

GSA News

Global
Shea
Alliance



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468 Participants Attend Shea 2018 in Abuja, Nigeria



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On March 12th – 14th 2018, the GSA held its 11th Annual Conference in Abuja, Nigeria under the theme “Shea 2018, Going Further Together”. 468 participants from 16 countries attended the two-day conference.

Panels Sessions

45 speakers presented on food standards, global market trends and industry growth. Panels included CODEX Standard for Unrefined Shea Butter, Regional Processing Opportunities and Challenges, and USAID Sustainable Shea Initiative.

Small Business Trainings

On March 14th, 250 small and medium enterprises attended trainings including practical demonstrations on formulating cream for natural hair.

Market Linkages

During the Business-to-Business forum, the GSA matched 117 participants to 7 hosts including World Bank, AAK, Burt’s Bees, Bunge Loders Croklaan, Agribusiness Consult, Natura Sarl, and Darakuchi Ltd. Additionally, the members exhibited shea products alongside the conference.



Shea Products Exhibition



The GSA matched 117 participants to 7 hosts

The Global Shea Alliance thanks all our partners, sponsors, contributors and participants for your valuable contribution to the success of Shea 2018. Presentations are available for all GSA members. Please email Vanessa Nyarko at vnyarko@globalshea.com to receive them.

Participant Testimony



Chimnonso Azazi is the Chief Operating Officer of Nuts to Butter, a Nigerian shea butter trader that started in 2017. “We attended Shea 2017, in Cotonou, Benin Republic. It was an eye opener into the industry. The conference gave me such a directed boost and further provided us with market linkages. GSA has been instrumental in getting the largest companies and early startups in the same room. Invaluable.”

What advice do you have for other start-ups ?

“To grow your business in the shea industry, attend international conferences, meet people, introduce yourself, and ask questions.”

Need
Technical
Assistance



Interested
in Markets
Linkages?



We Provide!

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

Please email Prince Nunoo at pnunoo@globalshea.com with any requests.

We Facilitate!

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



USAID Sustainable Shea Initiative (SSI) Delivers Results For Women

During the quarter, through SSI, GSA members provided services on women's empowerment and ecosystem protection.

Women Empowerment

GSA members donated 10 warehouses to women shea collectors and processors. "The project is God-sent and should be replicated in all communities" says Gladys Ganyoni from Sori 2, Ghana.



29.75 MT Vernacular warehouse located in Sori 1, Ghana

Protection Of Ecosystem

2,086 women received shea parkland management and landscape restoration trainings. Trainings included management of natural regeneration, grafting, pruning, advocacy to stop tree cutting, and prevention of bush fires. "I wish to plant more trees on my husband's farm. Trees give me income and welfare for my family" says Mary Sampson from Tangbini, Ghana.



Developing tree planting plan in Tidrope, Ghana.

Snapshot: Members Share Best Practices

AAK And Burt's Bees Partner To Build Fuel-Efficient Cook-Stoves For Women

Global Shea Alliance members AAK and Burt's Bees recently teamed up to train 3,000 Burkinabe shea processors to build fuel-efficient cook stoves. The easy-to-replicate model is entirely made from local materials. "The stoves are highly efficient and reduce wood and water consumption in processing stages. This benefits the women because they spend less time collecting wood, less time processing shea, and also less money on the inputs" says Kasper Torup-Villadsen, AAK West Africa Sourcing Director. Burt's Bees' Associate Director of Responsible Sourcing, Shannon Hess, recently visited the project and remarked, "The stoves improve the safety conditions of the women."



Empowering Women in Burkina Faso

VSLA Pre-Finance Women's Cooperative Activities

During the 2017 shea season, the Kanyir-Tietaah Songtaah women's cooperative from Taambare, Ghana, raised \$3,240 to pre-finance their shea trade from Village Savings and Loans Associations (VSLA). 18 VSLA groups within the cooperative contributed \$180, which the cooperative used to purchase 15MT of kernels from its members. Upon sales to a private buyer, at 31% above the pre-financed amount, the cooperative refunded the VSLAs, kept a tenth of the profit to establish a revolving loan fund and distributed the remaining 90% to members. Access to formal financial institutions in shea producing communities is impeded by high interest rates and lack of sufficient collateral. However, women's cooperatives are now utilizing community-based savings schemes such as VSLAs to establish sufficient credit for their shea business and other income generating activities.



VSLAs are providing working capital for shea

Are you interested in Sustainability?



Your journey starts here!

You can register as Sustainability Partner or Volunteer for the Sustainability Working Group. The Global Shea Alliance has available funding to help you implement sustainability projects through the Sustainable Shea Initiative. Please contact Marie Veyrier for more information at mveyrier@globalshea.com.

GSA Holds Sustainability Working Group Meeting

On March 11th, the GSA held its Sustainability Working Group meeting in Abuja, Nigeria. The working group approved two technical documents that will circulate to GSA members: the Best Practices in Community Engagement, and the Parkland Management Guideline. Please email Wunmi at wosholake@globalshea.com for any requests.



GSA Holds National Level Strategy Meeting In Togo

On February 14th, GSA held a one-day forum to define a national sustainability strategy for Togo. 39 attendees from across the shea value chain in Togo discussed key constraints to project implementation including land ownership, and lack of public-private infrastructure. Stakeholders also developed a strategy to implement the GSA sustainability program, and identified different organizations and funding opportunities from donors in order to support their activities.



Participants at National Stakeholder Meeting, Togo.

GSA Holds Quality Working Group Meeting

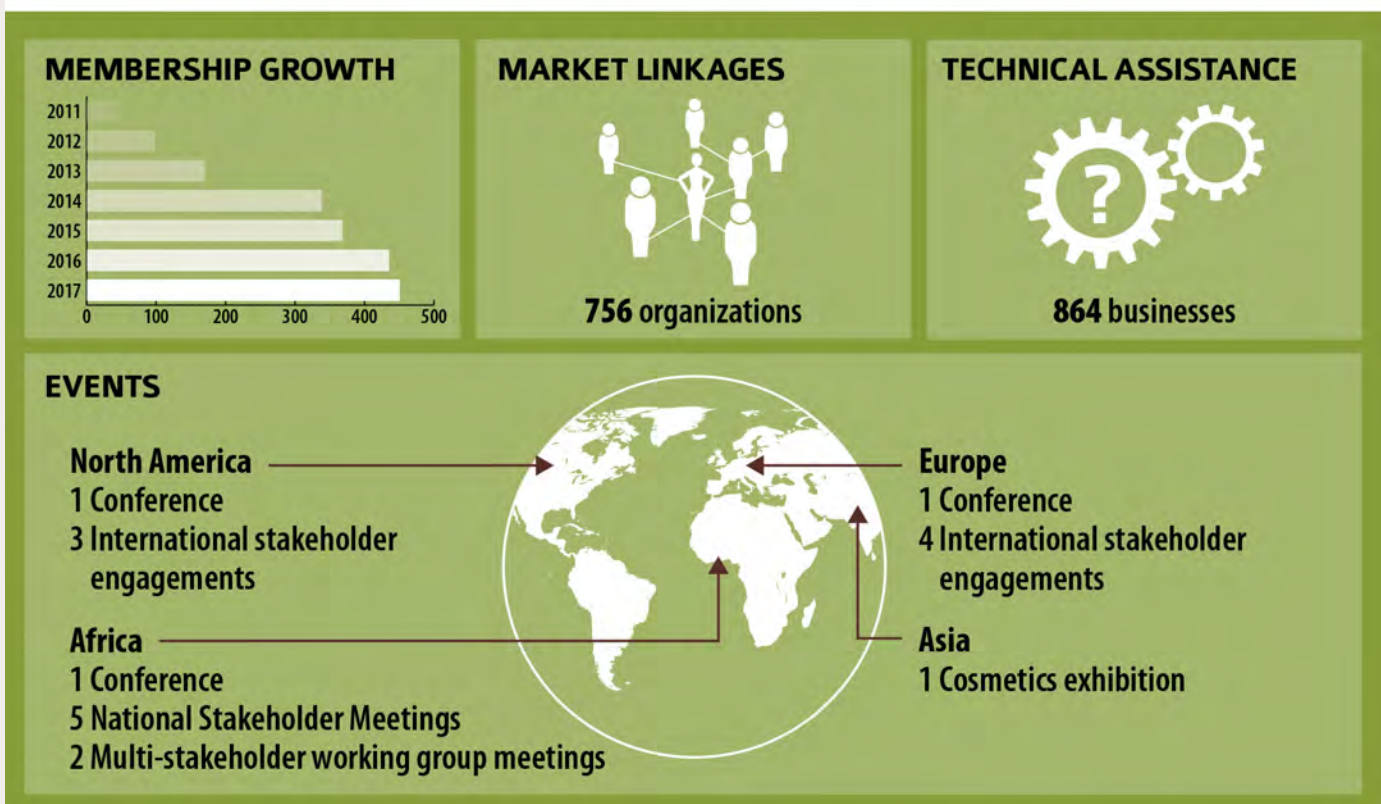
On March 11th, the Global Shea Alliance Quality Working Group held its meeting in Abuja, Nigeria. QWG members discussed a proposal for quality standards for unrefined shea butter.

Thank You to our SWG & QWG members for their inputs and valuable contribution.



General Assembly Approves GSA 2017 Annual Report

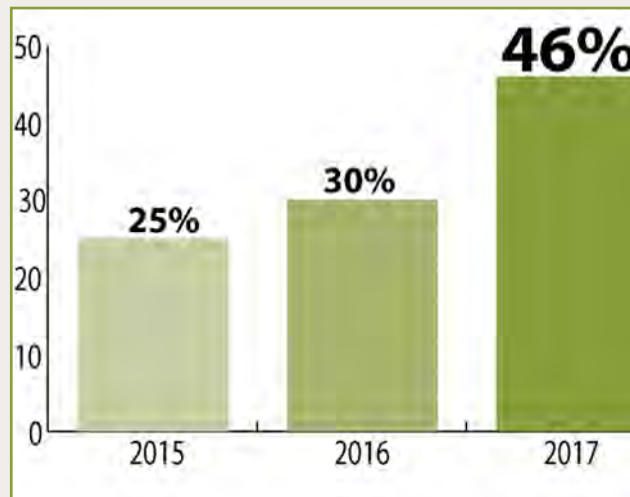
On March 12th, the Global Shea Alliance held its Annual General Assembly in Abuja, Nigeria. Members adopted the Annual Report. Click the link below and read the full report: <http://www.globalshea.com/resources/library/371/2017-Annual-Report-> Here are a few highlights .



Key Results From 2017 Promotional Activities



Cumulative Warehouses Donated by GSA Sustainability Partners



Increased income for women selling through the sustainability program

Announcement

If you have any contributions in the shea industry that you would like to share with members, please email Nestor Dèhouindji at ndehouindji@globalshea.com.

FIKA-CI: 2017 Key Achievements And Perspectives



FIKA-CI (Filière Karité de Côte-d'Ivoire) is the national shea association of Ivory Coast.

At Shea 2018 in Abuja, Nigeria, FIKA-CI (the national shea association of Côte-d'Ivoire) presented the Ivorian national strategy for shea industry. They highlighted 2017 key results and 2018 plans.

Results

- 6 warehouses were constructed;
- 4,000 women collectors were trained on cooperative development, warehouse management, business development, and kernel aggregation;
- 620 women were trained in grafting, sowing techniques, and natural regeneration techniques;

- 14 SMEs and 9 women's group were trained on shea product formulation including candles, hair creams, soaps, and balms.

2018 Plans

In 2018, FIKA-CI will undertake the following activities in partnership with UN Women and GSA:

- Construction of 10 warehouses;
- Capacity building for women collectors and processors;
- Distribution of gloves and boots;
- Launch of a shea shop.

Evènement à venir



The Next Generation of Products

Washington, D.C. | May 14, 2018

On May 14, the Global Shea Alliance is hosting its 2018 U.S conference at the Sidley Austin offices in Washington, D.C. The theme for the event is: "Shea in U.S. Cosmetics Markets: Positioning for the Next 20 Years." Please contact Wunmi Osholake at wosholake@globalshea.com for further information.

Interview With D.C. Conference Speaker



Rita Dampson, is the CEO of RitaDamps Ventures.

What are the benefits of the GSA's Membership?

"GSA helped me to attend international conferences, and exhibited my products in many countries. Through the market linkages I got from exhibition, I am actually selling my products in several countries including the U.S."

What would you advise to members who are looking for networking opportunities?

"I personally believe that being part of the GSA is a unique opportunity to network and grow your business. I strongly encourage stakeholders to join GSA"

Welcome to our new members!

The GSA registered 52 companies and organizations as new members over the quarter. The newly registered members come from 11 countries including nine brands, 19 suppliers, 11 supporters, and 13 women's groups.

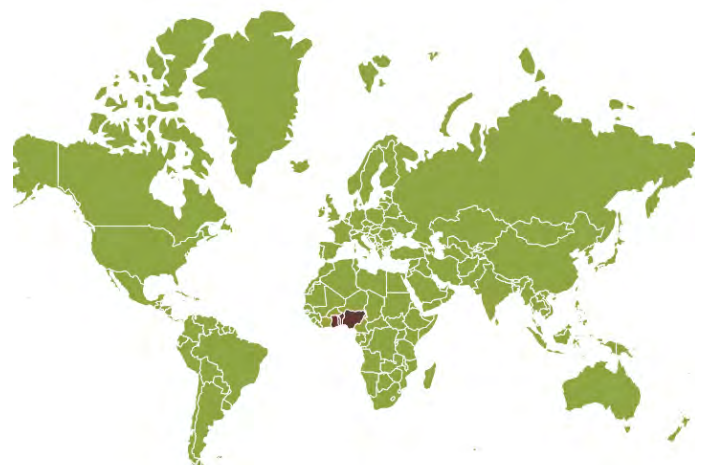
Organization	Country	Category
Ferrero	Italy	Brand
eos	USA	Brand
Action Jeune Togo	Togo	Supporter
AGIR Togo	Togo	Supporter
Agriable Limited	Nigeria	Supplier
Amigold Helpers Foundation	Nigeria	Supporter
Asheba Enterprise	Ghana	Supplier
ATYK	Togo	Supporter
AVEP Togo	Togo	Women's Group
Beanberg	Mali	Supplier
Centre for Rural Improvement Services	Ghana	Supporter
Coopérative Sedegbe	Togo	Women's Group
Copran Cross Ltd	Nigeria	Supplier
Coprokazan	Mali	Women's Group
Cymarie International Limited	Ghana	Supplier
Di Luca & Di Luca	Sweden	Brand
Diongoma	Senegal	Brand
Filowo Company Limited	Nigeria	Supplier
FRE	Togo	Women's Group
Froke Consulting	Nigeria	Supplier
George Calil Limited (GCL)	Nigeria	Supplier
GTMD Sarl	Mali	Supplier
Heva Fund LLP	Kenya	Supporter
IBB University	Nigeria	Supporter
Janeton Global	Nigeria	Supplier
Jeko International	Nigeria	Supplier

Jinday's Place Nig.	Nigeria	Women's Group
Just Shea Butter (PTY) Ltd	South Africa	Brand
Kalvio Women Shea Association	Ghana	Women's Group
LJCI Light	Togo	Women's Group
Marcos Sampablo	Mali	Supplier
Modube Tegede	Nigeria	Supporter
Naturally Tribal Skincare	United Kingdom	Brand
NSCPA	Togo	Supporter
Olabode Thomas Sunday	Nigeria	Supplier
Oracle Star Sheabuttor	Nigeria	Women's Group
Petology, LLC	USA	Brand
Ricci & Gorgi Ltd	Nigeria	Supplier
Riton Investment Ltd	Nigeria	Supplier
Sahel Capital Agribusiness Managers Ltd	Nigeria	Supporter
SCOOPS Esperance	Togo	Women's Group
SCOOPS Loulape	Togo	Women's Group
SCOOPS Sokly	Togo	Women's Group
Shea Beauty	Nigeria	Supplier
Societe Togolaise Karite	Togo	Women's Group
Soft Nations, Inc	United Kingdom	Brand
Sweet Mama Farms Limited	Nigeria	Supplier
The Power of Nutrition	United Kingdom	Supporter
Virtuous Igbodika	Nigeria	Supplier
Vitrine Export Afrique	Togo	Supplier
Zikora	Benin	Women's Group
Zigma Pharm Co Ltd	Ghana	Brand

New Sustainability Partners

During the quarter, 17 GSA members from Benin, Ghana Nigeria and Togo registered as sustainability partners. 10 of these partners are women's groups, with activities related to the women's empowerment work streams of the sustainability program.

Organization	Country	Category
Action Jeune Togo	Togo	Supporter
AGIR Togo	Togo	Supporter
ATYK	Togo	Supporter
AVEP Togo	Togo	Women's Group
Centre for Rural Improvement Services	Ghana	Supporter
Coopérative Sedegbe	Togo	Women's Group
FRE	Togo	Women's Group
IBB University	Nigeria	Supporter
Kalvio Women Shea Association	Ghana	Women's Group
LJCI Light	Togo	Women's Group
NSCPA	Togo	Supporter
SCOOPS Esperance	Togo	Women's Group
SCOOPS Loulape	Togo	Women's Group
SCOOPS Sokly	Togo	Women's Group
Societe Togolaise Karite	Togo	Women's Group
Vitrine Export Afrique	Togo	Supplier
Zikora	Benin	Women's Group



■ Country of newly registered