



# GSA News Update

the official newsletter of the Global Shea Alliance

Welcome to the October edition of the Global Shea Alliance Newsletter! We hope you enjoy reading about our work in 2015 and the upcoming activities. 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 in Bamako

The Global Shea Alliance (GSA) will host its international conference at the *Centre International de Conférence de Bamako* (CICB) in Bamako, Mali from March 21 to 23, 2016.

The conference "Shea 2016: Enhancing Farm Value" will examine the shea industry's key role in 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. Panel sessions will also address key issues including the health benefits of shea as a food ingredient.



# Shea 2016

## Enhancing Farm Value

Bamako, Mali | March 21-23, 2016



## African Cosmetics Exhibition

The Global Shea Alliance, in collaboration with USAID and the National Shea Product Association of Nigeria, will host the 2<sup>nd</sup> annual African Cosmetics Exhibition from November 6-15, 2015.

The event will promote high quality shea-based cosmetics

made in Africa and expand markets for GSA members as a part of the Lagos International Trade Fair in Tafawa Balewa Square. Over 40 international exhibitors from seven West African countries will showcase their diverse and high-end shea-based cosmetics to an audience of 500,000 visitors.

The event is free and open to the public and will celebrate the unique and versatile uses of shea butter to participants.

The Global Shea Alliance looks forward to seeing you in Lagos!

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## June Executive Committee Meeting

The newly elected GSA Executive Committee held its second meeting of 2015 on June 8, 2015. The Committee established key promotion, sustainability, and quality projects for the upcoming year. Some of the exciting initiatives include the establishment of satellite offices in Washington, DC and Brussels, an inaugural conference in the European Union, and our Shea 2016 Conference in Bamako, Mali! The full Executive Committee meeting minutes can be [found on our website](#).



### EC Members

*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*



## GSA Opens Office in Washington, D.C.

In September, the Global Shea Alliance opened its first overseas satellite office in Washington, D.C. The United States office will be led by Yvette Badu-Nimako, who joins the Secretariat as the U.S. Operations Manager.

The new office will focus on shea promotion activities including an annual conference, research into shea health benefits, policy advocacy, and membership expansion. The office will also undertake fundraising activities to support the GSA sustainability program.

## Pilot Project for Warehouses

In collaboration with the USAID West Africa Trade Hub and African Partners Network, the GSA launched a one-year initiative to fund business development trainings for 20 women's groups. Through the pilot project, 600 women will learn about business development skills, cooperative development and management, shea kernel aggregation, and accounting and contract management.

At the conclusion of the project, the pilot program will benefit 6,000 women who will aggregate large volumes of kernels in these warehouses and sell directly to wholesale buyers, improving their profit per kilo between 50% to 100% above the June village price.





## New GSA Members

In the last quarter, GSA has registered 6 new members from 6 countries. Thanks for your support, and welcome to the GSA!

*Abegy Biochemicals – Nigeria*

*Lonaen – Poland*

*Special Refining Company – Netherlands*

*Birdlife International – UK*

*World Agroforestry Centre – Kenya*

*Churchwiin Trading – Ghana*

## 2015 Sustainability Working Group

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 will meet in Tamale, Ghana on November 9-11.

Name	Organization	Category
Anna Perinic	StarShea Ltd	Supplier/Social Enterprise
Aaron Ampofo	Rainforest Alliance	Certification
Aminata Niang	SOS SAHEL	Non profit
Antoine Turpin	IOI Loders Croklaan	Supplier
Antoinette Ouedraogo	REKAF	Women's Group
Ataoulaye Bah	ICCO	Non profit
Bart Botterman	Savannah Fruits Company	Supplier
Bilikisu Magoro	Magoro Foundation	Women's Group
Daniele Grace Warren	Just Shea	Non Profit
Dennis Garrity	World Agroforestry Center (ICRAF)	Research Organization
Fatima Alimohamed	Wilmar Africa Ltd	Supplier
Fatoumata Coulibaly	Karinor	Women's Group
Funlayo Alabi	Shea Radiance	Cosmetic Brand
Justine Humbert	L'Occitane	Cosmetic Brand
Mark Davis	The Body Shop (part of L'Oreal Group)	Cosmetic Brand
Monika Hjorth	AAK	Supplier
Quirin Laumans	SNV	Non profit
Ray Major	The Hershey Company	Food Brand
Safia Alhassan	Africa 2000	Women's Group
Sean Hall	Sundial Brands (Shea Moisture)	Cosmetic Brand
Senyo Kpelly	SeKaf Ghana Ltd	Cosmetic Brand
Shannon Hess	The Clorox Company (Burt's Bees)	Cosmetic Brand

## Sustainability Partner Profiles

Each month, the GSA highlights two 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 first profile on SeKaf Ghana Ltd. and their business development, health and safety, and conservation pilot projects.

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



### Success Stories from the Field

## Business Development and Quality Trainings for Women in Benin

With the help of Association Karité Benin and the Global Shea Alliance, a woman's group in Bori, Benin, 70 km outside of Parakou, has received trainings on shea nut processing and cooperative organization.

The 1,233 members of the ANTISUA group learned proper processing and storing techniques as well as how to engage with potential buyers. Madelaine, a member of the group, remarked that "with our training

and increased income, we are able to send our children to school, take care of our families when they are sick and feed and clothe them."

After signing a contract, the women received approximately \$12,500 including a bonus from the buyer for high quality nuts. The bonus raised the women's income 15% over traditional farm gate prices. While quality raises women's income, aggregation through warehouses can raise women's income by an additional 30 – 45%.

To date, Alliance Karité Benin has trained over 247 women's groups and has built 1 warehouse. By the end of 2016, they will have trained 300 groups across northern and central Benin and will construct 15 more warehouses.

Through a USAID grant, the Global Shea aims to provide over 5,000 women shea collectors from 250 women's groups across West Africa in quality, aggregation and market linkages trainings. With the help of USAID, ICCO and other donors, the GSA will construct 50 warehouses by 2016.



The Global Shea Alliance remains active on Facebook ([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)