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FOR IMMEDIATE RELEASE

GSA's Sustainable Shea Initiative Extended to Further Promote the Sustainable Expansion of the Shea Industry

The Global Shea Alliance has been granted a three-year project extension by USAID to further its core mandate of sustainability and industry promotion, through the implementation of multi-stakeholder activities. The extension, with additional funding of over \$2 million, was based on increased private sector interest for the program and the opportunity to reach additional women shea collectors, facilitate trade and market linkages for shea stakeholders.

Since inception in 2016, SSI has been instrumental in integrating women collectors and processors into the global market system, establishing more sustainable supply networks, building the technical capacity of GSA members through dissemination of best practices and facilitating market linkages. Partners have donated 264 warehouses; trained 213,656 women collectors; provided technical assistance to 2,795 organizations; established 3,939 market linkages; and facilitated trade of 529,772MT of shea, equivalent to over \$311 million. While the extension will continue to award sub-grants for capacity building of 69,000 women shea collectors across seven producing countries, it will also support 180 existing shea cooperatives to become self-reliant and promote parkland restoration efforts in the seven countries. Additionally, the extension will accelerate GSA's goal of expanding the utilization of shea in the food and cosmetic sectors through conferences, policy analyses, dissemination and partnership building.

As stated by the President of the GSA, Simballa Sylla, "this extension is not only an indication for the Alliance through all its members to keep delivering results for the growth of the industry. It also demonstrates the power of collaboration and multi-stakeholder engagement. I am confident that the targets set in this partnership will move us even further to creating the industry of the next decade."

End

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About the Global Shea Alliance

The Global Shea Alliance (GSA) is a non-profit industry association with 706 members from 36 countries including women's groups, brands and retailers, suppliers, and NGOs. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics. To learn more, visit www.globalshea.com.

About USAID/West Africa

The USAID/West Africa mission's goal is to promote social and economic well-being in the region. Spanning 21 countries, USAID/West Africa designs and implements programs with West African partners to strengthen systems of non-violent conflict management, support economic growth, and expand quality health services. For more information, visit <https://www.usaid.gov/west-africa-regional>.

About the Sustainable Shea Initiative

In 2016, the GSA launched the Sustainable Shea Initiative, with funding from USAID. The partnership will match up to \$8,529,743.94 USAID funds with \$18,192,614.58 in private sector and donor funding, raised by the GSA to implement sustainability activities and promote global demand for shea in food and cosmetics. The key outcomes include:

- Facilitate shea exports with value of \$360,763,559
- Facilitate investment of \$7,530,000 in the shea sector
- Donate 334 warehouses for women shea collectors and processor groups
- Increase income of shea collectors by \$7,442,625
- Create 14,000 full-time equivalent jobs

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