

Global
Shea
Alliance



Newsletter

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433 Stakeholders Unveiled the Value of Shea in Accra



433 Stakeholders Unveiled the Value of Shea in Accra

The GSA held its 12th Annual International Conference in Accra, Ghana under the theme “Unveiling the Value of Shea” from March 11 to 13. The opening ceremony was attended by the Ghanaian Minister of Trade and Industry, Alan Kyerematen, and the U.S. Ambassador to Ghana, Stephanie S. Sullivan.

Participants from 26 countries listened to 56 speakers presenting on various topics including supply expansion, increasing shea utilization, leveraging public private partnerships, and local value addition.

The conference presentations are available for GSA members. Please email Nestor Dèhouindji at ndehouindji@globalshea.com to access them.



From left to right: Adu Ampomah, Advisor to Minister of Agriculture; Stephanie S. Sullivan, U.S. Ambassador to Ghana; Alan Kyerematen, Minister of Trade and Industry; Badiè Marico, Global Shea Alliance President; Kasper Torup-Villadsen, Global Shea Alliance Vice-President; Paulin Zambelongo, Enhanced Integrated Framework Coordinator

Shea 2019 Highlights

Business-To-Business Forum

115 were matched to 15 hosts including kernel and butter buyers, technical consultants, financial institutions, and standard organizations.

SME Training

100 SMEs received trainings on business management, export processes, packaging, social media marketing, and practical demonstrations on cosmetic formulations.

Shea Expo 2019

40 exhibitors from 7 countries showcased shea-based cosmetic products including soaps, creams, lotions, and lip balms.

Field Visits

59 participants visited 3F Africa and Ghana Nuts shea processing factories in Tema, and 10 participants visited The Savannah Fruits Company, and the Tungteiya Women's Group Association in Tamale.

Testimony From Participants

“I am always happy to attend shea conferences because I have been able to take care of my children and contribute significantly to the household fees thanks to my shea activities.”

Mamatou Djaffo - Madjatom Women's Group

“The conference permitted us to understand emerging issues and trends in the sector. The small business training and field visits helped us to think about how to setup our processing facility and market our product.”

Janine Morna - Kaara Organic

2018 General Assembly Highlights

On March 11, the Global Shea Alliance held its Annual General Assembly in Accra, Ghana. Below are the key outcomes:

- The 2018 Annual Report was approved.
- The GSA governance structure was reviewed and the following changes were approved:
 - 6 membership categories: women's groups, suppliers, brands and retailers, non profits, producer national associations, and affiliate members
 - Executive Committee composition: 11 members, including 1 women's groups representative, 2 suppliers representatives, 2 brands representatives, 1 non profit representative, and 5 national associations representatives
 - EC tenure: 3 years, for a maximum of two terms
 - Online voting and in-person voting at the General Assembly



Cumulative results of the sustainability program

Click the links to access the [Annual Report](#), the [General Assembly Meeting Minutes](#), and the [Executive Committee Meeting Minutes](#).



GSA Held Two Sustainability Working Group Meetings

In November 2018 and March 2019, the GSA held two Sustainability Working Group meetings in Tamale and Accra (Ghana) attended by 29 and 20 organizations respectively.

Members reviewed progress made on the sustainability program implementation and decided to pursue two additional research including warehouses utilization and shea life cycle assessment.

They also reviewed and adopted the vernacular warehouse manual which will be published by the summer. This manual provides a variety of options to partners for constructing warehouses in the communities at lower costs.



SWG Volunteers visiting shea parklands in Gupanarigu, Ghana

10 New Sustainability Partners Registered

The GSA registered 10 new sustainability partners in Ghana and Nigeria from October 2018 to March 2019.

Sustainability Partners commit to respecting the GSA sustainability principles in their daily operations, including women's empowerment, decent working conditions, development of local communities, and the protection of ecosystems. They also implement projects to address these guidelines, and report annually on their activities to the GSA. Click [here](#) to find out more.

Are you interested in learning more about the Sustainability Program? Email Edem Asimadu at easimadu@globalshea.com.

| Category | Organization |
|--------------------|----------------------------------------------------|
| Non Profits | |
| Ghana | Agritree Sustainable Centre |
| | Northern Development Society |
| | Rural Interventions for Development and Employment |
| Nigeria | Agriable Limited |
| | Bei Agro Foundation |
| Suppliers | |
| Ghana | A Mahama Company Ltd |
| | Abstergo Limited |
| | Maltiti |
| | Nuts for Growth |
| | The Pure Company |

GSA Sustainability Partners Donated 21 Warehouses

From October 2018 to March 2019, GSA Sustainability Partners in Burkina Faso, Ghana, and Nigeria donated 21 warehouses which will benefit 21,772 women.

To maximise the number of warehouses donated to women collectors, partners continue to champion innovations by using traditional materials in warehouses construction, and refurbishing existing warehouses.

"Now that we've tested the feasibility of the vernacular warehouse model, this model will be adopted in all the areas where gravel is available so we can provide even more warehouses."

**Mahama Alhassan -
Presbyterian Agricultural Services**



Warehouse constructed with gravel blocks in Fuu, Ghana.

Faces of Shea

You have heard about how the shea industry change women's lives in Africa. **"Faces of Shea"** connects you with the women behind the shea industry.

Catch a snapshot of **"Faces of Shea"** by clicking [here](#).



GSA Held its Quality Working Group Meeting

In November, the GSA held its Quality Working Group meeting in Accra, Ghana.

Members discussed opportunities to develop standards for unrefined shea butter. The group decided to use existing standards and draft a document to guide the applicability and choice of standards according to utilization and markets.

The working group also discussed mineral oil, aflatoxin, and insecticide contaminations. The working group recommended further stakeholder engagements and discussions to find common solutions to mitigate the challenges identified.



GSA members use quality poster to train women collectors

140 Small Businesses Attended Business Development Workshop

In November 2018, in partnership with Ghana EXIM Bank, the GSA organised a seminar for small cosmetic businesses as part of the Africa Cosmetics Exhibition.

The training focused on pre and post-trade show engagements to ensure optimal benefits from participation in various exhibitions. Four women entrepreneurs who have participated in previous editions shared their experience.

"The shea butter market is huge, and only one entrepreneur cannot satisfy the demand. Let's work together as a team. We are not competitors."

Fulera Seidu - Winamzua



The Second Lady of the Republic of Ghana - Her Excellency Samira Bawumia delivered a keynote speech at the opening ceremony

GSA Members Showcased Shea Products to +20,000 Visitors in Dubai

On November 18-21, 18 GSA members with support from DFID through ITC's SheTrades in the Commonwealth Project, EXIM Bank Ghana, and GRET attended the Middle East Organic and Natural Product Expo in Dubai.

During the event, they showcased shea based cosmetics products including shea butter, shea oils, shampoo, lip balms, body lotions, shea creams, shea soaps, and black soap to more than 20,000 visitors.

Please email Prince Nunoo, at pnunoo@globalshea.com for more information.



Middle East Organic & Natural Products Expo is the largest event for organic and natural products in Dubai

"This show allowed me to establish about thirty new contacts in Burkina Faso, Ghana, Uganda, Algeria, Guinea Conakry, Saudi Arabia, Europe, India, and Dubai. In business, a contact made today can open up opportunities for you in a year or two."

Moumouni Konaté - Savonnerie Parfumerie du Houet

If you have any newsletter contributions, please email Nestor Dèhouindji at ndehouindji@globalshea.com.



GSA Provided 380 Technical Assistancess

From October 2018 to March 2019, the Global Shea Alliance provided 380 technical assistances.

The advisory services related to sustainable production, sourcing, and marketing, were provided to international food and cosmetic brands, ingredient suppliers, non profit organizations, and women's groups.

"I wanted to design a video to communicate on how our new shea butter line was inspired by women from West Africa. GSA provided useful guidance and photos that helped me to achieve this."

Rick Ferritto - Petology

Need Technical Assistance ? We Provide!

GSA provides technical assistance to members on sustainable production, sourcing, processing, consumer marketing, corporate communications, product development, certifications, export procedures, quality requirements, fundraising, access to finance and partnership development.

Please email GSA Membership Coordinator Prince Nunoo at pnunoo@globalshea.com with any questions.

GSA Facilitates 955 Market Linkages

The Global Shea Alliance facilitated 955 market linkages to establish business relationships between buyers and sellers from October 2018 to March 2019.

Through conferences and exhibitions in Africa, Asia, Europe, and North America, as well as one-on-one introductions the GSA provide valuable networking platforms for industry stakeholders.

"I was introduced to a shea butter buyer in France. We've exported for the first, and we look forward to consolidating this opportunity."

Godwin Anasigwe, Churchwin Trading

Interested in Markets Linkages? We Facilitate!

GSA facilitates market linkages and trade connections to establish relationships between buyers and sellers.

Please email GSA Membership Coordinator Prince Nunoo at pnunoo@globalshea.com with any questions.

Update From Producing Countries

Table Filière Karité Trains its Members on OHADA Law

Table Filière Karité (TFK) is the national association of shea stakeholders in Burkina Faso. In 2018, the association trained its members on OHADA Law to ensure good governance of shea cooperatives.

The OHADA Law aims at guaranting legal and judicial security for investors and companies in its Member states.

The application of the Uniforms Acts of Cooperative Societies varies in each Member State.

Below are some key points on the OHADA Law:

- The cooperative must have at least 5 members
- The cooperative must have a document that highlight the rules and regulations that govern its members,
- The cooperative must organise a Constituent General Assembly to designate the Executive Board members and the Supervisory Board

Click [here](#) to find out more.

"We are planning to align all our women's group with the OHADA law which govern the cooperative."

Antoinette Ouedraogo - Executive Committee Representative from Burkina Faso



TFK members during their General Assembly

Welcome to our new members!

From October 2018 to March 2019, 60 organizations from Africa, Europe, and North America joined the GSA. The new members include 2 affiliate members, 13 brands, 29 suppliers, 5 non-profits, and 11 women's groups.

| Country | Organization |
|-----------------------------|------------------------------------------------------------------------|
| Affiliate Members | |
| Ghana | Footprints Bridge International |
| | Norfund |
| Brands and Retailers | |
| Canada | Fashion Priests Inc. |
| Germany | Miacosa Cosmetics |
| Ghana | Ayofa Essentials Ltd |
| | Esam Royal |
| | Golden Crumbs |
| | Kaara Shea |
| | Marche Exclusive Ventures |
| | Nadab Beauty klinik |
| Nigeria | SheaHub Africa |
| | Shea Gleam |
| | Shea Revelation |
| | Rivka Organics |
| USA | Shea Yeah |
| Non-Profits | |
| Ghana | For All Africa Foundation |
| | Northern Development Society |
| | Rural Intervention for Development and Employment - RIDE |
| | Salah Foundation |
| Netherlands | Fair Climate Fund BV |
| Togo | Association des Jeunes Volontaires au Service du Monde Environnemental |
| Suppliers | |
| Austria | SENNA Nahrungsmittel GmbH & Co KG |
| Brazil | Imbituba Importadora Ltda |
| Canada | Baraka Shea Butter |
| Côte d'Ivoire | Biocosmik Sarl |
| | Intertek |
| France | TamTam Export |

| Country | Organization |
|-----------------------|-------------------------------------------------|
| Ghana | Agro Eco-Louis Bolk Institute Ghana |
| | Cedex - Yunk |
| | Coly Ghana Limited |
| | Florence Ohene- Kyei |
| | Jolox Ghana Limited |
| | Kongo Community Development Association (KoCDA) |
| | MarketWealth |
| | Nuts for Growth |
| | Refresh «A» |
| | Seth Ayitey Larmie |
| | Guinea |
| India | Manorama Industries Limited |
| | Mayank Cattle Food PVT LTD |
| Nigeria | Aftropat Global Exports Limited |
| | Green Light Business |
| | Walmann Group |
| Russia | Jaqston Trading Limited |
| Togo | Nioto |
| United Kingdom | Consensus Innovations & Technology |
| | Olam Food Ingredients UK Ltd |
| | Solai Holdings Limited |
| | Vita-Electric Foods Ltd |
| Women's Groups | |
| Burkina Faso | Association Songtaab Yalgre |
| | Karibel Karite |
| | Maison Victoria |
| Ghana | Northern Butter |
| | Savannah Women's Association |
| | Tamale Shea Cluster Cooperation |
| Guinea | Coprakam |
| Nigeria | Amona |
| | Eudokas |
| | Hope Givers Com. Ltd |
| | Shea Integrated Global Trading |

In The News

Below are some articles published during the quarter that highlight members' partnership with the GSA. Please email Nestor Dèhouindji at ndehouindji@globalshea.com with media mentions you would like to share.

Forbes Magazine

Shea: The Better Butter

Click [here](#) for the full article.

Packaging Digest

Japan's Kao Group makes sustainability look raku raku

Click [here](#) for the full article.

Upcoming Events



U.S. Conference New York, N.Y. May 6, 2019



On May 6th, the Global Shea Alliance is hosting its 2019 U.S. conference at the Sidley Austin offices in New York, N.Y. The theme for the event is: **"From Women to the World."** Registration is at a cost of \$75 per participant.

The conference agenda is available [here](#). Please click the [link](#) for online registration. Kindly contact Prince Nunoo at pnunoo@globalshea.com for more information.

Thank You!

The Global Shea Alliance would like to thank its members, partners, speakers, and sponsors for their valuable contribution to the 12th Annual International Shea Conference.

