

GSA News Update

the official newsletter of the Global Shea Alliance

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.





African Cosmetics Exhibition 2016

Johannesburg, South Africa | Ifrane, Morocco

Shea Cosmetics go to South Africa

On August 28th-29th, 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 distributor contacts she made during the event. Overall, the GSA member participants made 110 buyer contacts.

Mali Sustainability Stakeholders Meeting

On July 26th, 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 7th-8th 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, distributors, 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

Shea 2017

Seeds of Change

Cotonou, Benin | March 13-14, 2016



The Global Shea Alliance is pleased to announce the 10th 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 15th – 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

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
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
SeKaf Ghana	Ghana	Brands and Retailers
Shea Network Ghana	Ghana	Supporter
Shea Origin	Nigeria	Supplier
Shea Radiance	United States	Brands and Retailers
SheaTherapy	United Kingdom	Brands and Retailers
SNV Ghana	Ghana	Supporter
SO.A.TA.F-Sarl	Mali	Supplier
Sokaiko Shea butter & Agro Products Ltd.	Nigeria	Supplier
Strategic Development Alliance	Ghana	Supporter
Sundial Brands	United States	Brands and Retailers
Technoserve	Ghana	Supporter
The Body Shop	United Kingdom	Brands and Retailers
The Clorox Company	United States	Brands and Retailers
The Hershey Company	United States	Brands and Retailers
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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