# **GSA News Update**

the official newsletter of the Global Shea Alliance





Welcome to the December 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.

#### **Warehouse Pilot Initiative**

The GSA, with support from the USAID West Africa Trade Hub and Partners Network, completed a one year pilot project to provide warehouses and management training for 20 women's groups across six shea-producing countries.

In the first year of operations, the warehouses empowered women collectors to sell 1,622 MT of shea and increased their income by 50% over the June village market price.

In Burkina Faso, GSA sustainability partners Olvea and RPBHC collaborated to implement one of the warehouses. 300 women contributed 50 tons of shea kernels to the warehouse and obtained 40% more income per kilo compared to the local village price. Following the sale, women leaders reported a substantial new community interest in joining the cooperative.





## **Health and Safety Manuel**

The Global Shea Alliance (GSA), with support from the Food and Agriculture Organization of the United Nations (FAO), developed the industry's first health and safety manual to share best practices to improve the well being of women shea collectors and processors. The recommendations include provisions to mitigate snake bites, boiling burns, and muscular-skeletal injuries.

The manual was launched at an event in Tamale, Ghana. Following the launch, the GSA supported national associations in Benin, Burkina Faso, Cote d'Ivoire, Ghana, Mali, and Nigeria to conduct health and safety trainings for 10,500 women's group beneficiaries. GSA is collecting feedback on the trainings and how to better support women collectors in the region.



Johannesburg, South Africa | Ifrane, Morocco

## **Shea Cosmetics go to South Africa**

On August 28<sup>th</sup>-29<sup>th</sup>, GSA sponsored 28 African cosmetics companies to attend the ProBeauty trade show in Johannesburg, South Africa as part of the 2016 African Cosmetics Exhibition. Over 17,000 visitors attended the trade show. GSA members established over 1050 contacts to help promote and distribute their unique shea products.

Ifeamaka of Natural Nigerian reported, "ACE was an excellent opportunity to introduce our brand to the South African market. Being able to speak directly to consumers and resellers gave us an insight into this market, which we can use to tailor products in future."

















## **Shea Cosmetics go to Morocco**

On September 19-23, the GSA sponsored six shea cosmetics companies to attend trade + impact in Ifrane, Morocco. Attendees were able to showcase their innovative shea products as well as learn from fellow entrepreneurs and attend seminars on technology and sustainability.

CEO of Eu'Genia Shea, Naa-Sakle Akuete reported "the market for shea butter can be easily developed in Morocco" and that she's looking forward to building relations with the distributer contacts she made during the event. Overall, the GSA member participants made 110 buyer contacts.

# Mali Sustainability Stakeholders Meeting

On July 26<sup>th</sup>, the GSA organized a stakeholder forum in Mali to establish country sustainability priorities, form new partnerships, and launch new initiatives related to the GSA sustainability program. More than 50 participants including women's groups, buyers, NGOs, and various donors attended the event.







## **Sustainability Working Group**

On November 7<sup>th</sup>-8<sup>th</sup> the Global Shea Alliance held its biannual Sustainability Working Group in Tamale, Ghana. This two-day workshop brought together over 25 stakeholders from across the shea supply chain including suppliers, distributers, brands, and women's groups to discuss innovative solutions to challenges facing the industry.

The agenda included:

- 1) Establish a biodiversity policy in shea parklands;
- 2) Develop best practices for community engagement;
- 3) Field visits to ongoing sustainability partners' projects;
- 4) Meetings with newly formed sustainability partner collaborations;
- 5) Press event for launching the new USAID Sustainable Shea Initiative.









## **Executive Committee Meeting**

The Executive Committee met in Accra, Ghana to establish the Global Shea Alliance's 2016/7 activities and budget. The Committee approved the Shea 2017 international conference in Benin as well as events in Washington, DC and London. In addition, the Committee approved research initiatives into cosmetics and food applications.. You can find notes on the Executive Committee on our website here: http://globalshea.com/uploads/files/meeting\_minutes/ecnotes\_nov2016\_731.pdf

#### **New GSA Members**

This quarter the GSA registered 13 new members from 5 countries





#### **International Promotion Activities**



The Global Shea Alliance is pleased to announce the 10<sup>th</sup> annual international shea conference, "Shea 2017: Seeds of Change," to be held in Cotonou, Benin on March 13 and 14, 2017. The event will bring together more than 500 international and regional shea industry stakeholders and leading service providers at the Benin Royal Hotel in Cotonou, Benin from March 13-14, 2017. Participants will come from over 25 countries and all levels of the industry, including CEOs of major corporations, investors, women's groups that produce kernels and butter, exporters, and international brands.

#### SAVE THE DATE

Other upcoming International promotion activities will include:

- April 3rd European Conference in London, UK
- May 15<sup>th</sup> U.S. Conference in Washington, DC

WE HOPE TO SEE YOU THERE

### **GLOBAL SHEA ALLIANCE SUSTAINABILITY PARTNERS**

This quarter the Global Shea Alliance registered three new sustainability partners including: Sheabutterguys - United Kingdom, Lucky Kat Lotion – USA, and Savannah Basics – 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

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The Hershey Company United States Brands and Retailers	The Body Shop	United Kingdom	Brands and Retailers
	The Clorox Company	United States	Brands and Retailers
Tivom Company Limited Ghana Supplier		United States	
	Tivom Company Limited	Ghana	Supplier

Tungteiya Womens' Association	Ghana	Women's Group
Vidhaldi	United Kingdom	Supplier
Widows and Orphans Movement (WOM)	Ghana	Supporter
Agribusiness Consult LTD	Ghana	Supporter
Savannah Basics - Ghana	Ghana	Brand
LuckyKat Lotion	USA	Brand
Sheabutterguys	UK	Supplier
Jonkelly Logistics	Nigeria	Supplier
Fresco Premium Agro Ltd	Nigeria	Supplier
Daolus Organics Products-Nigeria,	Nigeria	Brand
Sun-life Import	USA	Supplier
Fott Tradesworld Ltd	Nigeria	Supplier
Mega Group Inc.	USA	Supplier
Tona	Togo	Women's Groups
Markenge Home for Orphans & Widows	Nigeria	Supplier
Ofinbyfor AgroProcessing	Nigeria	Supplier
Concern Universal	Ghana	Supporters
Rocha Ghana	Ghana	Supporters

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