



The Official Newsletter of the Global Shea Alliance / October - December 2017 / Issue No17

## Burkina Faso: Women Collectors Champion Shea Parkland Restoration



### Happy New Year From GSA

Highlighted in the overview of our Shea 2018 conference is the African proverb: “ If you want to go quickly, go alone; if you want to go far, go together.” This will be a year of collaboration and exponential growth for the industry. I wish you all a happy new year and a joyful 2018.

I look forward to meeting you in Abuja, March 12-13, for our 2018 Shea Conference 2018.

Badie Marico, GSA President

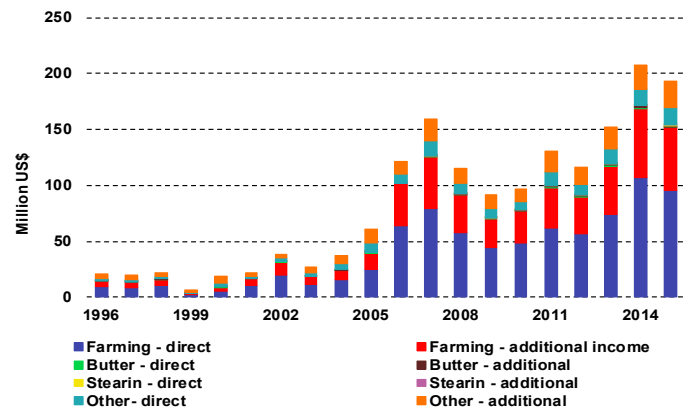


# New Study Demonstrates Economic Impact Of Shea Export Growth

Global Shea Alliance and USAID recently commissioned an independent study by LMC International, a global agribusiness consulting firm, to evaluate the growth of the shea industry and its economic impact on producing communities over the past 20 years.

LMC developed the methodologies and aggregated the data to produce the conclusions outlined in the study. The study found shea exports have increased from 50,000 MT to more than 300,000 MT annually over the last 20 years.

The growth is due to increased utilization of shea in global food and cosmetic markets. The increased exports are delivering 200 million USD in direct and indirect income for shea producing communities.



*African Income Creation From Exports*

## PCPC Symposium & CASCC Supplier’s Day

On October 24-26, the GSA participated in the Personal Care Products Council (PCPC) symposium and expo, as well as the CASCC Supplier’s Day, in the US.

Over 50 partners were engaged and shea information materials on topics such as “unlocking the benefits of shea”; were presented to over 200 shea buyers in the cosmetic industry.

GSA’s participation was specifically aimed at engaging potential GSA members and, promoting increased utilization of shea in cosmetic products.

## Burkina Faso: Women Collectors Champion Shea Parkland Restoration

As part of the USAID Sustainability Shea Initiative (SSI), GSA partners will plant 500,000 shea plants in five years.

In Burkina Faso, with the support of the Institut de l’Environnement et de Recherches Agricoles (INERA), more than 25,000 plants have been planted by women collectors in September 2017.

Please watch this [video](#) in which Ouattara Coumara, a woman from the cooperative “Sababougnouma” in Bobodjoulasso, Burkina Faso, is speaking about developing shea nurseries. Discover through the video how women collectors are championing shea parkland restoration.



## Sustainability Working Group Meeting

On November 13 and 14, the GSA held a meeting of its member working group that establishes industry-wide sustainability guidelines.

The meeting was attended by 26 sustainability partners comprised of women’s groups, NGOs, international oils and fats suppliers, and food/cosmetic brands.

Working group members evaluated and achieved consensus on an array of GSA sustainability program additions including community engagement, parkland management, and biodiversity best practices.

This year, SWG will focus on a living income analysis, and an industry life cycle assessment, as well as building new public private partnerships to scale up women’s empowerment and environmental activities in member supply chains.



*Thanks to our members for their inputs!*

## Ivory Coast Welcomed the SSI

On October 11, the GSA held in partnership with FIKA-CI a one-day forum on the Sustainable Shea Initiative attended by thirty-two (32) stakeholders from across the shea value chain in Côte d’Ivoire.

The participants discussed strategies to align Sustainability Shea Initiative (SSI) activities with the Ministry of Agriculture (FIRCA) and the opportunity to develop a certification to ensure sustainability and quality.

SSI workshops aim at informing stakeholders about the new USAID cooperative agreement, developing opportunities for expansion, and developing a national level strategy with all stakeholders.

The next SSI workshop is in Togo on February 14.



*Family after the SSI Workshop in Ivory Coast*

## Quality Working Group Meeting

On November 10, the GSA held its Quality Working Group (QWG) Meeting.

The overall purpose of the QWG is to develop best practices, training materials, and technical standards to improve quality shea kernels and butter.

Members discussed quality standards for Shea kernels and decided to develop best practice guidelines to implement the standard.

They also agreed to produce a quality standard for unrefined shea butter.



*Thanks to our members for their inputs!*

## AKB: 2017 Key Achievements



On November 24 - 25, Association Karité Bénin (AKB) organized its annual shea conference in Savè, Benin, under the theme: “ Investing for a sustainable Shea”. Around 400 participants attended the event.

During this conference, the annual report of AKB was presented. Here is a highlight of 2017 key achievements:

- **256 women’s groups** gained direct access to large buyer market with negotiated bonuses based on product quality.

- **22,383 women collectors** were trained on cooperative development, warehouse management, business development, and kernel aggregation.
- **36 women** were trained in grafting and sowing techniques and **409 trained** on assisted natural regeneration techniques.

The President of AKB, Gilles Adamon said: **“To achieve this, you had to believe it and then work hard to make the dream come true.”**

## Africa Cosmetics Exhibition in Dubai

From December 11 to 13, the GSA held its Africa Cosmetics Exhibition in Dubai.

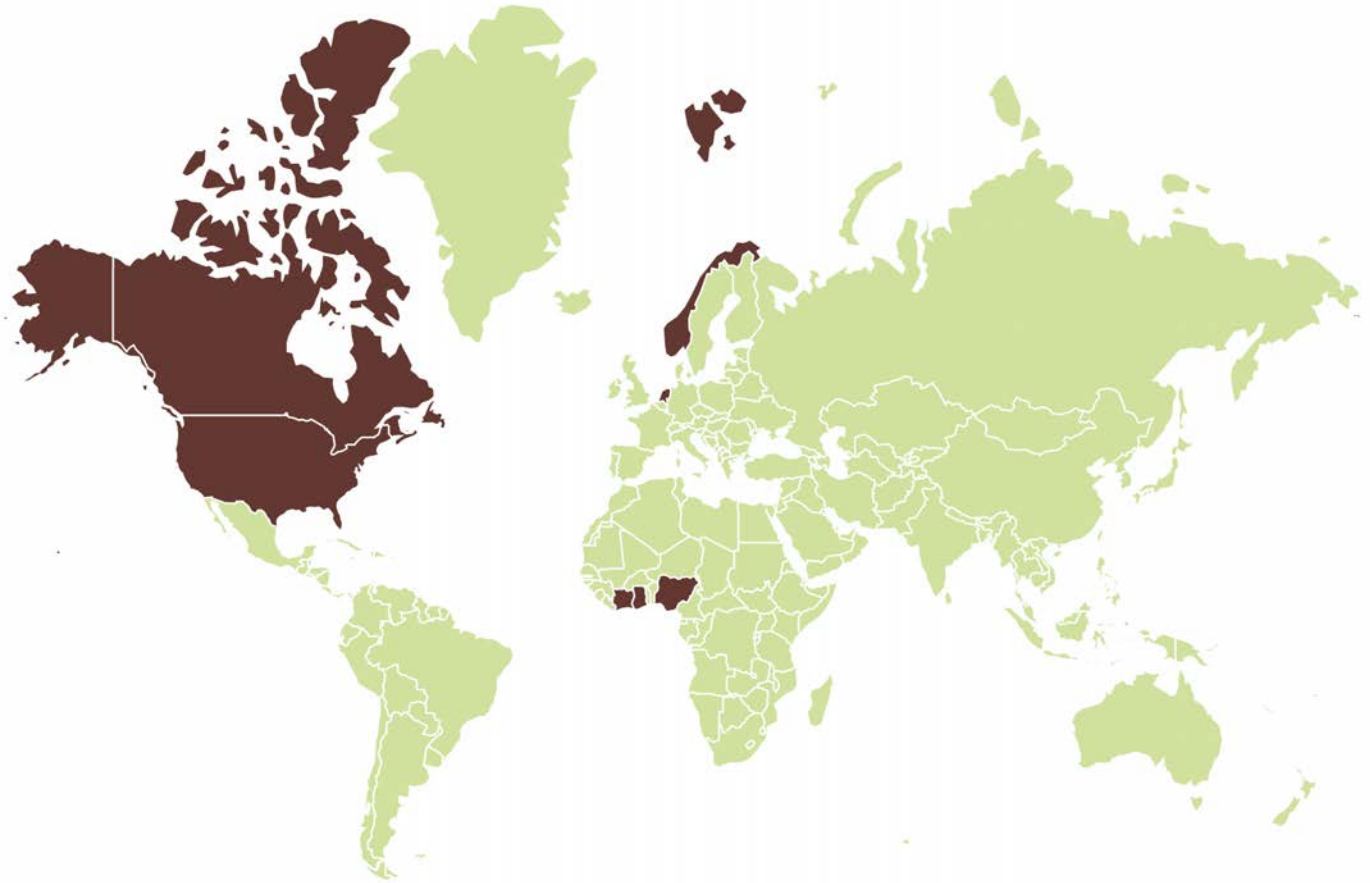
The GSA sponsored 16 African based cosmetic companies and ingredient suppliers to attend the Middle East Organic and Natural Product Expo in Dubai.

The participants from Ghana, Nigeria, Ivory Coast, Mali, Benin, Uganda and South Africa displayed their products to more than 800 distributors and retailers attending the event.

The GSA assisted participants with booth set-up and presentation, preparation of company marketing materials, and logistical support.



# Welcome to our 14 new members!



Country of newly registered

GSA is pleased to welcome 14 newest members!

The GSA registered fourteen (14) companies and organizations as GSA members over the quarter.

The newly registered members cut across seven (7) countries, and include: five (5) brands, eight (8) suppliers and one (1) NGO.

Organization	Country	Stakeholder Category
Buck Naked Soap Company	Canada	Brand
Wellam's Shea	Ghana	Brand
Winamzua	Ghana	Supplier
Natural Care Ventures	Ghana	Supplier
Freget Eagles	Ghana	Supplier
Mohamed Ama Omar	Netherlands	Supplier
Millins Global Resources	Nigeria	Supplier
Agrocrafit Limited	Nigeria	Supplier
Hapygreen Investments Ltd	Nigeria	Nigeria
Oyémam	Norway	Brand
TouShea	Canada	Brand
Majigi Agro Limited	Nigeria	Supplier
Kilimanjaro Health and Beauty	USA	Brand
AVSI	Ivory Coast	Supporter

Here are the Global Shea Alliance upcoming events



# Shea 2018

Going Further Together

Abuja, Nigeria | March 12-13, 2018

The Global Shea Alliance (GSA) is pleased to announce the 11th annual international shea conference, "Shea 2018: Going Further Together," to be held in Abuja, Nigeria on March 12-13, 2018.

Please contact Prince Nunoo: [pnunoo@globalshea.com](mailto:pnunoo@globalshea.com) with any registration or payment.



## European Trade & Industry Conference

Utrecht, Netherlands | April 16, 2018

The Global Shea Alliance (GSA) is hosting its 2018 European conference on April 16 at ICCO Cooperation headquarters in Utrecht, Netherlands, under the theme "**More Than an Ingredient: Functionality and Sustainability Take Industry to New Heights**".

Please contact Marie Veyrier at [mveyrier@globalshea.com](mailto:mveyrier@globalshea.com) for further information.



## The Next Generation of Products

Washington, D.C. | May 14, 2018

We are thrilled to announce the Global Shea Alliance North American Conference will be hosted in Washington D.C. on May 14, 2018!

Please contact Wunmi Osholake at [wosholake@globalshea.co](mailto:wosholake@globalshea.co) for further information.

## SSI Workshop in Togo

On February 14, the Global Shea Alliance (GSA) in partnership with the National Shea Association of Togo is hosting its one day Sustainability Shea Initiative workshop in Togo. This workshop aims to inform Togo stakeholders about the new USAID cooperative agreement and develop opportunities for expansion, and develop a national level strategy with all stakeholders.

Please contact Marie Veyrier at [mveyrier@globalshea.com](mailto:mveyrier@globalshea.com) for further information.

