)
- Natural Shea Care (Ghana)
- Naya Naturals (Ghana)
- Nguvu Global Limited (Ghana)
- POK Floral Paradise (Ghana)
- Pyma Star Ltd (Ghana)
- R and R Luxury Ltd (Ghana)
- Sekaf Ghana Ltd (Ghana)
- Sheabutter Cottage (Ghana)
- Sheer Babe Enterprise (Ghana)
- Skin Gourmet (Ghana)
- Solutions Oasis Ltd (Ghana)
- Suhcare Ltd (Ghana)
- Tiwajo Industry Ltd (Ghana)
- Tumte Essentials LTD (Ghana)
- Winamzua (Ghana)
- Zigma Pharm Co Ltd (Ghana)
- ZLB (Ghana)
- Original Karite Guinea Cosmetics) (Guinea)
- Karismetique (Mali)
- Kocos Cosmetique (Mali)
- Sofa Agro Business (Mali)
- Adunni Ori Ltd (Nigeria)
- Bola Ventures (Nigeria)
- Hayloft Ltd (Nigeria)
- Inner Beautee (Nigeria)
- LaSeva Natura Shea)(Nigeria)
- Misty Scents (Nigeria)
- Modara Natural Skincare (Nigeria)
- Nubian Roots (Nigeria)
- Recare Limited (Nigeria)
- Rivka Organics (Nigeria)
- Shea Gleam (Nigeria)
- Shea Origin Ltd (Nigeria)
- Shea Therapy (Nigeria)
- Soft Nations, Inc. (Nigeria)
- Sparks Trading Company Limited (Nigeria)

The FabShea Collective Ltd (Nigeria)
 Wura's Secret (Nigeria)
 Diongoma (Senegal)
 Diamante Luxury International (South Africa)
 Just Shea Butter (PTY) Ltd (south africa)
 B-Univers Cosmétiques (Togo)
 Kari-Kari de la société Soleil et Pingouin SARL (Togo)
 Sefako Natural (Togo)
 Guru Nanak Oil Mills (U) Ltd (Uganda)
 Ken Fehling Partners Ltd (KFP LTD) (Uganda)

SUPPLIERS

Benotech-Ing SARL (Bénin)
 3 Cay G (Bénin)
 LCB Corporation (Bénin)
 Fludor Benin SA (Bénin)
 Wakapou (Bénin)
 Zikora (Bénin)
 Africa Agro Alimentaire SARL (Bénin)
 Algion Import Export Benin (Bénin)
 EBT Trading (Burkina Faso)
 Groupe Velegda Sarl (Burkina Faso)
 New Karikis International Sarl (Burkina Faso)
 Olvea BF (Burkina Faso)
 B4Trees (Burkina Faso)
 ETT-PRO (Burkina Faso)
 Donoa Cameroun SARL U (Cameroon)
 3F Africa (Ghana)
 A Mahama Company Ltd (Ghana)
 Charles K. Boateng Enterprise (Ghana)
 Earthtone Inc (Ghana)
 Freget Eagles (Ghana)
 Ghana Nuts Ltd (Ghana)
 Ideal Providence Farms (Ghana)
 Fuji Oil Ghana Limited (Ghana)
 Bunge Loders Croklaan (Ghana)
 MG Consult (Ghana)
 Mother Shea Limited (Ghana)

NeverIdle Farms Consulting (Ghana)
 New Vision Royal (Ghana)
 Right Shea (Ghana)
 Shea Butter Central+B291 (Ghana)
 Shea Tree Ghana Ltd (Ghana)
 Sun-Life Import & Export (Ghana)
 The Pure Company (Ghana)
 The Savannah Fruits Company Ltd (Ghana)
 Tsease Cultural Village (Ghana)
 Willaceuticals (Ghana)
 Wilmar International Limited (Ghana)
 Asheba Enterprise (Ghana)
 Shea Logic (Ghana)
 Essaar Agro West Africa Ltd (Ghana)
 Seth Ayitey Larmie (Ghana)
 Nuts for Growth (Ghana)
 Golden Crumbs (Ghana)
 Refresh A (Ghana)
 Agro Eco-Louis Bolk Institive Ghana (Ghana)
 MarketWealth (Ghana)
 Coly Ghana Limited (Ghana)
 Jolex Ghana Limited (Ghana)
 Kongo Community Development Association (KoCDA) (Ghana)
 Hari Agri & Foods Ghana Ltd (Ghana)
 Sunlife Import & Export (Ghana)
 Edensway Health Foods Ltd (Ghana)
 Hope Givers Com. Ltd (Ghana)
 2ei Company Ltd (Ghana)
 EXIM Shea (Ghana)
 Dukor Farm Ventures (Ghana)
 Agri-Assess Commodities Ltd (Ghana)
 Community Growth Initiative (Ghana)
 Emriad Ventures (Ghana)
 Ephis Shea Butter Production Co. Ltd (Ghana)
 Delcom ABRBS Ghana Limited (Ghana)
 KADCO AGRO LTD (Ghana)
 Modern Star Foundation (Ghana)
 Manorama Africa Limited (Ghana)
 Cold - Weld Engineering Services Limited (Ghana)

West African Mills Company (WAMCO) (Ghana)
 AntBlank Ventures (Ghana)
 Mab K Company Limited (Ghana)
 Integrated Authentic Enterprise (Ghana)
 BonAgric Company Limited (Ghana)
 ARBOL VITAE (Ghana)
 Queen Gaf Enterprise (Ghana)
 Ajike Shea Centre (Ghana)
 FaithWendy Uk Ghana Limited (Ghana)
 OB Pakyiman Ltd (Ghana)
 Conde & Company (Guinea)
 Biocosmik SARL (Ivory Coast)
 Afreco (Ivory Coast)
 Alpha karite (Ivory Coast)
 Bio Amandes (Ivory Coast)
 Distriprest (Ivory Coast)
 Farm Invest (Ivory Coast)
 Intertek West Africa (Ivory Coast)
 Dkalu Limited (Ivory Coast)
 CAP SIKAN (Ivory Coast)
 Cymarie International Limited (Kenya)
 GTMD SARL (Mali)
 Cross Boundary (Mali)
 Mali Shi (Mali)
 Mary Shea Butter (Mali)
 Agri Resources S.A (Mauritius)
 Bayadeo D'vine Ventures (Nigeria)
 BG Contracting Ltd (Nigeria)
 Dijmeds Ventures Limited (Nigeria)
 Gamut Ventures Ltd (Nigeria)
 Hadas Stores Ltd)(Nigeria)
 Kili General Merchandise (Nigeria)
 Ladgroup Ltd (Nigeria)
 Nuts to Butter (Nigeria)
 Oklan Best Ltd (Nigeria)
 P818 Ltd (Nigeria)
 Ruby Unique Natural Premium Products Ltd (Nigeria)
 Salid Agriculture Nigeria Ltd (Nigeria)
 Sokaiko Shea Butter & Agro Processing Company Ltd (Nigeria)

Vitachem Nigeria Ltd (Nigeria)
 Filowo Company Limited (Nigeria)
 Shea Beauty (Nigeria)
 Sweet Mama Farms Limited (Nigeria)
 George Calil Limited (GCL) (Nigeria)
 Riton Investments Limited (Nigeria)
 Ricci & Glorgi Ltd (Nigeria)
 Froke Consulting (Nigeria)
 Abstergo Limited (Nigeria)
 Agriable Limited (Nigeria)
 SheaHub Africa (Nigeria)
 Green Light Business Support Limited (Nigeria)
 Walmann Group (Nigeria)
 Afrapat Global Exports Limited (Nigeria)
 Mudafrika (Nigeria)
 Jugger Naut Industries (Nigeria)
 Jindays Place Nig. LTD (Nigeria)
 Sunny Agric Technolozgy Co. Ltd (Nigeria)
 Ziba Premier Africa Ltd (Nigeria)
 Koklad Manufacturing Limited (Nigeria)
 J.E Oils Ltd (Nigeria)
 Meena Agro Virgin Oil (Nigeria)
 Kayganics (Nigeria)
 Mafjuk Int Ltd (Nigeria)
 West African Soy Industries (Nigeria)
 Faku Agro-allied Industry Nig.Ltd (Nigeria)
 Afrishales Pty Ltd Trading (South Africa)
 Shea Healing (South Africa)
 Lulu Works Trust (South Africa)
 Nouvelle Société de Commercialisation des Produits Agro-alimentaire (NSCPA) (Togo)
 Action Jeune Togo (Togo)
 Vitrine Export Afrique (Togo)
 Nioto (Togo)
 BNS AGRICOLES SARL (Togo)
 LABEL D'OR (Togo)
 The Lost Kingdom of Punt LTD (Uganda)
 Laonz Co. Ltd (Uganda)
 AI Pure Organics (South Africa)

WOMEN'S GROUP

Coopérative Agro-Pastorale la Ouata (Central African Republic)
 Coopérative Miambenou (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin)- UDPK-Donga (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - UDPK-Atacora (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - UDPK-Borgou (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - UDPK-Collines (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - UDPK-Alibori (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Wassa Maro (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Simpérou (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Perma (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Tamarou (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Biguina (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Ouoghi-Gare (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Ouoghi-Gare (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Nassiconzi (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Ségbana Centre (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Kérou (Bénin)
 Fédération Nationale des Productrices de Karité du Bénin (FNPK-Bénin) - Cloubou (Bénin)
 Union Départementale des Productrices de Karité de l'Alibori (Bénin)
 Union Départementale des Productrices de Karité Borgou (Bénin)

Union Départementale des Productrices de Karité des Collines (Bénin)
 Union Départementale des Productrices de Karité de la Donga (Bénin)
 Union Départementale des Productrices de Karité de l'Atacora (Bénin)
 Coopérative des Ramasseuses de Karité de Banikoara (Sompérékou) (Bénin)
 Coopérative des Ramasseuses de Karité de Gogounou (Gounarou) (Bénin)
 Coopérative des Ramasseuses de Karité de Kandi (Kassakou) (Bénin)
 Coopérative des Ramasseuses de Karité de Gogounou (Gogounou Centre) (Bénin)
 Coopérative des Ramasseuses de Karité de Banikoara (Simpérou) (Bénin)
 Coopérative des Ramasseuses de Karité de Malanville (Guéné) (Bénin)
 Coopérative des Ramasseuses de Karité de Malanville (Goun-Goun) (Bénin)
 Coopérative des Ramasseuses de Karité de Ségbana Centre (Bénin)
 Coopérative des Ramasseuses de Karité de Ségbana (Libantè) (Bénin)
 Coopérative des Ramasseuses de Karité de Karimama Centre (Bénin)
 Coopérative des Ramasseuses de Karité de Banikoara (Founougou A) (Bénin)
 Coopérative des Ramasseuses de Karité de Banikoara (Founougou B) (Bénin)
 Coopérative des Ramasseuses de Karité de Karimama (Birni Lafia) (Bénin)
 Coopérative des Ramasseuses de Karité de Kandi Centre (Bénin)
 Coopérative des Ramasseuses de Karité de Tanguiéta 1 (Nanebou) (Bénin)
 Coopérative des Ramasseuses de Karité de Tanguiéta 2 (Tayakou) (Bénin)
 Coopérative des Ramasseuses de Karité de Tanguiéta (Batia) (Bénin)

Coopérative des Ramasseuses de Karité de Natitingou (Perma) (Bénin)
 Coopérative des Ramasseuses de Karité de Boukoumbé 1 (Bénin)
 Coopérative des Ramasseuses de Karité de Boukoumbé 2 (Bénin)
 Coopérative des Ramasseuses de Karité de Péhunco (Wassa Maro) (Bénin)
 Coopérative des Ramasseuses de Karité de Péhunco (Nassou) (Bénin)
 Coopérative des Ramasseuses de Karité de Kouandé 1 (Bénin)
 Coopérative des Ramasseuses de Karité de Kouandé 2 (Bénin)
 Coopérative des Ramasseuses de Karité de Matéri (Bénin)
 Coopérative des Ramasseuses de Karité de Kérou (Bénin)
 Coopérative des Ramasseuses de Karité de Tchaourou (Sinahou) (Bénin)
 Coopérative des Ramasseuses de Karité de Tchaourou (Kpéssou) (Bénin)
 Coopérative des Ramasseuses de Karité de Tchaourou (Goro) (Bénin)
 Coopérative des Ramasseuses de Karité de Sinendé (Haoussa) (Bénin)
 Coopérative des Ramasseuses de Karité de Sinendé (Fô Bouré) (Bénin)
 Coopérative des Ramasseuses de Karité de Nikki (Bénin)
 Coopérative des Ramasseuses de Karité de Pèrère (Bénin)
 Coopérative des Ramasseuses de Karité de N'Dali (Bori) (Bénin)
 Coopérative des Ramasseuses de Karité de N'Dali (Tamarou) (Bénin)
 Coopérative des Ramasseuses de Karité de Kalalé (Bouka) (Bénin)
 Coopérative des Ramasseuses de Karité de Kalalé (Nassiconzi) (Bénin)

Coopérative des Ramasseuses de Karité de Bassila (Diépani) (Bénin)
 Coopérative des Ramasseuses de Karité de Bassila (Igbèrè) (Bénin)
 Coopérative des Ramasseuses de Karité de Bassila (Biguina) (Bénin)
 Coopérative des Ramasseuses de Karité de Ouaké (Mami) (Bénin)
 Coopérative des Ramasseuses de Karité de Ouaké (Badjoudé) (Bénin)
 Coopérative des Ramasseuses de Karité de Djougou (Bariérou) (Bénin)
 Coopérative des Ramasseuses de Karité de Djougou (Gnonri) (Bénin)
 Coopérative des Ramasseuses de Karité de Djougou (Patargo) (Bénin)
 Coopérative des Ramasseuses de Karité de Copargo Centre (Bénin)
 Coopérative des Ramasseuses de Karité de Copargo (Anadana) (Bénin)
 Coopérative des Ramasseuses de Karité de Ouèssè (Yahoui) (Bénin)
 Coopérative des Ramasseuses de Karité de Savè (Ouaguy-Gare) (Bénin)
 Coopérative des Ramasseuses de Karité de Glazoué (Yagbo) (Bénin)
 Coopérative des Ramasseuses de Karité de Bantè (Cloubou) (Bénin)
 Coopérative des Ramasseuses de Karité de Savalou (Doumè) (Bénin)
 Fadefso (Burkina Faso)
 Fédération Nununa (Burkina Faso)
 Buayaba (Burkina Faso)
 RPBHC (Burkina Faso)
 UGPPK Comoe (Burkina Faso)
 Karibel Karite (Burkina Faso)
 Maison Victoria (Burkina Faso)
 Wodio (Burkina Faso)
 Daana (Burkina Faso)
 Prokana (Burkina Faso)
 Faso-Gnataga (Burkina Faso)

Nabonswende (Burkina Faso)	Groupement Babia (Guinea)	Bahondo (Mali)	Badala Djekafo (Mali)
Teindbeogo (Burkina Faso)	Commune Rurale de Djigouèra (Ivory Coast)	Coopmounas (Mali)	Benkady Beteandin (Mali)
Wamisse (Burkina Faso)	Union des cooperatives de karite de Gouandiaka (Mali)	Kabala (Mali)	Coprokaze Lou (Mali)
Neema (Burkina Faso)	Benkadi de Kassaro (Mali)	Bensen (Mali)	Kashea (Mali)
Djinkadoumou (Burkina Faso)	Union des cooperatives de karite de Louloni (Mali)	Siguidiya (Mali)	African Women Agribusiness Network (Nigeria)
Lanaya (Burkina Faso)	Dembagnouma de Bancoumana (Mali)	Benso (Mali)	Oracle Star Sheabutter (Nigeria)
Afup (Association Femmes Unies Pour La Paix) (Burkina Faso)	Unioin des cooperatves de Kemeni (Mali)	Tiesiri San (Mali)	Eudokas (Nigeria)
Wend Baore Narilgzanga (Burkina Faso)	Federation des Femmes de Danou (Mali)	Sangarela (Mali)	Shea Integrated Global Trading (Nigeria)
Scoops Nabons-Wende Producers of Ouargaye (Burkina Faso)	Shi-Kolo Ton (Yorobougoula - Gouana) (Mali)	Sidoba-Dioila (Mali)	Amona (Nigeria)
Graces and Mereveilles (Burkina Faso)	Association des Femmes de Koussan (Mali)	Coopérative Thiero (Mali)	Tayaza Women Sheabutter Co-op Soceity (Nigeria)
UGF / CDN (Burkina Faso)	Djigiseme de Djiguiya de Koloni (Mali)	Sido Konodimini (Mali)	Opara YSJ Orisunmi Bare (Saki West) FMCS limited (Nigeria)
Association Yara Tuma (Burkina Faso)	Koba Gnetakaton (Sébékoró)(Mali)	Tousseguela Shi (Mali)	Scoops Sokly (Togo)
Conseil National des Associations pour la Promotion de l'Entrepreneuriat (CNAPE) (Burkina Faso)	Benkadi de Bangassi)(Mali)	Kifoso (Mali)	Scoops Loulape (Togo)
Association Songtaab Yalgre (Burkina Faso)	Association Bata Kanu de Bougaribaya (Mali)	Coopérative Sodepam (Mali)	AVEP Togo (Togo)
Bandisuglo Women's Group (Ghana)	Coopérative Djigisémé de Dangassa (Mali)	Cheouba (Mali)	Ferme Rurale et Entrepreneuriat (FRE) (Togo)
Maltiti (Ghana)	Association des femmes(AFRORAM) de Madina) (Mali)	Gneta (Mali)	Coopérative Sedegbe (Togo)
Tiyumtaba Women's Group (Ghana)	Association Maraichère et Multifonctionnelle des Femmes de Guénikoro (Mali)	Donkadi (Mali)	Scoops Esperance (Togo)
Tungteiya Womens' Association (Ghana)	Bendougou de kolokani_koko (Mali)	Cooperativellawal (Mali)	Ahoréraba (Togo)
Widows & Orphans Movement (WOM) (Ghana)	Sabougnouma de Gonsolo (Mali)	Donko (Mali)	Zimbri (Togo)
Kalvio Women Shea Association (Ghana)	Coopérative Barakagni de Djallon -Foula (Mali)	Teriya (Mali)	Kokari Allah (Togo)
Tamale Shea Cluster Cooperation (Ghana)	Niagadina (Mali)	Cooperative Caps (Mali)	Soligobou (Togo)
Northern Butter (Ghana)	Assocition Benkadi de Tabou (Mali)	Zantiebouguou li (Mali)	Solizama (Togo)
Savannah Women's Association (Ghana)	Union Kaloje (Mali)	Bahondo Yanfala (Mali)	Essovalé (Togo)
Makells (Ghana)	Si Blonba (Mali)	Dakoumana Sabou (Mali)	Ninawè (Togo)
Titiaka Boresa Organization (Ghana)	Si Sun (Mali)	Yelen (Mali)	Sourou (Togo)
Yota Shea Women Association (Ghana)	Kenedougou Si Ton)(Mali)	Beguene Sabougnouma (Mali)	Espoire karité (Togo)
Teni's Natural Shea Butter (Ghana)	Wassa Situlu (Mali)	Benkady Goinina (Mali)	Dissana dama (Togo)
Jilima Coop (Ghana)	Siba Jekulu (Mali)	Kombre Sabougnouma (Mali)	Koumokokoli (Togo)
Kasomo Shea Women - Bongo (Ghana)	Yiriwasso (Mali)	Djiguiya (Mali)	Bouwéréwou (Togo)
Alliance for Community Investment Association (Ghana)	Si Ton (Mali)	Toronto Farakolo (Mali)	Léma (Togo)
Pasambra Ghana Ltd (Ghana)	Coprokazan (Mali)	Kamona Sabougnouma (Mali)	Essowedeou (Togo)
Dipaliya Women's Association)(Ghana)	Miriya (Mali)	Djekabara (Mali)	Koboyo Tiou (Togo)
SommaLlfe (Ghana)	Muso Tiesirilen (Mali)	Makadjambougou (Mali)	Liponi (Togo)
Blessed Women Ghana (Ghana)	Ganadougou (Mali)	Faso Kanu Gneta (Mali)	B'tinkinti (Togo)
Coprakam (Guinea)	Tiesiri Djala (Mali)	Balimaya (Mali)	N'wétti (Togo)
Fubropek (Guinea)	Rafeet (Mali)	Benkady Zombougou (Mali)	Kpi'Foga (Togo)
	Si Jiguiya (Mali)	Djekafo (Mali)	Tchar-hou (Togo)
		Kounsama Danaya (Mali)	Tovenim (Togo)
		Sirakoro Benkady (Mali)	Mewè (Togo)
		Koulouba Benkady (Mali)	
		Berenimba Danaya (Mali)	

Hezouwè (Togo)
 Kokoudè (Togo)
 Rikpindi (Togo)
 Pirénarou (Togo)
 Karité béni (Togo)
 Allah- Mantaem (Togo)
 Himma (Togo)
 Dakalfame (Togo)
 Manoubate (Togo)
 Ouwin Falla(Togo)
 Motognan (Togo)
 Lipouguetin (Togo)
 Mondo (Togo)
 Yendoupan (Togo)
 Titaktun (Togo)
 Houssou-Bonin (Togo)
 Tidialeb (Togo)
 Gnabana (Togo)
 Nalé Wazou (Togo)
 Agodé (Togo)
 Amoudo (Togo)
 Charité (Togo)
 La grâce (Togo)
 Aidons nous (Togo)
 Gloire à dieu (Togo)
 Alabadè (Togo)
 Languiehewa (Togo)
 Léley (Togo)

NON-PROFITS

Jad2-Ong (Jeunesse Et Appui Au Développement Durable) (Bénin)
 Action pour Promotion des Initiatives Communautaires (APIC) (Bénin)
 Beanberg (Bénin)
 Centre de Recherche sur l'Arbre à Karité. (CRAAK) (Burkina Faso)
 Inera (Burkina Faso)

Connecting Sustainable Solutions to Society (C3S) (Burkina Faso)
 UVPC/CIDI (Burkina Faso)
 A Rocha Ghana (Ghana)
 Centre for Optimal Rural Development (CORD-Ghana) (Ghana)
 Centre for Rural Improvement Services (Ghana)
 Development Frontiers (Ghana)
 Mennonite Economic Development Associates (MEDA) (Ghana)
 ORGIS Ghana (Ghana)
 Presbyterian Agricultural Services (Ghana)
 SNV-Netherlands Dev't Organization (Ghana)
 Winrock International Institute for Agricultural Development (Ghana)
 Christian Aid (Ghana)
 Dakoa Newman Foundation (DNF) (Ghana)
 World Vision International (Ghana)
 Rural Intervention for Development and Employment - RIDE (Ghana)
 Northern Development Society (Ghana)
 For All Africa Foundation (Ghana)
 Salah Foundation (Ghana)
 Footprints Bridge International (Ghana)
 Pure Trust Social Investors Foundation (PTSIF) (Ghana)
 Noe (Man & Nature) (Ghana)
 Agritree Sustainable Centre (Ghana)
 Ripples OR Ghana (Ghana)
 Civil Society Investment Foundation (CSIF) (Ghana)
 Green World Initiative (Ghana)
 Women of the Savannah Development Project (Ghana)
 Women for Change (Ghana)
 Ullo-Shea (Ghana)
 Brave Aurora (Ghana)
 Centre d'Appui au Développement (CAD)

(Guinea)
 Leadafricaines (Ivory Coast)
 Fonds Interprofessionnel Pour La Recherche Et Le Conseil Agricole (FIRCA) (Ivory Coast)
 World Agroforestry Centre -(ICRAF) (Kenya)
 Sahel ECO (Mali)
 ICCO Cooperation West Africa (Mali)
 Boabab Learning Centre (Mali)
 IBB University, Napei (Nigeria)
 Shea Empowerment Foundation (Nigeria)
 Bei Agro Empowerment Foundation (Nigeria)
 Centre for Mobilization and Empowerment of women (Nigeria)
 Lis Best Empowerment Foundation (Nigeria)
 Gypee International (Nigeria)
 YSJ Limited (Nigeria)
 Italtiesénégal.org (Senegal)
 (AGIR) Global Alliance for Resilience Togo (Togo)
 ATYK - Togo (Togo)
 Societe Togolaise de Karite (STK) (Togo)
 Gestion de l'Environnement et Valorisation des Produits Agricoles et Forestiers - GEVAPAF (Togo)

PRODUCER NATIONAL ASSOCIATIONS

Association Karité Bénin (Bénin)
 Shea Network Ghana (Ghana)
 Association des Professionnels de Karité au Mali (APROKAM) (Mali)
 National Shea Products Association of Nigeria (NASPAN) (Nigeria)
 FIKATO (Ivory Coast)

ASIA AND MIDDLE EAST

BRANDS AND RETAILERS

Dalian Talent Gift Co. Ltd (China)

SUPPLIERS

Goyum Screw Press (India)
 Manorama Industries Limited (India)
 Fuji Oil HD (Japan)
 Lemon Green Organic Sdn Bhd (Malaysia)
 Hawafel Trading (Saudi Arabia)

AUSTRALIA

AFFILIATES

Multi-Roll Ltd (New Zealand)

SUPPLIERS

Deluxe Shea Butter Australia Pty Ltd (Australia)

EUROPE

AFFILIATES

Disruptive Biotrading (Denmark)
 Livelihoods Venture (France)

BRANDS AND RETAILERS

SHI-TREE Naturkosmetik (Austria)
 S&D Trade OU (Estonia)
 Laboratoires M&L (L'Occitane en Provence) (France)
 Laboratoire HT26 (France)
 Abomey Labs (France)
 L'oreal SA (France)

Clarins (France)
 Miacosa Cosmetics (Germany)
 Beiersdorf AG (Germany)
 Ferrero (Luxembourg)
 Royal Smilde (Netherlands)
 Oyémam (Norway)
 Nikarit (Spain)
 Maison Karite Sociedad Ltd (Spain)
 Cloetta AB (Sweden)
 Di Luca & Di Luca (Sweden)
 Shea Yeah (Switzerland)
 Naturally Tribal Skincare Ltd (United Kingdom)
 The Body Shop (United Kingdom)
 Shea Savannah (United Kingdom)
 Crowned and Co (United Kingdom)
 Gyamfua Glow (United Kingdom)
 Babykuto (United Kingdom)
 Guy Morgan SkinCare (United Kingdom)

SUPPLIERS

SENNA Nahrungsmittel GmbH & Co KG (Austria)
 Greentech SA (France)
 TamTam Export (France)
 Gustav Heess GmbH (Germany)
 CARE Naturkost GmbH & Co. KG. (Germany)
 Berg + Schmidt GmbH & Co. KG (Germany)
 Henry Lamotte Oils GmbH (Germany)
 IMCD Benelux (Netherlands)
 DP Supply BV (Netherlands)
 Cargill B.V Zor (Netherlands)
 Upfield Europe B.v. (Netherlands)
 Flower Farm (Netherlands)
 Mills AS (Norway)
 AAK (Sweden)

Exxenze (Switzerland)
 Black Volta Ventures (United Kingdom)
 Savannah Nutrition Ltd (United Kingdom)
 Consensus Innovations & Technology (United Kingdom)
 Vita-Electric Foods Ltd (United Kingdom)
 Worldwide Organic Ltd (United Kingdom)
 Yeola Global Ltd (United Kingdom)
 Shocc B.V Netherland

NON-PROFITS

Entrepreneurs Du Monde (France)
 Positive Planet International (France)
 Nitidae (France)
 FairMatch Support (Netherlands)
 Form International (Netherlands)
 FairClimateFund BV (Netherlands)
 Fundación Voces Para La Conciencia Y El Desarrollo (Spain)
 Veterinaires Sans Frontiere Suisse (Switzerland)
 BirdLife International (United Kingdom)
 Tree Aid (United Kingdom)
 The Power of Nutrition (United Kingdom)
 Lorna Young Foundation (United Kingdom)

NORTH AND SOUTH AMERICA

AFFILIATES

Sourcemap Inc. (USA)

BRANDS AND RETAILERS

Buck Naked Soap Company (Canada)
 New Directions Aromatics Inc. (Canada)
 koulyOrganics (Canada)
 Gaddo and Companies (Canada)
 54 Thrones (USA)
 Alaffia (USA)
 E.T. Browne Drug Company (Palmer's) (USA)
 Kendo LLC) (USA)
 Shea Radiance (USA)
 The Clorox Company (Burt's Bees) (USA)
 The Hall Star Company (USA)
 Natural Products Trading Company (USA)
 The Original Bradford Soap Works (USA)
 Vermont Soap (USA)
 Ubuhle (USA)
 Real Raw Shea, LLC. (USA)
 Eku Skin Care (USA)
 Perfectly Posh (USA)
 EOS Products (USA)
 The Shea Republic (USA)
 Gyata Trading LLC (USA)
 Walgreens Boots Alliance (USA)
 Vantage Specialty Ingredients Inc. (USA)
 Infinitee USA LLC (USA)
 Dabira Aroma (USA)
 Nua Butter (USA)
 Estée Lauder Companies (USA)
 The Nature Shield Company (USA)
 Dr. Woods Products, LLC (USA)
 Ilera Apothecary (USA)

SUPPLIERS

Imbituba Importadora Ltd (Brazil)
 Baraka Shea Butter (Canada)
 Yudistribution (Canada)
 Menaye Services Inc. (Canada)
 Clajan Inc. (Canada)
 Synyglobal (USA)
 Jarchem Innovative Ingredients (USA)
 Cabrini M&A)(USA)
 MamaSia (USA)
 Kadidja Handmade Collection (USA)
 Kypris (USA)

NON-PROFITS

Catholic Relief Services (USA)
 Burn Design Lab (USA)
 U.S. African Development Foundation (USA)

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Global Shea Alliance

SHEA INTRODUCTION 1

- About the GSA
- What is shea?
- Historical timeline



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SHEA VALUE CHAIN 2



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SHEA APPLICATIONS 3

- Personal care
- Food ingredients
- Other applications



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SHEA TRADE FLOWS 4

- Country production and harvest
- Trade flows
- Exports
- Imports



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SHEA MARKET DRIVERS 5

- Application growth
- Cost
- Functionality
- Sustainability
- Consumer awareness
- Regulation



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SHEA COMPETITION 6

- Market comparison
- Indirect Competitors and complementary commodities
- Direct competitors (Sal, Mango kernel, Kokum, Illipe)




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SHEA OUTLOOK 7

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- Innovations in CBE formulations
- CBE demand
- Investment opportunities
- Research
- Scenario analysis
- SWOT analysis



For further information, contact the
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