



GSA News Update

the official newsletter of the Global Shea Alliance

Welcome to the June 2015 edition of the Global Shea Alliance newsletter! We have been hard at work this past quarter to strengthen the future and sustainability of the industry, and we are delighted to share our successes. Thank you for your continued support in promoting women's empowerment and a sustainable shea industry!

Shea 2015 Unites Industry for a Promising Future!



Shea 2015 A PROMISING FUTURE

Ouagadougou, Burkina Faso March 23-25, 2015

The Global Shea Alliance held its eighth annual international conference in Ouagadougou, Burkina Faso from March 23-25, 2015. Over 500 participants from 22 countries attended to discuss this year's theme, "Shea 2015: A Promising Future". Table Filière Karité, the national association in Burkina Faso, cohosted the event.

At the opening ceremony, representatives from Burkina Faso and the GSA spoke about

the promising future of shea. The GSA welcomed ministers from the departments of Trade and Industry, Women's Promotion and Gender, and the Environment.

President Hajjya Salima Makama represented GSA members and noted, "Today, the shea industry's potential is greater than ever thanks to the efforts of the GSA and our national associations. This is the true spirit of the Global Shea Alliance

– collaborating and working to address the challenges that face us all. We are one industry, one community."

Over 40 international speakers presented on expanding global markets, establishing cosmetic brands in Africa, and GSA member-led projects under the sustainability program. More than 150 small business owners and shea collectors participated in cosmetic formulation and business development trainings.

Members also met during the general assembly to review key accomplishments and adopted strategies for sustainability and quality initiatives. Later that evening, members elected new representatives to the Executive Committee.

The new GSA president, Mr. Moumouni Konate, is a hard-



working entrepreneur who has invested 30 years in promoting value added products made in Africa. He is passionate about the shea industry and empowering women's groups.

President Konate noted, "I'm very pleased that the Executive Committee has appointed me to the position as President. I look forward to representing the interest of all stakeholders, especially the 16 million women who sustain our industry."



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Shea Industry Focuses on Sustainability in New York

The Global Shea Alliance held its third annual North American Shea Trade & Industry Conference in New York City on May 11, 2015. With over 65 participants, the event represented the industry's first sustainability conference.

GSA President Moumouni Konate gave opening remarks. He applauded the sustainability partners for their efforts and issued a call to action for all participants.

President Konate noted, "We want your sisters and brothers, sons and daughters to know what shea is, where it comes from, and who provides it. By engaging international companies to participate in the GSA, we add more voices and strength to our cause."

Industry leaders discussed their projects under the GSA sustainability program. Registered members are building warehouses for women collectors and addressing health and safety concerns across Africa.

Several members have formed partnerships that will create large-scale impact in shea communities. The GSA highlighted the impact of several ongoing projects, including warehouses in Ghana and Benin and improved planting materials in Nigeria.



During the final panel, researchers presented the latest information on shea tree populations and opportunities to improve parkland management.

Paul Fekete, Senior International Trade Advisor at USAID, offered closing remarks. He noted, "We are proud of the Alliance for bringing the industry together under the sustainability program. These partnerships are important for the future of sustainable shea, and we at USAID look forward to working more closely with many of the companies here and further supporting the GSA."



GSA Elects New Executive Committee

At Shea 2015 in Ouagadougou, GSA members elected nine representatives to the 2015-17 Executive Committee (EC). The EC is the highest governing body of the GSA and meets biannually to make strategic decisions for the Alliance. Six members represent shea-producing countries in Africa, and three represent international brands and retailers, suppliers, and women's groups.



President **Moumouni Konate**
Savonnerie Parfumerie du Houet,
Burkina Faso

Vice President **Senyo Kpelly**
SeKaf Ghana, *Ghana*

Vice President **Shannon Hess**
The Clorox Company, *United States*

Gilles Adamon
Natura, *Benin*

Jibril Bokani
SOKAI-KO, *Nigeria*

Edwige Hammond
Farm Invest, *Côte d'Ivoire*

Badiè Marico
Groupe SOFA Agro Business, *Mali*

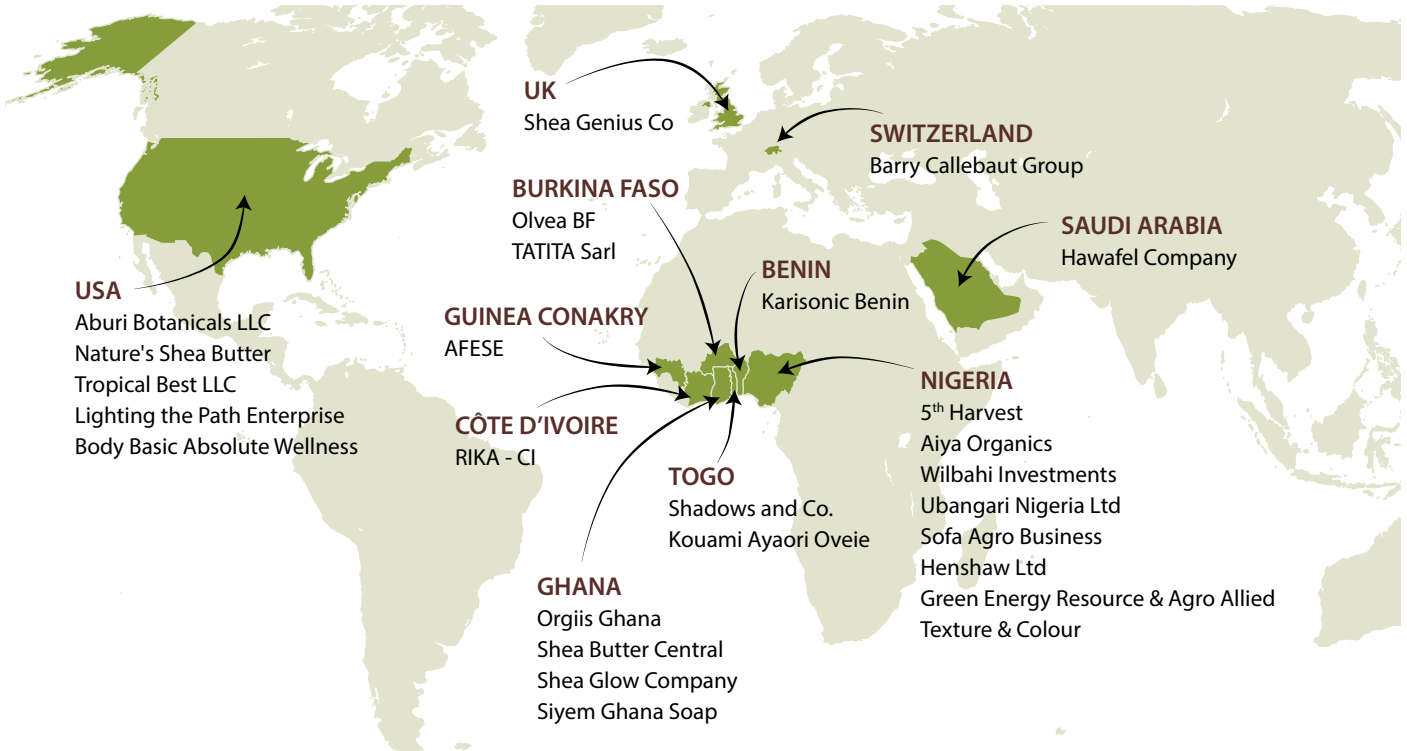
Antoine Turpin
IOI Loders Croklaan, *Netherlands*

Félicité Yameogo
New Karikis International, *Burkina Faso*



New GSA Members

Since the beginning of 2015, the GSA has registered 27 new members! Thank you for your support, and welcome to the GSA!



Sustainability Program Gains Support

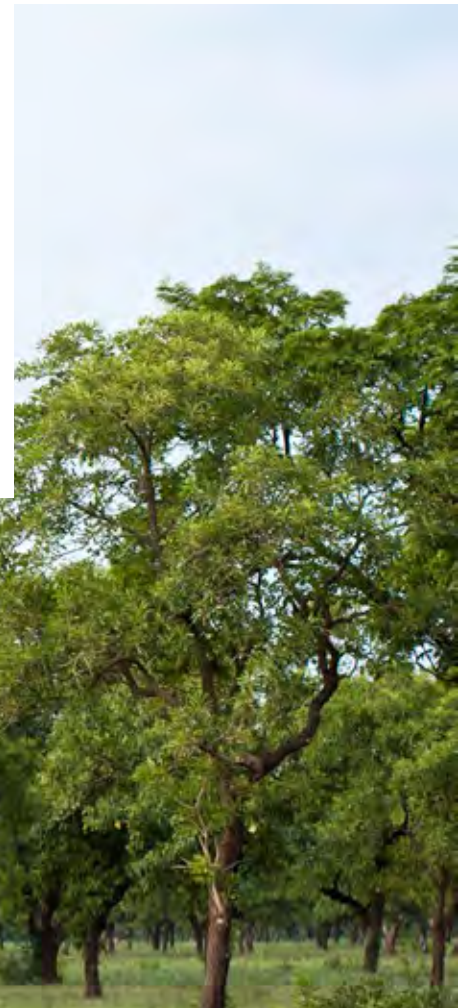
Since its launch in 2014, the GSA sustainability program has gained support from members at every level of the industry. At the Shea 2015 conference, GSA members unanimously adopted a strategy to improve shea tree populations across Africa. Sustainability partners are now undertaking projects to enhance shea planting materials, provide parkland management trainings, and conserve natural resources during processing.

Currently, 36 GSA members are registered as partners. Partners follow guidelines for

sustainable business practices and undertake projects for women's empowerment and healthy shea tree populations.

Partners will measure the impact of their projects and business practices against sustainability guidelines. The first reporting period ends in July 2015. The GSA will publish an annual sustainability report in December.

There are 11 suppliers, 10 brands & retailers, 10 supporters, and 5 women's groups. See the next page for our current partners.

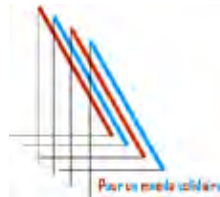




Sustainability Partners



COOPERATION > IOI Loders Crokiaan



GSA Establishes Shea Quality Standard Strategy

At the Shea 2015 conference, GSA members adopted a new strategy to promote the use of the industry's first quality standard. The strategy calls for collaboration with national and regional standard setting bodies, such as the African Regional Standards Organization and the International Standards Organization. The strategy also addresses the use of standards in shea communities. The GSA is searching for ways that women collectors can test the quality of their kernels in the field.



New Partnerships

The GSA is pleased to announce two new partnerships to support the sustainability program. The GSA is partnering with the USAID/West Africa Trade Hub and African Partners Network to provide trainings that will benefit 7,000 women collectors receiving 20 warehouses from sustainability partners. We are also excited to collaborate with ICCO and our national associations to implement pilot trainings in 12 villages and to develop and disseminate best practices in parkland management.



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COOPERATION >

National Associations Launch Quality Campaign

The GSA and national associations in Benin, Burkina Faso, Cote d'Ivoire, Ghana, Mali, and Nigeria launched the 2015 shea quality campaign in June. An estimated 21,000 women collectors across the region are learning best practices for collecting and processing shea kernels.



Request for Proposals for Sustainability Projects

The GSA is launching a request for proposals from our sustainability partners! All partners interested in providing warehouse management trainings for women collectors and undertaking health and safety initiatives are eligible. More information, including how you can submit a proposal, is available on the [GSA website](http://GSA.website).

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