

**Global
Shea
Alliance**



Newsletter

April - June 2018 / Issue No19

Abidjan to Host 12th International Shea Conference

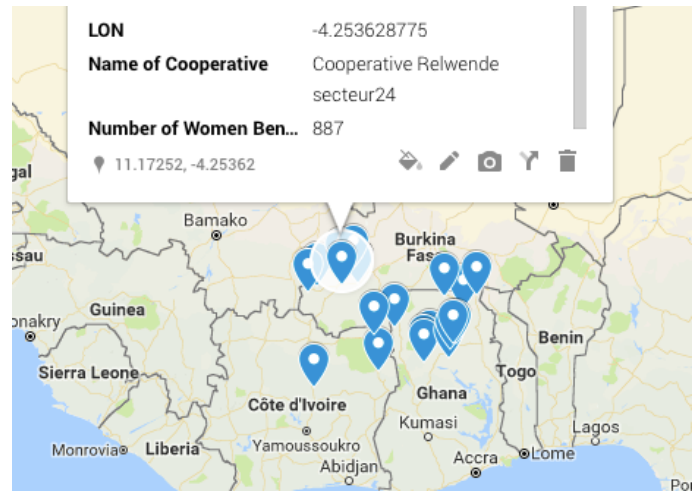


GSA Sustainability Partners Donate 12 Warehouses

10,760 women collectors and processors in Burkina Faso, Ghana, and Mali received titles and ownership rights for 12 warehouses.

Mariama Salifu, a shea collector from the Gupanarigu women's group in Ghana said: *"I always stocked my shea kernels in the single room that I share with my children. But now, with this warehouse, my children can sleep comfortably, and my shea nuts will also be safely stored in the warehouse."*

Additionally, an interactive map was designed to promote the cooperatives to buyers and inform members about the warehouses' location, capacity, and contact information.



Map of warehouses

GSA Sustainability Partners Train 2,326 Women Collectors

2,326 women collectors received training on kernels aggregation and quality practices in Burkina Faso and Nigeria.

Additionally, 276 women in Burkina Faso were trained in cooperative development and warehouse management.



GSA partner conducting a quality training session

GSA Holds One-Day Stakeholder Forum in Mali

On June 27th, GSA held a one-day workshop with 45 participants to discuss sustainability program implementation, quality practices, public private partnership, and fundraising.

GSA provided updates on the USAID Sustainable Shea Initiative and participants discussed implementation of the regional CODEX standard for unrefined shea butter.



Participant group photo



85 Participants Attend GSA Conference in the Netherlands

On April 16th, GSA held its 3rd European Conference at the ICCO Cooperation Headquarters in Utrecht, under the theme “More Than an Ingredient: Functionality and Sustainability Take Industry to New Heights.”

Participants discussed the shea value proposition in food and cosmetic industries, including how social and environmental outcomes contribute to corporate sustainability targets.

Presentations are available for all GSA members. Please email Nestor Dèhouindji at ndehouindji@globalshea.com to receive them.



GSA sponsored women’s groups exhibits processing stages

GSA Holds North America Conference in Washington, D.C.

On May 14th, 33 stakeholders attended the 6th annual North American Conference under the theme “Shea in U.S. Cosmetics Markets: Positioning for the Next 20 Years.”

Participants discussed consumer trends, sourcing practices, shea functionality, and social and environmental impacts.

They also discussed industry positioning for the next 20 years, and designed a roadmap outlining stakeholder activities related to marketing, sustainability, and formulation.

Presentations are available for all GSA members. Please email Nestor Dèhouindji at ndehouindji@globalshea.com to receive them.



Participant group photo

Need Technical Assistance ?

We Provide!

GSA provides technical assistance to members on sustainable production, sourcing, processing, consumer marketing, corporate communications, product development, certifications, export procedures, quality requirements, fundraising, access to finance and partnership development.

« We first started looking into exporting shea and discovered GSA in a very reputable article around shea butter. GSA was able to answer every question we have, especially on required procedures to export shea butter.”
Alfred Titus-Glover and Aisha Suraz, founders of Real Raw Shea.

Interested in Markets Linkages?

We Facilitate!

GSA facilitates market linkages and trade connections to establish relationships between buyers and sellers.

« We had to sell our kernels to individual buyers at lower prices and sometimes on credit basis. But, now we receive a good price and paid on time.”
Abdul-Rahaman, a Shea Collector

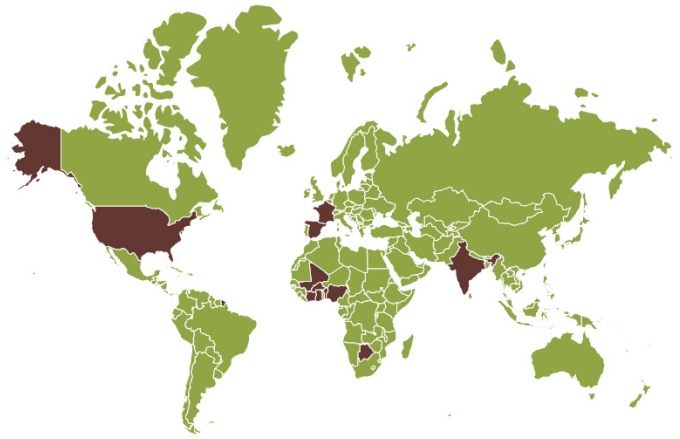
If you are interested in technical assistance or market linkages, please email GSA Membership Coordinator Prince Nunoo at pnunoo@globalshea.com with any requests.

If you have any newsletter contributions, please email Nestor Dèhouindji at ndehouindji@globalshea.com.

Welcome to our new members !

The GSA registered 16 organizations from Africa, Europe and the U.S. during the quarter. The members include six brands, seven suppliers, and three supporters.

Organization	Country	Category
Abstergo Limited	Nigeria	Supplier
Africa Agro Alimentaire SARL	Benin	Supplier
B4Trees	Burkina Faso	Supplier
Catholic Relief Services	USA	Supporter
Essaar Agro West Africa Ltd	Ghana	Supplier
Katia Simone Figueiredo Gomes	Spain	Supplier
Leadafricaines	Ivory Coast	Supplier
MALI SHI	Mali	Supplier
Natural Resources Stewardship Circle	France	Supporter
Osha Naturals	Bostswana / India	Brand
Perfectly Posh	USA	Brand
Recare Limited	Nigeria	Brand
Shea Empowerment Foundation	Nigeria	Supporter
Shea Logic	Ghana	Brand
The Shea Republic	USA	Brand
Ubuhle	USA	Brand



Countries of newly registered

Interview With Newly Registered Member

We asked new member Catholic Relief Services (CRS) to share their motivation for joining the GSA.

Elton Mudyazvivi, Value Chain Advisor said: *“Being part of the GSA network offers CRS a chance to plug into the multi-country network GSA offers, as well as strengthen our value proposition to the market, local communities and potential donors. Our goal is to economically empower women and vulnerable communities by supporting them to participate in markets.”*



CRS conducting community training in Nigeria

Upcoming Events

GSA is sponsoring 40 members to attend trade shows and promote utilization and consumption of shea-based cosmetic products.

The companies will attend the following events:

- ProBeauty; September 2-3, Johannesburg
- Cosmetista Expo; October 13-16, Casablanca
- Organic and Natural Expo; November 18-20Dubai

[Thank you to our partners](#)

