



GSA News Quarterly

Message from the President

The Global Shea Alliance is growing from strength to strength with your support and collaborations with other national and international partners. These collaborations are being sought to ensure that we build an alliance that is able to influence the positive development of the shea industry worldwide.

After meeting in Accra in August 2011 the African Cashew Alliance, the Global Shea Alliance, ECOWAS and the International Trade Centre have begun developing a road map to collaborate on improving the competitiveness of the cashew and shea sectors, as well as increase regional trade. Our alliances' connections to hundreds of companies across the region and around the world allow us to effectively assist ECOWAS in its efforts to

drive economic development. In return, ECOWAS can lend additional weight to the alliances' efforts to effect national and regional policies that affect the sectors. ECOWAS can also mobilize resources to sustain the alliances' work.

The GSA is currently undertaking fundraising activities to conduct various projects across the shea production zone to assure buyers of continued supply of quality nuts from the region and help improve the capacity to produce higher quality cosmetic finished products.

Shared value, social and environmental concerns for the sustainability of the industry, represents equally important issues for the Alliance now. The competitiveness of a company and the health of the communities around it

are mutually dependent, so recognizing and capitalizing on the connections between societal and economic progress has become a necessity for shea industry stakeholders. The committee is developing a 'Business Imperative' for shea, to explain the benefits (social, environmental and economic) of using shea.

On behalf of the Alliance, the Executive Committee and the entire stakeholder network, I wish to thank you for reading the last quarter's edition of our newsletter. All feedback is constantly welcome.

Eugenía Akuete



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Visit us on  www.facebook.com/globalsheaalliance

The 5th key shea industry annual event

Shea 2012: Shared Value

Promoting shea internationally, improving quality in the industry and advocacy are the shea alliance's primary goals. The Global Shea Alliance is pleased to announce **Shea 2012: Shared Value** in Cotonou, Benin from 23-27 April, 2012. The event will consist of training sessions, conference proceedings, an

equipment exhibition and field trip. Please mark your calendar and save the date!

Feel free to sponsor any aspect of this valuable and high exposure shea industry event: whether the trainings, conference session, field trip, exhibition or other activities to maximize the

success of the event.

Sponsors gain valuable access to the world's leading shea companies. For details of the sponsorship packages and exhibition, please contact aadu@watradehub.com.

Call for presentations for 5th international shea conference

The program will feature training sessions and presentations by leading experts. The conference organizers are now accepting suggestions for topics, trainers and abstract submissions. Training sessions and presentations are requested on, but not limited to, the following topics:

Research findings on shea bioactives, genetics, processing and production

- Edible demand for shea products

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Shea 2012
Cotonou, Benin Apr 23-27, 2012
www.globalshea.com

shared value

Marketing, Business, Marketing, Expertise, Insight, Investment, Innovation, Finance, Trade, Operations, Vision, Profit

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- Compliance with standards and certification
- Supply chain logistics, bulk packaging and processing equipment
- Profiting from by-products
- Cutting edge natural formulation and global cosmetic industry news
- Social marketing and ICT
- Access to finance in the African industry
- National initiatives and policy
- Creating Shared Value

Don't delay—proposals and abstracts submitted by 20 January 2011 receive the highest priority.

Guidelines

- Submit 200-word proposal or abstract, prepared in English or French (no tables or figures)
- Indicate topic area and preference for training or presentation sessions (see above)
- Submit organization affiliation and contact details for each presenter

Questions? Contact GSA Technical Advisor:
plovett@watradehub.com



Shea 2012, 23–27 April 2012, Hotel Benin-Marina, Cotonou, Benin

Executive Committee update

The executives you elected to lead the Alliance are working hard to achieve the GSA's vision of making the shea industry sustainable. They hold monthly progress meetings. Minutes are available online at www.globalshea.com/executive-committee.

In August, the Executive Committee met in Accra along with other shea industry stakeholders, to meet with ECOWAS to collaborate for support for the Alliance. On

October 27, they will meet again, additional stakeholders welcome, in Ouagadougou, Burkina Faso, for the first GSA bi-annual meeting to discuss the Alliance's programs for the coming year and adopt various documents and proposals developed by the Secretariat.

One recent and major development for the Committee was the appointment of Nigerian EC member Hajia Zainab Ibrahim

Kuchi, as Minister of State in the Ministry of Niger Delta Affairs, Federal Republic of Nigeria. The Executive Committee congratulates Zainab on behalf of the whole GSA membership and wishes her well in her new position.



Hajia Zainab Ibrahim Kuchi

Funding initiatives

To enable the Alliance to undertake projects to develop the industry, the Secretariat, in consultation with the EC, is working on various funding proposals. Applications for funding have been submitted to ECOWAS and Secretariat staff are also working to access support from Ghana's Business Development Services Fund of the Ministry of Trade and Industry to source matching funds and commence a shea nut quality improvement program, and a training program in Ghana next year to enhance the

quality and capacity of cosmetic producers.

Private sector funding from Fludor Benin S.A. - together with matching funds from German development organization GIZ Benin - is being developed to initiate Benin's shea quality improvement initiative.

In Mali, the Dutch Royal Tropical Institute (KIT) are developing a concept proposal to undertake research on the drying of shea nuts in the peak rainy season and explore

opportunities for smokeless driers. Other suggestions and initiatives to join or develop these shea production-zone-wide GSA programs are welcome.

The USAID West Africa Trade Hub which currently houses the GSA Secretariat will continue to support the Alliance for next year. Kindly forward any ideas on funding for specific projects to develop the industry anywhere in the world, to the Secretariat: aadu@watradehub.com.

Improving quality in the sector

Sheanuts quality improvement program

Despite significant improvements noted for quality in the region, e.g. in Mali and Nigeria, further advances are needed.

Increasing demand from the export market vis-à-vis the traditional consumption as an edible vegetable fat has regrettably led to quality deterioration in certain areas. With local traders exerting buying control (mainly speculators, not the final commodity

traders) women pickers typically receive low market incentives and virtually no training or feedback from the international end-users. Traders purchase large quantities of shea nut cheaply irrespective of quality.



This poorly processed material is usually badly stored before high-priced sale to international buyers who increasingly find enormous variations in the kernel quality, with over 50% variation in yield potential recorded. Free fatty acid (FFA) levels – an unwanted breakdown product of oils and fats – increase as a result of poor post-harvest treatment. Ghana, which had the reputation for highest quality in the region until recent years, has seen FFA levels increase from an average of 3-5% a decade ago, to between 5-10% in the last couple of years. This increases losses, making shea more expensive to process and significantly less competitive in the world's oils and fats markets, potentially resulting in falling demand. A cyclical impact can quickly result, as buyers become less willing to pay good prices to producers and incentive levels drop further.

National and international buyers have expressed interest to pay premiums to producers for bulk quantities of quality nuts, i.e. those quickly harvested, correctly-boiled, well-sun-dried nuts that are free from impurities. With low incentives each woman may only pick one bag (85kg) of shea nuts on average per season – collecting only when she is free from other seasonal activities, boiling the nuts only when she has the resources to collect water and fuelwood,

‘Vigorous and robust,’ Shea industry is rapidly expanding

The signs of a transformed shea industry abound with construction or renovation of shea processing units ongoing and planned in Burkina Faso, Ghana, Mali and Nigeria. For example, Sekaf Ghana Limited's Shea Butter Village in Tamale, Northern Region, Ghana, is a hub of activity today, engaging 150 women daily.

In Benin, August 31 to Sept. 2, more than 150 stakeholders convened for the country's first national shea conference, electing a national and representative committee that will also be helping to organize next year's "Shea 2012: Shared Value," the annual two-day industry conference set for late April 2012.

"Collaboration between all stakeholders - private industry small or big, community-level support for the women, market players, NGOs and others - is part of what the Global Shea Alliance hopes will create a strong and vibrant shea industry for the benefit of all stakeholders," said Eugenia Akuete, CEO and Founder of Naasakle Ltd. and President of the Alliance. Her company, which started processing 1,000 pounds of shea nuts, now, produces more than three tons of shea butter per month.

The industry's growth since USAID Trade Hub assessed the shea sector seven years ago has been dramatic – thousands of jobs have been created and millions of dollars

and only making the time for sun-drying and de-husking when able. Improved market linkages with increased information and market incentives to rural areas could dramatically improve this situation in a very short time frame. Rural women, however, are well-aware of factors affecting shea quality and require only expert encouragement training, and with links to better prices, change can occur literally overnight. Training programs with this model in mind are now being planned for implementation in collaboration with a range of GSA members - from producer groups up to international users of shea ingredients.

Enhancing the quality and capacity of cosmetic producers

West Africa, notably Ghana, is both natural and human resource rich. It has a growing consumer class which is savvy and knowledgeable, and constantly on the lookout for high-quality, novel and innovative ideas. The promotion of the natural cosmetics sector can take full advantage of all these attributes, using locally produced tropical natural ingredients for development of cosmetic products, by businesses owned by local entrepreneurs,

for sale into growing local, national and international markets. Regrettably, due to lack of training and capacity – in relation to formulation, knowledge of regulations, marketing opportunities, ingredient extraction capabilities, production facilities, packaging, etc, for personal care product manufacture – most high-end products are imported from Europe, U.S. and Asia. This leaves only low quality, low priced markets available for entry by local firms.

If an ongoing application is successful, a program is expected in Ghana through the Business Development Services Fund, to enhance the quality and capacity of cosmetic producers. The program will identify African ingredients, improvements to their sourcing and extraction processes; and support for the creation of new concepts and product ranges that would happily sit alongside any of today's top international brands. It will enrich local trainers' knowledge and ability to continue this work in local organizations, allowing sector capacity to develop in Ghana and beyond. Information on funding opportunities and relevant proposals, from other shea-producing African nations, are welcomed to help us expand this program to benefit all manufacturers of personal care products among the GSA membership.



in revenue generated. Shea companies cite USAID Trade Hub assistance – and the initial industry assessment – as fundamental to the industry's growth.

A key to this transformation was information exchange and networking, fostered by USAID Trade Hub-assisted industry trainings and conferences. The Trade Hub's shea supply chain studies published in early 2005 were also important, stakeholders said.

Nigerian stakeholders elected a new executive committee for its National Association of Shea Products of Nigeria in January, Jacob Shinka of Meena Agro Oil Ltd. noted, and the group plans to host Nigeria's

first National Shea Convention in later this year. Government has set up a technical committee to promote and develop the industry.

"The shea industry today is vigorous and robust," said Santosh Pillai, Managing Director/West Africa at Wilmar International and Global Shea Alliance Executive Committee member. The company today processes tens of thousands of tons of nuts annually in Tema, Ghana, home to the country's largest port. "We expect this positive growth to continue and see the industry delivering returns to stakeholders at all levels, which is key to its future."

National advocacy events

Benin: August 31 to Sept. 2, export promotion agency ABePEC (*Agence Béninoise de Promotion des Echanges Commerciaux*), GIZ, Fludor and the Benin National Shippers' Council (CNCB) – with additional support from the Global Shea Alliance and the USAID West Africa Trade Hub – sponsored over 150 people to attend a national shea conference, exhibition and round table discussions to move the already vibrant Bénin shea industry forward. The event had three key objectives, to:

- Organise Benin's shea sector to increase the nation's competitiveness
- Promote an increase in shea production
- Improve access to the international market.

Members of the Global Shea Alliance provided state of the art information on the international, regional and national shea industry. The two day event culminated in a seven member committee being

commissioned to develop a vision for shea in Benin. Gilles Adamon from Natura was elected as the President of the committee.

Ghana: The Shea Network Ghana, in collaboration with the Global Shea Alliance and other stakeholders, organized its annual forum to promote the development of the national industry. The theme was: Sustaining the Shea Industry: 'the need for a clear policy'; and brought together public and private sector stakeholders to deliberate on Government's intervention in the sector. The Network's constitution was adopted by members and regional focal organizations and a board of directors elected.

Nigeria: The National Shea Products Association of Nigeria (NASPAN), in collaboration with its partners, is organizing a stakeholders' forum in Nigeria. Proposed venue: Abuja; date yet to be announced. For more information contact NASPAN President Musah Buba: ubaen@yahoo.com

GSA participation in recent & upcoming events

Sustainability in the Food Supply Chain: Cavendish Hotel, London, UK, 21-22 September 2011. The Global Shea Alliance gained valuable international exposure when Technical Advisor, Dr. Peter Lovett, participated in panel discussions alongside UTZ CERTIFIED (one of the world's largest sustainability programs for coffee, cocoa and tea, www.utzcertified.org) and agribusiness giant, Cargill, at Foodnews' sell-out event, Sustainability in the Food Supply Chain, in London (organised by Agra Informa; leading information specialists on soft commodities, agriculture and food policy, markets and trade). The 80 high-level participants noted Shea's sustainable production by 4 million rural African women, widespread confectionary use, but almost complete lack of ingredient visibility in its largest market – the edible sector. Offers of support have already been received from internationally respected civil society organisations (www.fairfood.org); alliances in certification (www.isealalliance.org) and ethical trade (www.ethicaltrade.org).

Science for Better Shea: Splendid Hotel, Ouagadougou, Burkina Faso, October 24-26, 2011. The INNOVKAR project studies management and use of shea (*Vitellaria paradoxa*) resources in Africa. It focuses on threats to the natural resource, market constraints, improved quality in production, and new products. The project, a joint effort between partners from nine countries, is coordinated by French research centre, CIRAD, and supported by the EU. The October INNOVKAR conference will present and discuss all new findings and their practical implications. Alongside the official program there will be informal discussions with scientists and presentation of posters. For further information visit <http://inco-innovkar.cirad.fr/activities/>

conference_of_the_innovkar_project. To participate, send your name, title, organization, address, e-mail, affiliation and interests to aadu@watradehub.com without delay to confirm if any places are still available.

The prestigious **Society for Cosmetic Scientists** has invited Aaron Adu, GSA Coordinator, to attend its annual event, SCS Formulate, at the Ricoh Arena in Coventry (www.scsformulate.co.uk), and explore opportunities for shea promotion as an ingredient in the British cosmetics industry.

The Sustainable Cosmetic Summit event (www.sustainablecosmeticsummit.com), to be held in Paris in late November, has received sponsorship from the USAID West Africa Trade Hub, giving GSA an excellent opportunity for international exposure. Please contact the Secretariat if interested in attending, as preferential rates may be available for GSA members.

Secretariat personnel will observe for the first time at Fi Europe & Ni 2011 (fieurope.ingredientsnetwork.com). Established since 1986, Food Ingredients Europe is held once every two years in a major European city and brings together the world's leading food and beverage suppliers, R&D, production and marketing specialists to showcase the most diverse range of new and innovative ingredients and services. Held alongside FI Europe, Natural ingredients (Ni) is being touted as the ideal place for promotion of natural ingredients to every manufacturer, company or brand involved in the food and beverage industry. In Frankfurt, 2009, almost 21,000 people attended. Online registration for this event is free and it will also be held in Paris at the end of November.

Dates for the



2011

October

- 24–26 Science for Better Shea, INNOVKAR Conference, Ouagadougou, Burkina Faso
25–26 SCC California Chapter 2011 Suppliers' Day, Long Beach, CA

November

- 1–3 BioFach, Japan, Tokyo
2–4 in-cosmetics-Asia, Bangkok, Thailand
7–8 Sustainable Cosmetics Summit-Asia, Hong Kong
9–11 Cosmoprof-Asia, Hong Kong
15–16 SCS Formulate, Coventry, UK
28–30 Sustainable Cosmetics Summit-Europe, Paris, France

December

- 29 Nov.– 15 Fi Europe & Ni 2011, Paris, France
Shea quality programs aim to commence, GSA, Accra, Ghana

2012

January

- 17–18 Sustainable Foods Summit-US, San Francisco, CA
20 Shea 2012 submitted abstracts receive program priority. Submit yours now!

February

- 15–18 Biofach-Europe, Nuremberg, Germany
17 Shea 2012 submission deadline, later proposals only considered as time/space permits

March

- 8–11 Natural Products Expo, West Anaheim, CA
23 Shea 2012 agenda finalised, abstracts & program available online

April

- 6 Shea 2012 program printed & last chance to review revisions before translation
17–19 in-cosmetics, Barcelona, Spain
23–27 Shea 2012: Shared Value – Benin Marina Hotel, Cotonou, Benin
29–May 2 103rd AOCs Annual Meeting & Expo Long Beach, CA
30–May 2 PMCA's 66th Annual Production Conference Lancaster, PA

Please contact the Global Shea Alliance for further details: info@globalshea.com

Global Shea Alliance



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