

International Women's Day

IWD 2022 campaign theme: #BreakTheBias



*"Imagine a gender equal world.
A world free of bias, stereotypes, and
discrimination.
A world that is diverse, equitable, and
inclusive.
A world where difference is valued and
celebrated.
Together we can forge women's equality.
Collectively we can all #BreakTheBias."*

IWD 2022

Cheers to women all over the world!

From becoming President of a country to leading the World Trade Organization or simply just existing in a world where gender, economic and social biases define their existence, women continue to soldier on and be the best version of themselves creating and leading generations of trailblazers. The month of March is dedicated to women all over the world to celebrate their resilience and highlight some amazing achievements of inspirational women. We applaud the efforts of women as they stand against stereotypes, discrimination and exclusion and continue to break the glass ceiling, proving that indeed, the sky is the limit.

In accordance with the IWD2022 #breakthebias theme, the Global Shea Alliance (GSA) are delighted to highlight the hardworking women in the shea industry across Africa and acknowledge the many ways in which they #breakthebias in their work and social life. There is a story of resilience and dominance that rings true when we focus on rural shea women who carry an industry that continues to grow exponentially. Passed on from generation to generation, the shea business has been used to bond mothers to daughters and neighbor to friend, bringing women to work together as a formidable team to secure their livelihoods, educate themselves and their children and contribute financially to the betterment of their communities.



Throughout the existence of the GSA, we have come across thousands of women who have beaten the stereotypes that a typical rural woman would face such as being forced to sit at home with no jobs, being excluded from taking lead roles, being excluded from contributing to community developmental projects, or being subjected to labor that is not income generating. As they utilize the benefits of the shea tree, these women are providing the needs of their homes, sending their children to school, building community infrastructure and training themselves in other fields of work like being a midwife, a very important role in a rural community. The shea business has opened up a world of opportunities to these women and they are fearlessly navigating through them and making the best of it.



Empowering women to work together aligns with the mission of the GSA and so we facilitate the formation of women cooperatives to combine the efforts of rural women in shea collection and attract larger markets for increased sales. A lot of good has developed from these collaborations as women cooperatives help #breakthebias by training capable women to head these associations while squashing the negative stereotypes around women only organizations and associations. The sense of community and sisterhood that comes with these associations is second to none showing the growing love and support for each other.

*“Shea butter processing is very time consuming
and needs manpower. We work together as a team to make the process
faster and to finish on time”*

said Masahudu Janieda, a shea collector.

We would also like to celebrate the many women that work across the shea value chain helping to gather and distribute and bring awareness to shea nuts and shea butter globally. We are grateful for every woman associated with the GSA as suppliers, brands and retailers, non-profit members, affiliate members and members of producer national associations and would like to throw a big “CHEERS!” your way. We are grateful for your commitment to the women at the core of this industry and your determination to see overall progress in the shea industry.

