



Welcome to the April edition of the Global Shea Alliance Newsletter! We have been hard at work this quarter to promote awareness and demand for shea in food and cosmetics. Thank you for helping us support women's empowerment and a sustainable shea industry. As always, please visit our website and Facebook page for more updates.

## Shea 2017: Seeds of Change



Over 400 international stakeholders from across the shea value chain gathered in Cotonou, Benin to discuss the latest developments in the shea industry. From small women's groups to global brands to government representatives, participants were able to learn from panel sessions, network in the business-to-business forum, and showcase their products at the exhibit.

This year's theme: Seeds of Change embodied the innovations that GSA members are planting including empowering women, expanding markets, preserving shea parklands and building public – private partnerships.

On behalf of the President of the Republic of Benin, Patrice Talon, the Minister of Planning and Development gave opening remarks. Other distinguished guests who spoke at the opening ceremony include US Ambassador to Benin Lucy Tamlyn, GSA President Moumouni Konate, and CEO of Natura Cosmetics, Gilles Adamon.



**“As a woman, I think that Shea Conference is the ideal moment to celebrate our effort, our hard work, and our precious support for Shea industry. From different countries, with different style and different life experiences, we were like a little family.”**  
- Quattara Alima, Table Filiere Karite, Ivory Coast

# Shea Based Cosmetics: Green is the New Black



The Global Shea Alliance hosted the second annual European Conference on April 3<sup>rd</sup> in the UK. The event was organized under the theme “Shea Based Cosmetics: Green is the New Black,” and was held at The Body Shop Corporate Offices in Croydon, England.



During the first panel speakers discussed the wide range of shea derivatives and their uses in cosmetic formulations. The participants had the opportunity to better understand the trends in the growth of this important but sometimes under-valued ingredient, and the considerations for using it in existing and new applications.

The second panel described the vital contribution of shea to women’s empowerment in Africa and how biodiversity and environmental protection are being advanced in shea parklands.

The third panel explored ways to engage consumers through media and targeted messaging on shea.

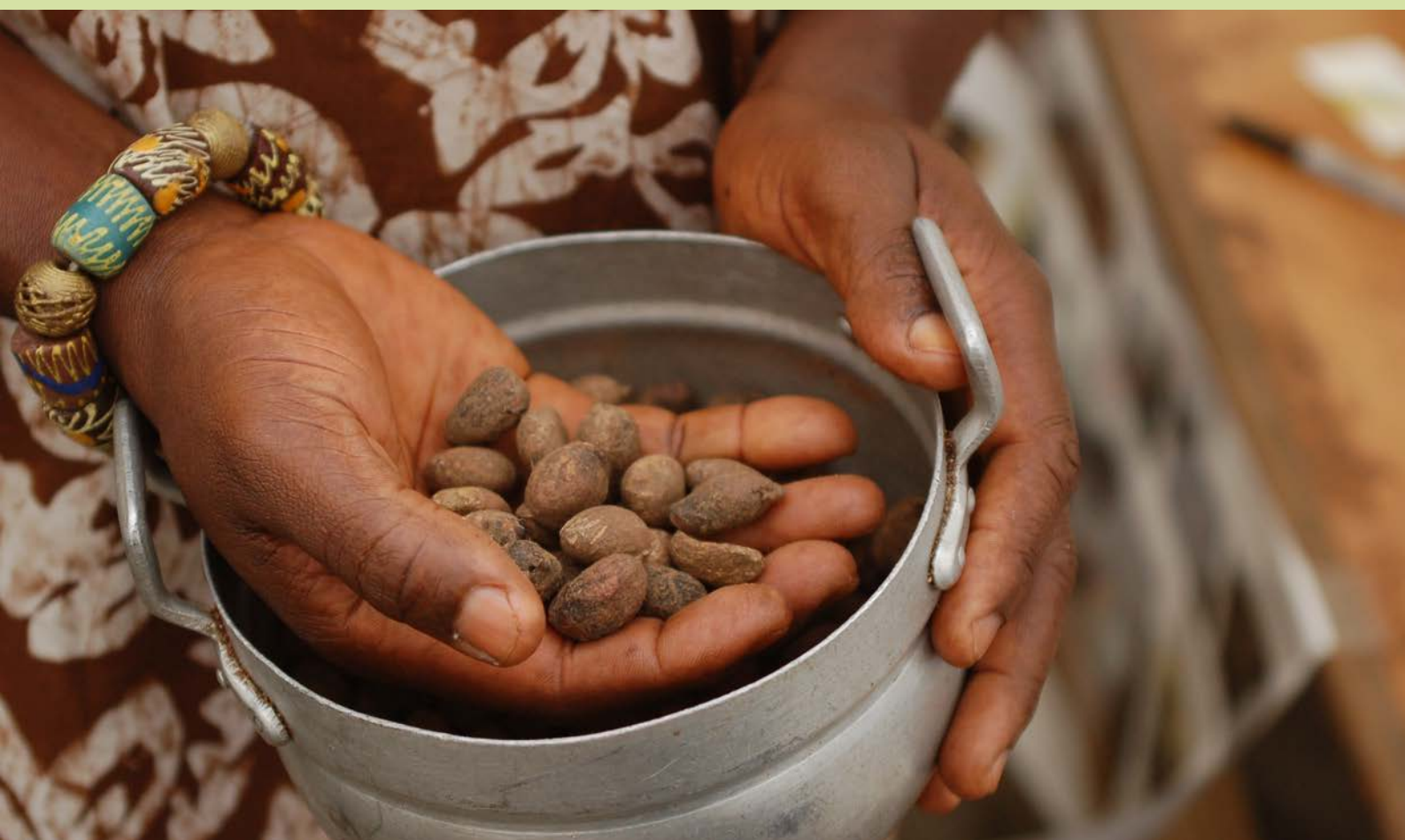
The event concluded with interactive tables where attendees held in-depth discussions with sector experts on a variety of topics including: biodiversity, shea trade flows, and women’s empowerment.



# Executive Committee Election

On Monday March 13<sup>th</sup> the General Assembly convened to vote in the new 2017-2019 Executive Committee. The elected members are as followed:

Badie Marico, President, Mali Representative  
Edwige Hammond, Vice President, Ivory Coast Representative  
Kasper Torup-Villadsen, Vice President, International Processors Representative  
Prince Obeng Asante, Member, Ghana Representative  
Jibril Bokani, Member, Nigeria Representative  
Michel Eggen, Member, International Processors Representative  
Shannon Hess, Member, International Brand Representative  
Memounatou Kora, Member, Women's Group Representative  
Antoinette Ouedraogo, Member, Burkina Faso Representative  
Gladys Tawema, Member, Benin Representative



## Sustainability Working Group Meeting

The Global Shea Alliance held its sustainability working group meeting in Cotonou, Benin on March 14<sup>th</sup> 2017. Seven sustainability partners (Salid Agriculture, SeKaf, Shea Radiance, Tungteiya women's group, Presby Agric Services, ICCO and New Karikis International) and two GSA secretariat staff were present at the meeting. The agenda included updates on follow-up items from the November 2016 meeting, 2016 annual sustainability report and general assembly presentation review.



# Sustainable Shea Initiative

## Benin Stakeholders Meeting

On December 14<sup>th</sup>, the Global Shea Alliance held a one-day forum in Parakou, Benin to develop a country-level strategy for implementing the Sustainable Shea Initiative. Over 25 stakeholders from across the shea value chain attended the forum. The strategy incorporated specific challenges facing the shea industry in Benin including business development trainings for women cooperatives and the need to engage with more private sector stakeholders.



## Burkina Faso Stakeholders Meeting

On February 21<sup>st</sup>, the Global Shea Alliance held a one-day forum in Ouagadougou, Burkina Faso to develop a country level national strategy for implementing the Sustainable Shea Initiative. Over 35 participants attended this forum to contribute to the strategy. The participants discussed the challenges facing the shea industry in Burkina Faso with a focus on the importance of securing access to tree populations for women.



# International Events and Promotion

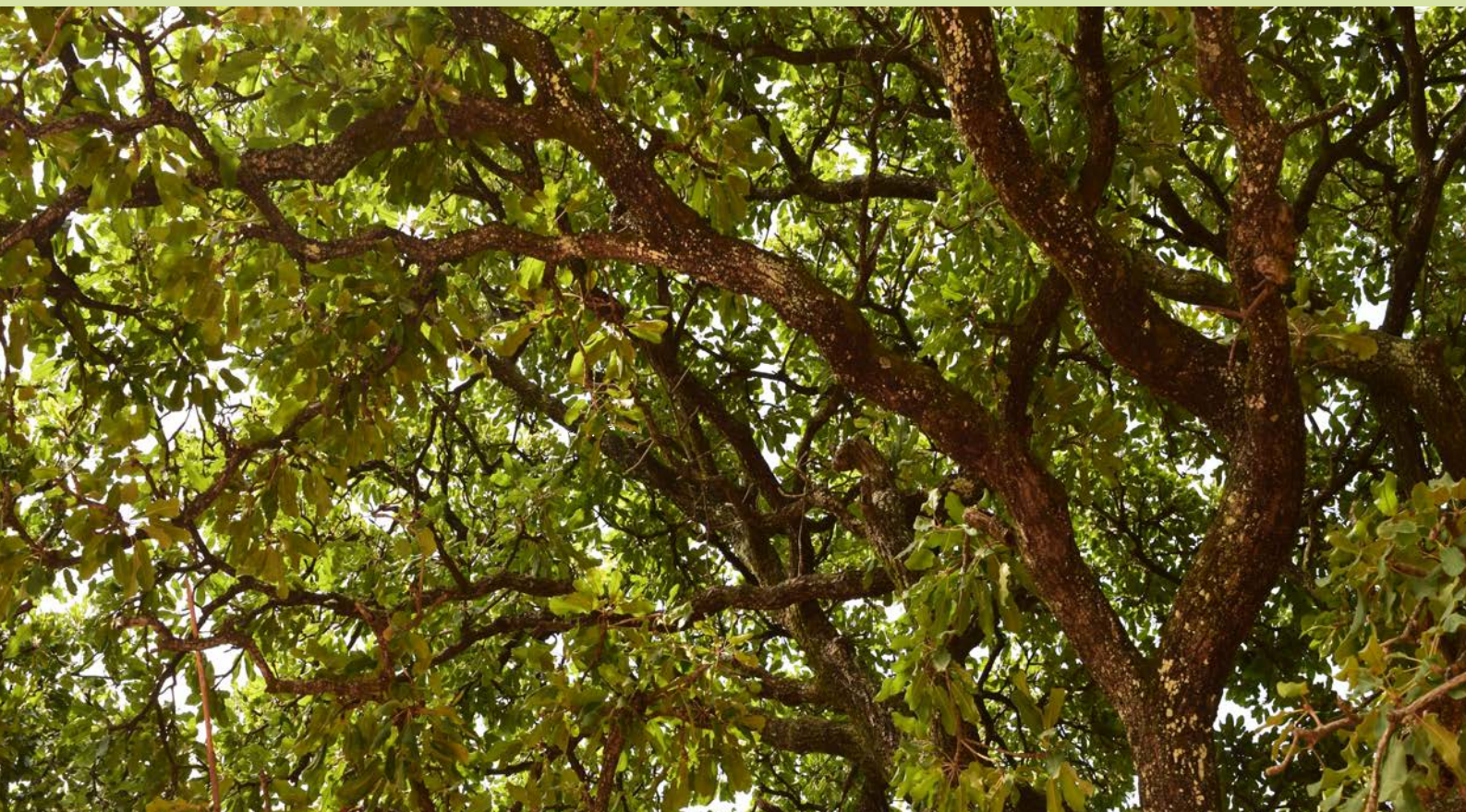
## Personal Care and Products Council (PCPCP)

On February 28<sup>th</sup>, the GSA presented to 200 members of the PCPC that are comprised of large beauty brands and cosmetic suppliers. Facilitated by a beauty editor from Vogue Italia, GSA member representatives from Burt's Bees, Pagsung Women's Association, and Eu'Genia Shea provided perspectives of women's groups, cosmetic brands, and the benefits of GSA membership.



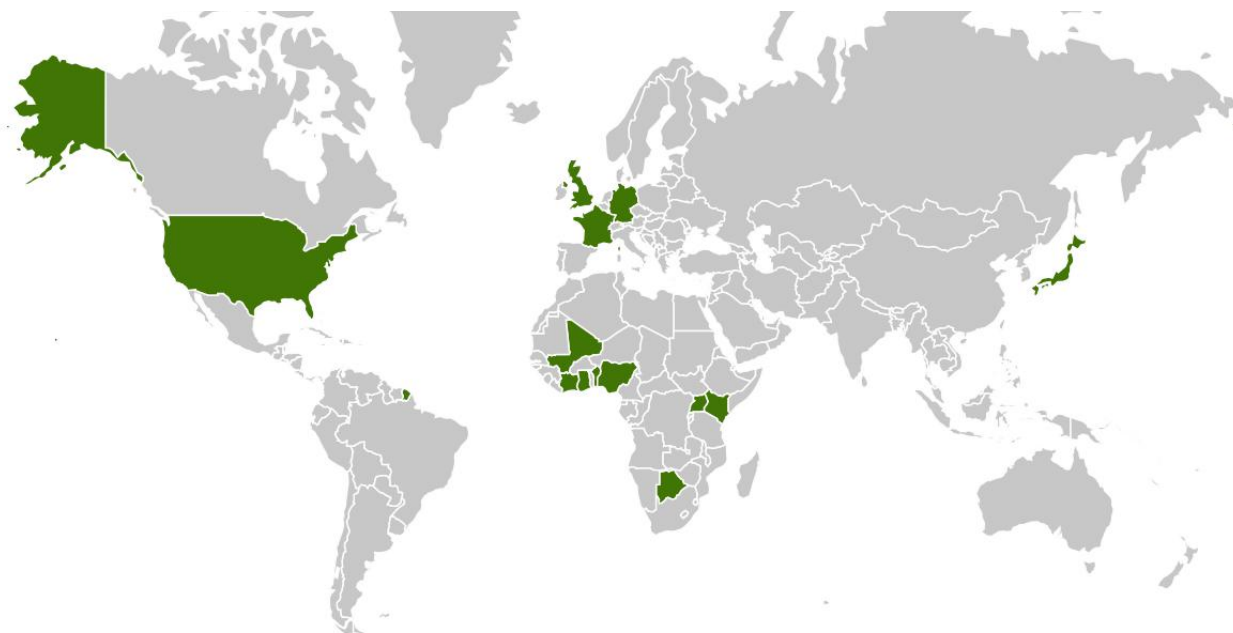
## Sustainable Food Lab

On March 1<sup>st</sup>, the Global Shea Alliance was invited by the Sustainable Food Lab to participate in a plenary discussion on cross-industry collaboration and sustainability best practices. The two-day event was held at the Nestle Headquarters in Vevey, Switzerland. The presentation consisted of: an overview to GSA, the sustainability program, ongoing public-private partnerships, and techniques for monitoring and evaluation.



## New GSA Members

This quarter the GSA has registered 34 new members from 13 countries



| Organization                             | Country        | Level         | Stakeholder Category |
|--|----------------|---------------|----------------------|
| APIC ONG                                 | Benin          | Small         | Supporters           |
| Skin by VM                               | Botswana       | Small         | Brand                |
| Wakapou                                  | France         | Small         | Brand                |
| Henry Lamotte Oils                       | Germany        | Large         | Brand                |
| U-Ciessey Ventures                       | Ghana          | Small         | Supplier             |
| Pyma Star Ltd                            | Ghana          | Small         | Brand                |
| SIRDA                                    | Ghana          | Small         | Supporters           |
| MG Consult                               | Ghana          | Small         | Supplier             |
| TransMedicals                            | Ivory Coast    | Small         | Supplier             |
| Fuji Oil                                 | Japan          | Large         | Supplier             |
| Awali Shea Butter                        | Kenya          | Small         | Brand                |
| Interface                                | Mali           | Small         | Supplier             |
| Debo Sotade                              | Nigeria        | Small         | Supplier             |
| Rhys & Rida Nigeria                      | Nigeria        | Small         | Supplier             |
| Chanitek Project Ind.Ltd                 | Nigeria        | Small         | Supplier             |
| Hadas Stores Ltd                         | Nigeria        | Small         | Supplier             |
| Tripplesea Group                         | Nigeria        | Large         | Supplier             |
| Tuareg MMT Nig. Ltd                      | Nigeria        | Large         | Supplier             |
| Twelfth Farms                            | Nigeria        | Medium        | Supplier             |
| Vitachem Nig. Ltd                        | Nigeria        | Medium        | Supplier             |
| Nubian Roots                             | Nigeria        | Small         | Brand                |
| Abisayo Ossunnuyi                        | Nigeria        | Small         | Supplier             |
| Ruby Unique Natural Premium Products Ltd | Nigeria        | Small         | Brand                |
| Tangrof Nig.Ltd                          | Nigeria        | Small         | Supplier             |
| Kili General Merchandise                 | Nigeria        | Small         | Supplier             |
| Aratishea limited                        | Nigeria        | Small         | Supplier             |
| Oklan best Ltd                           | Nigeria        | Small         | Supplier             |
| Conbul Foods Ltd                         | Nigeria        | Small         | Supplier             |
| Agro Premium Commodities                 | Nigeria        | Small         | Supplier             |
| Bello Morolake                           | Nigeria        | Women's Group | Supplier             |
| Caïo shea butter U Ltd.                  | Uganda         | Small         | Brand                |
| Naturally Tribal Skincare Ltd            | United Kingdom | Small         | Brand                |
| Synyglobal                               | USA            | Small         | Supplier             |
| Vanguard Soap                            | USA            | Small         | Brand                |

## GLOBAL SHEA ALLIANCE SUSTAINABILITY PARTNERS

This quarter the Global Shea Alliance registered two new sustainability partners: Nuts for Growth – Ghana and Sirda – Ghana

A full list of sustainability partners is as follows:

| Company Name                                     | Country             | Stakeholder Category           |
|--|---------------------|--------------------------------|
| 3F Ghana Limited                                 | Ghana               | Supplier                       |
| AAK Sweden                                       | Sweden              | Supplier                       |
| Agence Deli Internationale                       | Burkina Faso        | Supporter                      |
| Ahoy & Brou Company                              | Cote d'Ivoire       | Brands and Retailers           |
| Alaffia  | United Kingdom      | Brands and Retailers/Supporter |
| Association Karité Bénin                         | Benin               | Supporter                      |
| BirdLife International                           | United Kingdom      | Supporter                      |
| Body Basics Absolute Wellness                    | United States       | Brands and Retailers           |
| Center for Optimal Rural Development             | Ghana               | Supporter                      |
| Development Frontiers                            | Ghana               | Supporter                      |
| FADEFSO  | Burkina Faso        | Supporter                      |
| Farm Invest                                      | Cote d'Ivoire       | Supplier                       |
| FIKA-CI  | Cote d'Ivoire       | Supporter                      |
| Fludor Benin                                     | Benin               | Supplier                       |
| Form International                               | Netherlands         | Supporter                      |
| Ghana Specialty Fats (Wilmar Africa Ltd)         | Ghana               | Supplier                       |
| ICCO Cooperation                                 | Mali                | Supporter                      |
| ICRAF (World Agroforestry Center)                | Kenya               | Supporter                      |
| IDEAL Providence Farms                           | Ghana               | Supplier                       |
| INERA  | Burkina Faso        | Supporter                      |
| INTIC 4 DEV                                      | Togo                | Supporter                      |
| International Trade Center (ITC)                 | Switzerland         | Supporter                      |
| Jaksally Youth Group (Jaksally)                  | Ghana               | Supplier                       |
| Just Shea  | United States/Ghana | Supplier                       |
| Karethic   | France              | Brands and Retailers           |
| KARINOR  | Cote d'Ivoire       | Women's Group                  |
| Karite LLC                                       | United States       | Brands and Retailers           |
| Laboratoires M&L                                 | France              | Brands and Retailers           |
| Lawal International                              | Mali                | Supplier                       |
| IOI Loders Croklaan Ghana                        | Ghana               | Supplier                       |
| MEDA (Mennonite Economic Development Associates) | Ghana               | Supporter                      |
| Naasakle Ltd                                     | Ghana               | Supplier                       |
| NASPAN   | Nigeria             | Supporter                      |
| Natura   | Benin               | Brands and Retailers           |
| Natural Nigerian                                 | Nigeria             | Brands and Retailers           |
| New Vision Royal                                 | Ghana               | Supplier                       |
| Nuts for Growth                                  | Ghana               | Supplier                       |
| PBC Shea Ltd                                     | Ghana               | Supplier                       |
| Peter White: Independent Consultant              | United States       | Supporter                      |
| Presbyterian Agric Services                      | Ghana               | Supporter                      |
| REKAF  | Burkina Faso        | Women's Group                  |
| RPBHC  | Burkina Faso        | Women's Group                  |
| Salid Agriculture Nigeria Ltd                    | Nigeria             | Supplier                       |
| Savannah Fruits Company                          | Ghana               | Supplier                       |

|   |                |                      |
|---|----------------|----------------------|
| <b>SeKaf Ghana</b>                                  | Ghana          | Brands and Retailers |
| <b>Shea Network Ghana</b>                           | Ghana          | Supporter            |
| <b>Shea Origin</b>                                  | Nigeria        | Supplier             |
| <b>Shea Radiance</b>                                | United States  | Brands and Retailers |
| <b>SheaTherapy</b>                                  | United Kingdom | Brands and Retailers |
| <b>Sirda</b>  | Ghana          | Brands and Retailers |
| <b>SNV Ghana</b>                                    | Ghana          | Supporter            |
| <b>SO.A.TA.F-Sarl</b>                               | Mali           | Supplier             |
| <b>Sokaiko Shea butter &amp; Agro Products Ltd.</b> | Nigeria        | Supplier             |
| <b>Strategic Development Alliance</b>               | Ghana          | Supporter            |
| <b>Sundial Brands</b>                               | United States  | Brands and Retailers |
| <b>Technoserve</b>                                  | Ghana          | Supporter            |
| <b>The Body Shop</b>                                | United Kingdom | Brands and Retailers |
| <b>The Clorox Company</b>                           | United States  | Brands and Retailers |
| <b>The Hershey Company</b>                          | United States  | Brands and Retailers |
| <b>Tivom Company Limited</b>                        | Ghana          | Supplier             |
| <b>Tree Aid</b>                                     | United Kingdom | Supporter            |
| <b>Tungteiya Womens' Association</b>                | Ghana          | Women's Group        |
| <b>Vidhaldi</b>                                     | United Kingdom | Supplier             |
| <b>Widows and Orphans Movement (WOM)</b>            | Ghana          | Supporter            |
| <b>Agribusiness Consult LTD</b>                     | Ghana          | Supporter            |
| <b>Savannah Basics - Ghana</b>                      | Ghana          | Brand                |
| <b>LuckyKat Lotion</b>                              | USA            | Brand                |
| <b>Sheabutterguys</b>                               | UK             | Supplier             |
| <b>Jonkelly Logistics</b>                           | Nigeria        | Supplier             |
| <b>Fresco Premium Agro Ltd</b>                      | Nigeria        | Supplier             |
| <b>Daolus Organics Products-Nigeria,</b>            | Nigeria        | Brand                |
| <b>Sun-life Import</b>                              | USA            | Supplier             |
| <b>Fott Tradesworld Ltd</b>                         | Nigeria        | Supplier             |
| <b>Mega Group Inc.</b>                              | USA            | Supplier             |
| <b>Tona</b>   | Togo           | Women's Groups       |
| <b>Markenge Home for Orphans &amp; Widows</b>       | Nigeria        | Supplier             |
| <b>Ofinbyfor AgroProcessing</b>                     | Nigeria        | Supplier             |
| <b>Concern Universal</b>                            | Ghana          | Supporters           |
| <b>Rocha Ghana</b>                                  | Ghana          | Supporters           |

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