

Global
Shea
Alliance

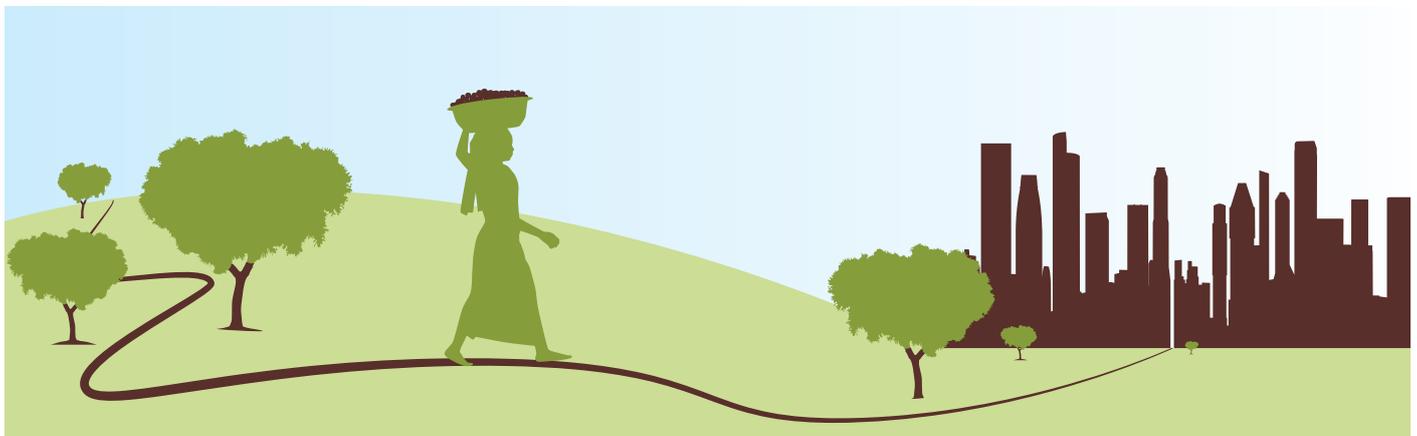


GSA News Update

the official newsletter of the Global Shea Alliance

Welcome to the December 2014 edition of the Global Shea Alliance newsletter! We are pleased to share stories of our work from the past quarter. Thank you for your support throughout 2014, and we look forward to promoting women's empowerment and a sustainable shea industry with you in 2015!

Announcing "Shea 2015: A Promising Future"



Shea 2015 A PROMISING FUTURE

Ouagadougou, Burkina Faso March 23-25, 2015

The Global Shea Alliance is pleased to announce the 8th annual international shea conference, "Shea 2015: A Promising Future". The conference will be held at the Royal Beach Hotel in Ouagadougou, Burkina Faso. Participants are invited to join us from March 23-25, 2015.

Last year in Abidjan, the GSA united the industry by adopting quality and sustainability standards and launching an industry-wide program to promote women's empowerment and healthy shea tree populations. At Shea 2015, speakers and panelists will highlight these exciting new initiatives, the next steps for all stakeholders, and the many opportunities to become involved in building a sustainable industry. The conference logo represents the connection throughout the industry, from women shea collectors to consumers around the world.

In addition, current GSA efforts go well beyond sustainability. Throughout the conference, industry experts will highlight opportunities in the following areas: Emerging Markets, Securing the Supply, African Successes, and Traceability and Market Information Systems. It is truly **A Promising Future** for all.

Shea 2015 will include several special features, including:

- Shea Expo 2015,
- A Business-to-Business forum,
- Thinking Global, Marketing Local training sessions, and
- An optional field trip around Ouagadougou on March 26.

For members of the Global Shea Alliance, this conference is a critical event to determine your role and membership benefits for years to come. For prospective members, this conference is the ideal time to join the Global Shea Alliance, learn about the great benefits to your business, and make your contribution to industry-wide efforts.

Please visit www.globalshea.com to register for the conference, or email info@globalshea.com with any questions.

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First African Cosmetics Exhibition

On November 24 to 26, 2014, the Global Shea Alliance held our first African Cosmetics Exhibition in Accra, Ghana. The event was organized in collaboration with Shea Network Ghana (SNG). GSA and SNG invited 40 exhibitors based in Africa to present their high quality and diverse shea-based cosmetics at the Osu Presby Hall.

During the exhibition, over 500 residents of Accra attended to learn more about shea in the cosmetics industry. Many attendees purchased their favorite products, and exhibitors were able to make business contacts and promote their brands. These vendors presented a wide range of exciting shea-based products, from traditional shea butter and black soap to ginger lime body butter and organic coconut soap gel.

At the opening ceremony, several dignitaries gave opening remarks on the importance of shea. Senyo Kpelly, CEO of SeKaf Ghana and member of the GSA Executive Committee, noted, "As the demand for high-quality products continues to grow in Africa and around the world, many of our members are

developing new products and technologies to satisfy this market. And the great thing is that these members are doing this in Africa with African ingredients."

USAID/West Africa Mission Director Alex Deprez also spoke at the event. He said, "Shea is a critical industry that touches the lives of millions in rural communities here in Ghana and across Africa."

Mrs. Diana Afriyie Addo, Deputy Director of Manufacturing at the Ministry of Trade and Industries, gave the keynote address on behalf of the government of Ghana. She encouraged the continued use of made-in-Ghana products, saying she wishes to "appeal to Ghanaians to appreciate Ghanaian-made shea-based products such as the cosmetics, soap, and oils."

The Global Shea Alliance warmly thanks the sponsors that made the event possible, including USAID, Technoserve ENGINE project, STARR 103.5 FM, All Pure Nature, Ecobank, Healing Earth Bath & Body Company, and Naya Naturals.



Executive Committee Meeting

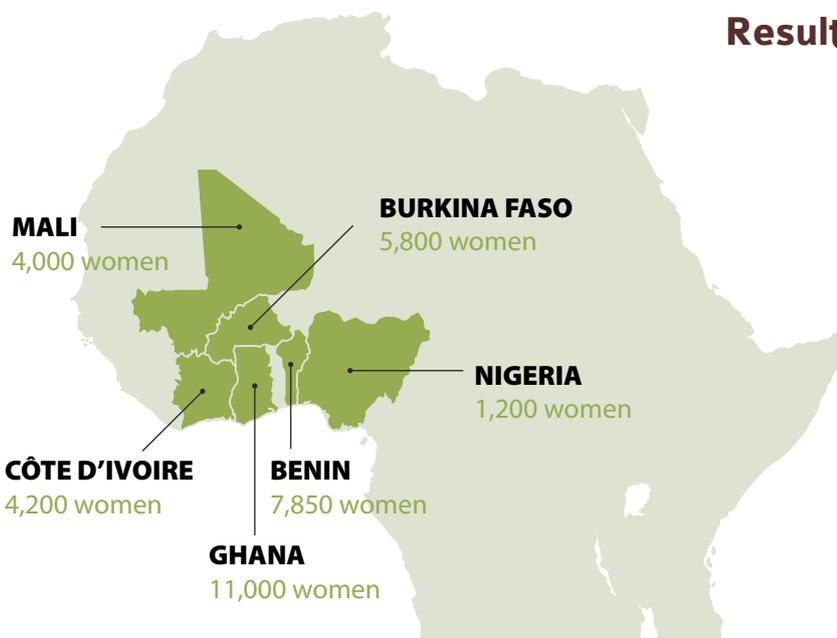
The Executive Committee held its second meeting of the year on October 14, 2014 at the Secretariat office in Accra, Ghana. The Executive Committee reviewed GSA performance for 2014 on fundraising, membership drive, promotion, sustainability, quality, and national association support. The Executive Committee then approved upcoming activities for the remainder of 2014 and in 2015.

The full meeting minutes can be found on the Global Shea Alliance website at www.globalshea.com/work/executives.



Results of 2014 Quality Campaign

Every year, the Global Shea Alliance funds trainings for shea women's collector groups across West Africa. In 2014, the GSA organized shea kernel quality campaigns in six national association countries and trained over 30,000 collectors on quality standards. This number represents a 95% increase over the number of women trained in 2013 and a 224% increase over women trained in 2012.



Reviewing the Quality Working Group Meeting

The Quality Working Group met in Accra, Ghana on October 13, 2014. The working group is made up of 12 members from six different countries and is tasked with reviewing and implementing shea quality standards. At the meeting, the members reviewed the feedback they received from the general assembly at Shea 2014 in Abidjan. Important agenda items included promoting utilization of jute sacs, researching quality standards for the east African shea variety, learning from cocoa and cashew field testing methods, and designing a strategy to ensure implementation of quality standards. These standards will help strengthen a competitive shea industry. The GSA sincerely thanks the members for their participation and great work.



Updates from the Sustainability Working Group Meeting

On December 1 to 2, 2014, over 25 participants from 10 different countries attended the Sustainability Working Group meeting in Accra, Ghana. During the meeting, the working members made recommendations on the format and content of annual reports submitted by the GSA sustainability partners as well as the global sustainability report issued by the GSA.

The members also reviewed a thorough study on shea ecosystems produced by the World Agroforestry Center (ICRAF) and made recommendations for potential work streams that will promote healthy shea tree populations, development of planting materials, and improved parkland management practices. The final work streams will be presented at the Shea 2015 General Assembly. The GSA thanks all participants for their hard work.



Sustainability Program Attracts Key Support from Members

After the sustainability program was launched at Shea 2014 in Abidjan, the Global Shea Alliance began registration of sustainability partners. These partners are GSA members that commit to projects and activities in coordination with sustainability program guidelines and work streams. Partners also commit to reporting on the results of these activities annually. The GSA is very pleased to announce that more than 24 GSA members, including food and cosmetic brands, suppliers, women's groups, and nonprofits, have already registered and committed to the GSA program! We are thrilled at the support from GSA members. You can download the GSA sustainability program here: <http://goo.gl/i3S6D8>.



AFD/Buouyaba



Presbyterian Agriculture Services

REKAF/Burkina Faso



Shea Origin

Shea Therapy



Promoting Shea in 2014

2014 was a big year for the promotion of shea! After the Shea 2014 conference, Agence France-Presse (AFP), a prominent international news agency, featured a story on the shea industry. AFP wrote about the importance of shea across West Africa and growing international demand for shea products. The article can be found here: <http://goo.gl/7nKCWl>

The Global Shea Alliance was mentioned in The Washington Post, a major news outlet in the United States, after committing to the promotion of food security with the New Alliance for Food Security and Nutrition. The article can be found here: <http://wapo.st/1o8dsA8>

The Global Shea Alliance remains active on Facebook ([facebook.com/GlobalSheaAlliance](https://www.facebook.com/GlobalSheaAlliance/)) and on Twitter (@GlobalShea)! Don't forget to like or follow us to stay updated!

In preparation for the African Cosmetics Exhibition, many Ghanaian news agencies covered the event. Ghana News Agency published an article quoting Prince Obeng Asante, Board Chairman of SNG. Mr. Obeng noted,

"We hope to stir up the taste of the Ghanaian consumer for these products made right here in Ghana with ingredients from Ghana."

The article can be found here: <http://bit.ly/1G8EviM>



Dates for the

March

- 23-25 Shea 2015: A Promising Future, Royal Beach Hotel, Ouagadougou, Burkina Faso
- 26 Optional field trip around Ouagadougou

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

GSA Welcomes New Members

In the last quarter, the Global Shea Alliance has registered six new members. Two are based in the United States, two are based in Ghana, and the other two are based in the United Kingdom and in India!

Thank you for your support, and welcome to the GSA!

- TreeAid
- Addition Ventures
- Astrida Naturals
- Kou Beauty
- Healing Earth Bath & Body Company
- Naya Natural



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