

# GSA News Update

the official newsletter of the Global Shea Alliance

**Global  
Shea  
Alliance**



Welcome to the January edition of the Global Shea Alliance Newsletter! We hope you enjoy reading about our work in 2015 and the upcoming activities in the new year. As always, please visit our website and Facebook page for more updates. Thank you for helping us support women's empowerment and a sustainable shea industry.

## Shea 2016 Conference Moves to Accra, Ghana

Due to the uncertain security environment in Bamako, Mali, the Executive Committee of the Global Shea Alliance has decided to host the 2016 International Shea Conference at the Ghana College of Physicians and Surgeons in Accra, from March 21 to 22. Additional trainings will take place on March 23<sup>rd</sup>.



# Shea 2016 Enhancing Farm Value

Accra, Ghana | March 21-23, 2016

## Sustainability Working Group Briefing



Each year the Global Shea Alliance convenes a bi-annual sustainability-working group to address challenges to the empowerment of women shea collectors and the conservation of shea tree populations across

Africa. The working group is made up of a representative mix of GSA members and partners from all levels of the shea value chain. The working group met this year in Tamale, Ghana from 10 – 11 November and

elected new SWG Chair Anna Perinic (Star Shea Ltd., Ghana) and Co-Vice-Chairs Funlayo Alabi (Shea Radiance, United States) and Fatoumata Coulibaly (Karinor, Ivory Coast).

During the meeting, SWG members visited sustainability partners Presbyterian Agriculture Services, Tungteiya Women's Group, and SeKaf Shea Butter Village to discuss best practices for the warehouse, parkland management, and conservation pilot project work streams. Members also reviewed program reporting procedures, partner and secretariat communication, fundraising and private-public partnership opportunities, as well as a consumer-facing GSA membership mark. The working group will make a presentation on its activities during the upcoming General Assembly at Shea 2016.

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## GSA Opens E.U. Office in Brussels

In December, the Global Shea Alliance opened its second overseas satellite office in Brussels, Belgium.

The European Union office will be led by Valeria Ramiconi who joins the Secretariat as the E.U. Operations Manager. The new office will focus on shea promotion activities including the inaugural European Union conference, policy advocacy, and membership expansion. The office will also undertake fundraising activities to support the GSA sustainability program.

You can contact Valeria at [vramiconi@globalshea.com](mailto:vramiconi@globalshea.com)



*Call for speakers & sponsors*

## SHEA 2016: Call for Speakers & Sponsors

The Global Shea Alliance is pleased to announce the 9<sup>th</sup> annual international shea conference, "Shea 2016: Enhancing Farm Value," to be held at the Ghana College of Physicians & Surgeons in Accra from March 21-23, 2016.

Participants will come from more than 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. Our 2016 conference will ex-amine the shea industry's key role to improving food security and climate friendly agriculture by promoting farms that protect the environment, diversify food sources, and generate income from local and export markets.

The GSA is seeking a range of speakers to present during panel discussions. Learn more about conference themes here. If you are interested, please submit proposals to Ms. Akinyi Ochieng at [aocchieng@globalshea.com](mailto:aocchieng@globalshea.com).

A stylized green illustration of a farm scene. It features a row of trees in the foreground, a barn and a smaller building in the middle ground, and a field with curved lines representing furrows or rows of crops in the background. The entire illustration is rendered in shades of green.

# Shea 2016

## Enhancing Farm Value

Accra, Ghana | March 21-23, 2016





## African Cosmetics Exhibition Links GSA Members with 1000+ Buyers



In collaboration with USAID and the National Shea Product Association of Nigeria, the Global Shea Alliance (GSA) hosted the 2<sup>nd</sup> annual African Cosmetics Exhibition from November 6-15, 2015. The event promoted high quality shea-based cosmetics made in Africa by GSA members as a part of the Lagos International Trade Fair in Tafawa Balewa Square. Twenty-five international exhibitors from three West African countries showcased their diverse and high-end shea-based cosmetics to over 1,000 buyers.



### GSA Participates in WTO Public Forum

As part of the World Trade Organization Public Forum on October 1, Global Shea Alliance members, Sidley Austin LLP, and WTO member states organized a panel to discuss women’s empowerment and removing trade barriers that affect the shea industry.

### GSA Participates in Parkland Management Manual Workshop

From October 26-28, 2015, 24 researchers from 6 West African countries, NGOs, and government organizations convened to discuss and draft the content of a parkland management training manual for sustainable management of parklands as well as implementation approaches. The event took place at the World Agroforestry Centre - ICRAF research center in Samanko, Mali.



### New GSA Members

In the last quarter, GSA has registered 10 new members from 5 countries. Thanks for your support, and welcome to the GSA!

- Cloetta AB - *Sweden*
- Karite Oil Nig Ltd. - *Nigeria*
- Strategic Development Alliance - *Ghana*
- Shea Healing - *South Africa*
- Natural Nigerian - *Nigeria*
- Sustineo Magnus Ltd - *Nigeria*
- Namaste Organics - *Nigeria*
- House of Prempeh - *Ghana*
- Karite LLC - *United States*
- Vermont Soap - *United States*



## The Future of Shea

in the U.S. Food & Cosmetics Industries  
Washington, D.C. | May 17-18, 2016



## European Trade & Industry Conference

Brussels, Belgium | April 11, 2016

### Fourth Annual North American Trade and Industry Conference: Call for Speakers & Sponsors

The Global Shea Alliance is pleased to announce the 2016 North American Shea Trade & Industry conference entitled, "The Future of Shea in the U.S. Food and Cosmetics Industries," to be held at the Walter E. Washington Convention Center in Washington, D.C on May 17-18, 2016. The conference will explore new uses of shea in the U.S. market and will particularly focus on how favorable federal regulations and innovative uses can be promoted and supported by all stakeholders.

Interested in attending or presenting? Please Contact GSA U.S. Operations Manager Yvette Badu-Nimako at [ybadunimako@globalshea.com](mailto:ybadunimako@globalshea.com).

### Inaugural European Union Conference: Call for Speakers & Sponsors

The Global Shea Alliance is pleased to announce its inaugural international European Trade & Industry Conference will take place on Friday, April 11, 2016 from 9am - 6pm at Crowne Plaza Hotel – Le Palace in Brussels, Belgium. Participants are invited to learn about the latest trends, technologies, and products, as well as network with industry peers and become involved in GSA activities.

Interested in attending or presenting? Please contact GSA E.U. Operations Manager Valeria Ramiconi at [vramiconi@globalshea.com](mailto:vramiconi@globalshea.com).



### USAID Warehouse and Business Training Update

The GSA in partnership with the West Africa Trade Hub has completed the first phases of a year long Warehouse and Business Training project. The purpose of the project is to build warehouses and provide trainings to establish sustainable women-led warehouse management systems with fifteen of GSA's sustainability partners. So far, the partners have trained 695 women on cooperative development, and built 20 warehouses.

### Sustainability Partner Profiles

Each month, the GSA highlights sustainability partners and their implementation of the GSA sustainability program work streams and guidelines. The highlights will demonstrate how all shea stakeholders including international food and cosmetic brands, suppliers, women's groups, and non-profit organizations can participate in the GSA sustainability program. These spotlights will be circulated on the GSA website and through social media. Visit the GSA website to see our second profile on Shea Radiance and how their work supports decent working conditions and women's empowerment.

**Contact the GSA if you are interested in sharing your story!**

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!



[www.globalshea.com](http://www.globalshea.com)