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## GENERATION RESTORATION!

Find out how Global Shea Alliance and its Partners are impacting the future of shea through the planting of 1,000 grafted shea seedlings on





# JULY WAS SHEA MONTH!



Global Shea Alliance has declared July as Shea Month in 2021 to create awareness on the need to grow more trees to safeguard parklands and promote industry sustainability with cross-regional activities including tree planting, community training, rallies, and social media campaigns.

As GSA encourages everyone to participate in the celebrations, GSA members across the producing countries undertook activities to commemorate shea month and here are some of the highlights:

## MESSAGE FROM THE NEW GSA PRESIDENT ON SHEA DAY

The Newly elected GSA President, Mamatou Djaffo shared a special message recording in recognition of Shea Day, July 16 urging us all to actively promote, plant, and protect the shea parklands and mitigate the damaging consequences of parkland degradation.

We can amplify our restoration effort by growing 10 million trees and protecting 4 million hectares of parklands. Only by taking collective action, can we combat the harmful effects of parkland degradation and the loss of shea trees.



## 100 SHEA SEEDLINGS PLANTED TO CELEBRATE SHEA MONTH

To commemorate Shea Month, SALID Agriculture Nigeria Limited, in collaboration with Women Shea Groups from the Kudu and Kusopa Communities, organised a one day campaign focused on shea tree cultivation. This initiative builds upon the achievements of the Global Shea Alliance's 'Developing a Resilient Shea Agroforestry Farm Model' project, which, under the guidance of Salid Agriculture, ran from 2021 to 2022.

During the event held in July, Salid Agriculture distributed 100 shea seedlings to the women collectors and offered guidance on best planting practices to ensure the co-existence of crops and trees in a harmonious manner. Furthermore, the Shea Development Initiative, an NGO, was launched to safeguard shea parklands, shea trees and other indigenous trees, promoting sustainability for the future.

Over the past two years, the community has been actively involved in planting and nurturing trees. A significant aspect of this effort involves empowering community members, including women collectors, youth and elders, instilling a strong sense of ownership and commitment to sustainability.



# JULY WAS SHEA MONTH!



## OVER 400 SHEA STAKEHOLDERS PARTICIPATE IN SHEA MONTH IN BURKINA FASO

In July, Burkina Faso hosted the 5th International Tree Fair in Ouagadougou, organised by Salon International de l'Arbre (SIA) under the theme 'Tree Resilience'. This important annual event brought together over 400 parkland stakeholders including representatives from the Ministry of Environment, Water and Sanitation, local authorities, agrosylvo-pastoral sector specialists, students, non timber and timber forest product organisations, NGOs and technical and financial partners. The event encouraged partnerships and knowledge exchange, showcasing innovative ideas in forestry and green initiatives.

The Fair highlighted the critical role of trees in combating climate change, preserving biodiversity and supporting local communities. Participants engaged in panel discussions on effective public policies amidst climate change and insecurity, emphasising the importance of trees in building community resilience. The 3 day event also included group discussions, a trade exhibition and tree planting activities to promote sustainable practices and demonstrate the country's commitment to a greener and more resilient future for generations to come.



Visit [www.actionforshea.com](http://www.actionforshea.com) to read more on parkland restoration practices



## LIVE SHEA SEEDLING GRAFTING

On July 13th, GSA hosted an informative live demonstration on shea tree grafting.

This event, led by Dr. Francis Chimsah from the University of Development Studies, Tamale, was an opportunity for participants to gain insights into the art of grafting shea trees, a technique that holds the potential to significantly boost productivity and resilience in shea tree cultivation.

By employing grafting, we can accelerate the fruit-bearing process of shea trees, reducing the waiting time from the usual 15 years for ungrafted trees to just 7 years. The demonstration covered crucial aspects such as scion selection, rootstock preparation, essential tools, and the precise steps involved in successful grafting.

Our expert team led the live stream, offering valuable insights and addressing questions from participants.

This unique opportunity allowed attendees to discover the importance of this technique and how they can actively participate in enhancing shea tree populations and productivity.



# JULY WAS SHEA MONTH!



## SHEA WOMEN ASSOCIATION OF NIGERIA RALLY TOGETHER FOR SHEA MONTH

The Shea Women Association of Nigeria (SWAN) organised a community gathering in Abuja, specifically in Nuku Village, Abaji Area Council, to raise awareness about the detrimental impacts of tree felling for purposes like charcoal production, timber and firewood on both the local community and the livelihoods of women who collect shea. The discussion also highlighted concerns regarding how these activities are negatively affecting the local environment, particularly soil degradation that is hampering local food production.

The event, which took place on 28 July 2023, successfully convinced the Chief of Nuku Village to lend his support. He pledged to educate the community about the adverse consequences of deforestation and committed to safeguarding the parklands. He promised to collaborate with Forest Guards, implement disciplinary measures and impose fines on community members caught cutting down trees. Furthermore,



he expressed his willingness to extend this commitment to discussions with the Executive Chairman of Abaji Area Council, recognising the importance of advocating for shea parkland protection.

## PARKLAND RESTORATION THROUGH RADIO BROADCASTS

Women shea collectors are using their voices to share expertise and experiences in shea collection and processing, aiming to empower other shea communities.

The Farmers Voice Radio Campaign, led by the Lorna Young Foundation, collaborated with the Tungteiya Women's Association to create radio programs on sustainable shea practices, covering topics like quality kernel production, tree regeneration, cultural practices and more.

Before broadcasting, a Program Reference Group (PRG) meeting is held which involves knowledge experts, facilitators and radio presenters, ensuring practical and relatable content. These radio programs, essential in rural West Africa, promote knowledge exchange amongst women, leading to improved income and shea parkland sustainability.

The broadcasts continue until June 2024 on:

- 📻 Fridays: Zaa Radio @ 7:45pm
- 📻 Mondays: Simli Radio @ 8:00pm
- 📻 Wednesdays: Zaa Radio @ 8:30pm and Simli Radio @ 7:00pm





# JULY WAS SHEA MONTH!



## RESOURCES SHARED DURING SHEA MONTH

<a href="#"><u>SHEA SEEDLING PRODUCTION MANUAL</u></a>	Global Shea Alliance (GSA) published a guide outlining how shea kernels can be cultivated in community based nurseries with minimal setup requirements. Even the smallest area adjacent to a home can serve as a suitable space for nurturing shea trees, as long as it is adequately protected and well maintained.
<a href="#"><u>SHEA VALUE CHAIN AS KEY PRO-POOR CARBON-FIXING ENGINE IN WEST AFRICA</u></a>	A 2020 study conducted by the GSA and the Food and Agriculture Organisation of the United Nations found that by increasing the number of shea trees annually by 7 million, the amount of CO2 sequestered could potentially result in a carbon footprint of -8 tonnes CO2 for every ton of shea kernel produced. This represents a significant reduction in greenhouse gas emissions.
<a href="#"><u>SHEA PARKLAND MANAGEMENT, PERCEPTION OF BEST PRACTICES</u></a>	GSA and AAK collaborated on the comprehensive report titled 'Shea Parkland Management: Perceptions of Best Practices'. The report delves into various initiatives aimed at preserving shea tree populations, evaluating their effectiveness, identifying challenges, and exploring potential solutions and trade offs.
<a href="#"><u>PARKLAND MANAGEMENT GUIDELINES</u></a>	This comprehensive guide provides in depth information on parkland management practices vital in maintaining the delicate balance between conservation, education and the sustainable utilisation of natural resources. It talks about Farmer Managed Natural Regeneration (FMNR), biodiversity and pollinators and the development of local conventions and bylaws, providing practical and relevant solutions.
<a href="#"><u>BEST PRACTICE MANUAL FOR SHEA AGROFORESTRY FARM MODEL</u></a>	The Best Practice for the Shea Agroforestry Farm Model is designed to serve as a guide and a reference for stakeholders interested in replicating the farm model. It features key topics and concepts and details the necessary steps in establishing and managing a successful model farm.
<a href="#"><u>SHEA TREE PLANTING MANUAL</u></a>	GSA produced a comprehensive guide outlining the planting and aftercare for shea seedlings in communities and surrounding parklands. The guide takes into consideration factors such as community engagement for land availability, logistics, hole preparation, as well as the necessary protection and maintenance required to ensure successful growth into mature trees.



# SUSTAINABILITY UPDATES



## 100 SHEA SEEDLINGS PLANTED TO CELEBRATE SHEA MONTH

GSA, under the Ghana Shea Landscape Emission Reductions Project (GSLERP), teamed up with Zaa Radio to record its first focus group radio program.

The discussion revolved around the vital subject of Shea Parkland Management and featured 12 members of the Tungteiya Shea Cooperative, alongside other shea experts. These women bring a wealth of expertise, particularly in managing the local shea seedling nursery, a key component of the project."

During this first recording, discussions were held in the local language, Dagbani, vital in ensuring that key topics are effectively communicated to other shea producing communities. Some of the topics raised during the discussions were:

- How to protect young shea seedlings
- Are there bye laws in place to prevent tree cutting
- The devastating impact of bushfires
- Strategies to prevent deforestation
- Best practices in charcoal production

These recorded sessions, along with others in a total of 5 different local languages, will be broadcast at various times and days to ensure a wide reaching impact throughout Northern Ghana.

The radio programs aim to preserve the shea parklands and empower local communities.

Watch this space for more pictures and videos of the process and testimonies from the women involved.



**ARTICLE**



**REIMAGINING PREFINANCE FOR SHEA COOPERATIVES: A MULTI STAKEHOLDER APPROACH TO BUILDING SUSTAINABLE SHEA BUSINESSES**

[READ HERE](#)

**ARTICLE**



**UNLEASHING THE GLOBAL POTENTIAL OF SHEA BUSINESSES THROUGH TRANSFORMATIVE BUSINESS COACHING**

[READ HERE](#)



# INDUSTRY UPDATES



## GSA SIGNS AGREEMENT WITH AFDB'S ACCF TO LEVERAGE OVER USD 1.3 MILLION TO PROMOTE CLIMATE RESILIENCE IN TOGO AND BURKINA FASO

Our latest project, titled, 'Towards Climate Resilient Shea Communities in Togo and Burkina Faso', in partnership with the Africa Development Bank Africa's Climate Change Fund has commenced.

The project will reduce the climate vulnerability of 7,500 women shea collectors and their communities in Togo and Burkina Faso, by increasing income generated from activities like shea and beekeeping and improving community led parkland management practices.

Effective communication with our stakeholders is a fundamental aspect of ensuring the success of this project. To this end, in late August, we conducted a 10-day community engagement program in northern Togo, covering the communities of Kpalime, Sotouboua, Bago, Sokode, Kara and Guerin-Kouka.

A total of 124 participants (113 women and 11 men) from 5 co-operatives participated in these stakeholder engagement sessions. These engagements facilitated a shared understanding of the project's objectives, implementation processes, expected contributions, upcoming plans, activities and the specific roles needed to accomplish our shared goals. The community engagement also provided valuable insights into the challenges and needs of the cooperatives within these communities, enabling us to offer tailored support throughout the implementation phase.

In the next phase, we will conduct Training of Trainer sessions on aggregation, co-operative and business development.

Key project partners include AGROKOM, GACE/ALAFFIA, LABEL D'OR, SOCIETE TOGOLAISE DE KARITE, and TAWA BIO.

The project is jointly financed with a \$996,700 grant from the AfDB's Africa Climate Change Fund, complemented by an additional \$400,000 contributed by GSA.

If you would like to find out more about the project, contact the Project Manager, Nestor ndehouindji@globalshea.com



## SHEA FEATURED ON AFRICA VERIFIED

In the 'Beyond The Headlines' series presented by Africa Verified, Aaron Adu, the Managing Director of GSA, along with GSA members Savannah Fruits Company and Naya Naturals, delve into the inner workings of the shea industry.

They shed light on the collaborative efforts of the Global Shea Alliance and its members, explore the intricacies of the handcrafted butter market, and emphasize the impact of sectors such as vegan products, food, and cosmetics in fueling demand.

Click the play button to watch the video.





# WORKSHOPS AND EVENTS

## OVER 170 AGRIBUSINESS STUDENTS ATTEND A SHEA BUSINESS EMPOWERMENT PROGRAM LEARNING EVENT

On 16 August 2023, the Global Shea Alliance (GSA), in partnership with the Mastercard Foundation, as part of the Shea Business Empowerment Program (SBEP) to make shea business attractive to youth, organised a learning event for over 170 Agribusiness students from the University for Development Studies (UDS) in Tamale.

During the event, the 50 agribusiness students from UDS who completed their 2 month assignments in 2022, shared their learnings and experiences from their engagement with the shea cooperatives they were assigned to. This helped prepare the second round of 120 students who were about to take up their placements.

The Vice Chancellor of the University, Professor Seidu Alhassan, emphasised the importance of academia's partnership with the private sector and shared insights and practical lessons on how Ghana's agricultural sector, which he termed as the backbone of the country's economy, can be improved to provide continuous sustenance and a reliable source of income for its population and beyond.

The Shea Business Empowerment Program is a 3 year strategy to create 90,000 dignified and fulfilling work for women shea collectors and processors with 30,000 of those jobs focused on youth. The strategy is supporting 150 shea cooperatives and 300 SMEs to access capital and develop critical skills and market linkages within the shea value chain.



## 1,000 GRAFTED SHEA SEEDLINGS PLANTED IN NORTHERN GHANA

On 13 September 2023, the GSA inaugurated a shea seedling site in Tamale, marked by a ceremonial tree planting event held at the 69 Airborne Military Camp. The location is intended to showcase grafted seedlings, capable of producing fruit in just 5-7 years, a significant contrast to the natural 20 year gestation period required for ungrafted shea seedlings.

This event played a pivotal role in the Ghana Shea Landscape Emission Reductions Project (GSLERP), a collaboration between the United Nations Development Programme (UNDP), Ghana's Forestry Commission and the GSA. Funding is provided by the Green Climate Fund (GCF) and the private sector.

Approved in 2020, the GSLERP project focuses on revitalising deteriorated shea parklands through public private partnerships. Its objectives include improving carbon stocks by restoring 100,000 hectares of degraded



and threatened shea parklands which would enhance climate resilience and support women collectors in restoring shea parklands with high yielding varieties of shea and other economically valuable trees.

To date, in collaboration with project partners, the GSA has established 45 shea nurseries and potted 1.6million shea seeds. As a result of project activities, a total of 70,940 non shea trees, 3,047 shea trees, and 25,000 grafted shea seedlings have been planted. By 2024, it is anticipated that 1 million seedlings will have been grafted and transplanted. Upon project completion, the goal is to have planted 3.5 million shea trees and 500,000 non shea seedlings.

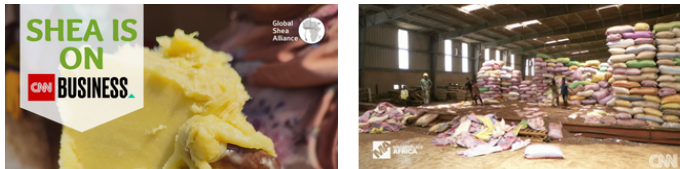




## SHEA FEATURED ON CNN BUSINESS

CNN Business Marketplace Africa featured the shea industry and the Global Shea Alliance's Managing Director, Aaron Adu, and discussed the surging demand for shea in both established and emerging markets.

Aaron emphasised how evolving national and international regulations are significantly contributing to this rising demand. This televised feature forms part of GSA's strategic efforts to enhance the visibility, reputation and growth of the shea industry and at the same time provides a platform to enlighten consumers, businesses,



policymakers and investors on the persistent challenges in the supply of this valuable commodity. For an in depth look at how Ghana is expanding its shea kernel industry and exploring new economic opportunities, click [here](#)

## 35 NEW COOPERATIVES RECEIVE CERTIFICATES OF REGISTRATION

On 16 August 2023, Charles Sarfo Boampong-Northern Regional Director of the Department of Co-operatives, awarded Certificates of Registration to 35 newly established shea co-operatives through the Shea Business Empowerment Program (SBEP), a partnership with the Mastercard Foundation.

This program aims to create 90,000 employment opportunities for women engaged in shea collection and processing, with a particular focus on attracting young women. It addresses industry barriers such as limited



access to financial services, capacity building and digitalisation. Shea butter co-operatives, functioning as Small and Medium Enterprises (SMEs), play a crucial role in empowering women and their communities. The project has so far empowered 78 young women to take leadership positions within their co-operatives, challenging age biases and reshaping social norms in rural shea communities. These young leaders hold key roles like Administrator, Financial Secretary, Vice Chairperson and Organiser, giving them a voice in managing and evolving their small businesses. The project provides training, coaching, and entrepreneurial support, enhancing their business skills and fostering individual and cooperative growth. SBEP ensures women co-operatives gain access to financial services, transportation, warehousing, business management expertise, technical training and market connections.

## NEW NATIONAL ASSOCIATION FORMED IN GUINEA

In July, Guinea's shea industry achieved a significant milestone with the establishment of a Shea National Interprofession. National Interprofessions, present in shea producing countries, serve as essential collaborative bodies involving various stakeholders. They facilitate communication between the shea industry and the government, addressing shea related issues and shaping national strategies. The workshop primarily focused on creating bylaws for the future of Guinea's shea industry





# WORKSHOPS AND EVENTS

and electing an Executive Committee. Shea production is economically vital, especially in rural areas, empowering women who collect and process shea kernels. A substantial portion of Guinea's shea remains uncollected each year, underlining the potential benefits of the National Interprofessional in improving the shea supply chain.



“Our aim is to see all our stakeholders at the national level working together for the development of the industry. Going forward, we will focus on developing a national strategy that takes into account the needs of every actor from collector to processor and local SMEs as well as international brands”

**Bintou Sagno**  
Newly elected President of the Guinea National Interprofession

## GSA PARTICIPATED IN 7 EVENTS AT COP 28

At COP 28 in UAE Dubai, Global Shea Alliance actively participated in 7 presentations and engaged in discussions that underscored the organization's ongoing commitment to climate resilience and adaptation in the shea belt.

Among the key topics discussed was the Action for Shea Parklands initiative, aiming to grow 10 million trees and protect 4 million hectares of Shea parklands across West Africa. Supported by public and private funding, this initiative was implemented through impactful public-private partnerships.

The discussions also highlighted the significance of private sector partnerships in land restoration, emphasizing their role in generating income and employment opportunities for shea communities.

Sessions explored the various roles the private sector can play in restoration and identified key partnership mechanisms to unlock their full potential. Strategies to ensure the integral involvement of women shea collectors in climate change adaptation and economic empowerment were discussed, with a focus on cooperative frameworks breaking traditional barriers.

Another session explored the inter-relationship between gender and climate action, and how gender effectively can be integrated into climate planning processes and strategy

Best practices, successes, and reflections on future actions were shared, emphasizing the need for continuous collaboration, economic considerations, and exploring viable business models for financing restoration efforts by banks and the private sector, with a particular focus on youth inclusion.



<b>3 DEC</b> 12:45-14:00 GST	<b>Francophone PAVILLION</b> Réussites et Impact : Projets d'Adaptation aux Changements Climatiques en Afrique financés par le FCCA
<b>4 DEC</b> 9:30-11:30 GST	<b>MDB PAVILLION</b> Investing for a green future: gender responsive finance in Africa
<b>5 DEC</b> 9:00-11:00 GST	<b>GASP PAVILLION</b> Restoring Shea Parklands in the Sahel
<b>8 DEC</b> 12:30-13:30 GST	<b>UN Women PAVILLION</b> The Burkina Faso LD LEDS as vehicle for gender responsive just transitions
<b>6 DEC</b> 13:00-15:00 GST	<b>UNCDF PAVILLION</b> Leveraging Public Private Partnerships for Land Restoration in the Sahel: An example from the Shea Value Chain
<b>10 DEC</b> 15:00-16:00 GST	<b>Burkina Faso PAVILLION</b> Catalyzing Trade as a Mean to Achieve the Great Green Wall Goals
<b>10 DEC</b> 17:30-18:30 GST	<b>Resilience Hub PAVILLION</b> Unholy Alliances: Fostering multistakeholder coalitions for food system transformations



# MEMBER HIGHLIGHTS

## KPIHI SAHA: A SHEA RADIO PROGRAM TO PROMOTE ECONOMIC RESILIENCE



Rakia Shaibu, a shea nut collector and processor in Yipielgu  
Credit: Fatah Mahama, Solidaridad West Africa

For years, women collectors and processors have lacked access to market and technical information to improve their operations. To obtain pricing information or other market insights women have had to travel to major cities on market days to get the most current information or otherwise sell their products at whatever prices they are offered within their locality.

Kpihi Saha which means 'Shea Time' is a radio program that is redefining how women shea collectors and processors build economic resilience through access to information, including market data and educational materials. The radio program which is led by The Body Shop in partnership with, the Lorna Young Foundation (LYF), Tungteiya Women's Association, Cargill Zor, Solidaridad and the Global Shea Alliance uses LYF's participatory radio methodology, Farmers' Voice Radio, to produce radio programmes that amplify the voices of women shea producers and addresses key issues that matter to them.

In Ghana, radio remains a vital information resource to rural communities. Through the radio program, women collectors and processors are able to gain more visibility into market activities driving demand, influencing supply and impacting shea prices. Kpihi Saha is broadcast 4 times a week on local radio stations, Zaa FM and Simli Radio in Dagbani, the local language, to an estimated audience of 400,000.

Through the program, women discuss quality

protecting the shea parklands, as well as broadcasting local shea market prices.

In addition, 5,720 women will receive training on gender smart business skills, collective marketing, health and safety, climate smart agriculture and income diversification. The project complements GSA's Action for Shea Parklands initiative, with community level advocacy focused on sustainable management of the shea parklands. The Body Shop visited the project at the end of 2022, and met shea nut collectors and butter processors who feature in the weekly radio programmes.

Saudatu told us *'The Kpihi Saha radio programmes have transformed my life. I used to add spoiled kernels, but the programme taught me to remove them and now I get better shea butter, it is high quality. I educate a lot of people about the Kpihi Saha radio programme [...] It makes me feel important, that I am an ambassador'*.

Rakia Shaibu shared how access to information has changed her practices and the impact of this on her family, *'I never imagined I could make 200 Ghana cedis profit from my shea nuts, but now I am able to make between 300 and 400 Ghana cedis. This school academic calendar when my husband was unable to pay for our children's school fees, I did not struggle to pay.'*

On 22nd March, The Body Shop International won the Sedex Sustainability Award for Community and Collaboration for their work in a multi partner collaboration to strengthen the sustainability of the shea supply chain in northern Ghana! This project is funded by the Fund for Responsible Business (FVO), as part of the Netherlands Enterprise Agency, The Body Shop International and Cargill Zor.



Virginia Sampaio from The Body Shop International meeting the Kpihi Saha Programme Reference Group in Yipielgu, Ghana Oct 2023.

Credit: Hannah Clark, Lorna Young Foundation



# MEMBER HIGHLIGHTS

## 250 TRAINED IN WORKSHOP TO ADDRESS THE CHALLENGES OF SHEA SUSTAINABILITY IN TOGO



The Togo Shea Sector (FIKATO) held a training workshop for its members on 9 February 2023 at the Kara Convention Centre, in northern Togo under the theme 'Togo's Shea Sector Facing the Challenges of Sustainability'.

The workshop brought together more than 250 participants, mostly women from FIKATO cooperatives and is part of the sector's strategic plan to renew and sustain the shea resource in the face of the combined effect of global warming and human activity.

Shea in Togo faces numerous operational and environmental challenges that will impact its evolution in the coming years. Investment in securing the sustainability of shea is imperative for the country, ranked as the 7th largest producer in the world.

FIKATO's objective is to raise awareness regarding the threats that jeopardise the development of the shea sector and to intensify actions for the renewal of shea parklands. The shea sector of Togo launched a reforestation campaign to plant several hundred thousand shea trees throughout the country and growers in each region have been trained to produce nurseries for this purpose.

*'It seems urgent to me to launch from this rostrum an urgent call for awareness and above all for action to guarantee future generations the chance to benefit from the advantages that this manna from heaven provides us. I would like to be able to count on the mobilisation of each of you. A mobilisation to maintain the momentum of reforestation of shea trees to contribute a little to the national dynamics of*

*reinforcement of our vegetation cover carried by the government under the wise leadership of His Excellency the President of the Republic, Faure Essozimna GNASSINGBE', said Mrs. Elisabeth Essodolom Pali-Tchalla, the president of FIKATO at the opening of this workshop.*

This initiative, amongst others, is one of the ways to address the challenges facing shea sustainability in Togo. The initiative has been supported by FIKATO, the Togolese government and other industry partners including the Global Shea Alliance and the Enhanced Integrated Framework.

## L'OCCITANE & ITS EMPLOYEES SUPPORT TREE REGENERATION IN BURKINA FASO



Every year, L'OCCITANE thanks its employees for their loyalty, by taking action to preserve trees (planting, helping regeneration...), and contribute to the protection and regeneration of biodiversity.

in 2023, the choice fell on the UGF/CDN, a cooperative of women shea butter producers located in the Centre-West region of Burkina Faso, focusing on two complementary themes. Activities began this summer with the implementation of Assisted Natural Regeneration on shea trees, a traditional method of helping young shoots to grow.

In the Lati forest in the commune of Ténado, 20 women shea nut collectors and members of the UGF/CDN have undertaken to nurture 700 shea saplings over a 3-year period. To carry out these activities on the 21ha of identified forest, they received training in RNA techniques, plant maintenance equipment and a tricycle to facilitate water transport.

In addition to shea, 1,300 fruit tree seedlings were selected and distributed free of charge to 521 women members of UGF/CDN. These trees will be planted and maintained by each beneficiary for the benefit of their families.



# PARTNERSHIPS



The Global Shea Alliance is committed to sustainable shea production and environmental responsibility. We are thrilled to announce our partnership with the Global Evergreening Alliance to address the challenges posed by the decline in tree populations in the shea industry.

Together, we will exchange knowledge and tools, collaborate on capacity-building initiatives, and accelerate the restoration of the shea parklands. The Global EverGreening Alliance, through its member organizations and collaboration with governments and multi-lateral agencies, drives large-scale land restoration efforts, fostering cooperation across institutions and borders. This partnership will play a crucial role in promoting sustainable land restoration and agroforestry, benefiting the environment and the well-being of shea women collectors, ultimately benefiting all stakeholders.

# GSA SECRETARIAT PROJECTS MANAGER



Prince heads the Shea Business Empowerment Program (SBEP) and is the Members' Project Manager at the GSA. He leads the implementation of capacity development training for shea cooperatives and SMEs and facilitates private partner engagements with shea cooperatives on donor funded projects.

To find out more about the SBEP project and how you can get involved, send an email to [p.nunoo@globalshea.com](mailto:p.nunoo@globalshea.com)

# UPCOMING EVENTS

## SHEA 2024 BRIDGING THE GAP

5-7 MARCH, 2024

NAF CONFERENCE CENTRE & SUITES - ABUJA, NIGERIA

## EU 2024 DRIVING CHANGE FROM TREE TO CONSUMER

15 APRIL, 2024

BELUSHI'S GARE DU NORD - PARIS, FRANCE



# WOULD YOU LIKE TO CONTRIBUTE TO THIS NEWSLETTER?

[e.ababio@globalshea.com](mailto:e.ababio@globalshea.com)



## INTERESTED IN BECOMING A MEMBER?, HERE ARE SOME BENEFITS



Market linkages to 919 member organisations, representing 39 countries



Technical support for supply chain marketing and sustainability initiatives



Exclusive market information



Industry and media exposure through GSA publications and events



Organisational alignment with industry quality sustainability and promotion initiatives



Opportunities to collaborate on working groups



Participation in the GSA Sustainability Program



Online access to member directory and research database



Discount access to GSA events



Voting rights at the annual General Assembly

To Become A Member

[Click Here](#)

For further information, contact the  
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