

Global
Shea
Alliance



Newsletter

April - June 2019 / Issue No. 21

FACES OF SHEA

GSA Highlight Women at the Core of the Industry



FACES OF SHEA**GSA Highlight Women at the Core of the Industry**

From June to November, the Global Shea Alliance will unfold the "Faces of Shea" campaign, a video series that connects women collectors to the rest of world by sharing the day to day joys and challenges they experience as well as the impact of shea on their livelihoods and communities.

Together, through a joint social media campaign, GSA members will promote the story of Adisatu Baranon and six other women collectors from Benin and Ghana.

We welcome you to join our efforts. To participate please access the campaign toolkit [here](#). Email Nestor Dèhouindji at ndehouindji@globalshea.com for more information.



Faces of shea video extract

GSA – EU CONFERENCE**Shea Stakeholders Discussed Partnering for Sustainability in Paris**

On April 1, the Global Shea Alliance held its fourth European Conference in Paris, France, under the theme "Partnering for Sustainability."

47 participants across the shea value chain including fats and oils suppliers, cosmetic brands, NGOs, government agencies, and representatives of women groups attended the event. Discussions centered on optimizing industry's approach to partnership through innovative PPP models that delivers greater results on women's empowerment and protection of the ecosystem.

"The conference gave us an even better overview of the industry and the challenges that may arise in the future. We decided to improve the supply chain with direct impact to communities and we will establish certain targets with our partners."

Yannic Sommer & Katharina Scharringhausen, Henry Lamotte Oils GmbH - Germany



Participants at the conference

"I was personally impressed by the attention that international brands paid to my presentation on transforming shea kernels into butter. This reflects the importance they attach to women at the core of the industry."

Mamatou Djaffo, Madjatom Women Group – Benin

GSA - U.S. CONFERENCE**Shea Women Shared their Success Stories with Stakeholders in New York**

On May 6, the Global Shea Alliance held its U.S. Conference in New York hosted at the office of Sidley Austin LLP, under the theme "From Women to the World."

37 participants including women's groups, suppliers, brands and NGO discussed ways to sustain the growing shea value chain by increasing benefits to producers, advancing gender equality in producing communities, conserving tree populations, and accessing new supply areas. Women shea collectors and butter processors also shared success stories on their activities.

"The conference was eye-opening. I enjoyed learning about different uses of shea in various industries as well as the direct impact it has on the women who gather and process the shea kernels. I also enjoyed the open and transparent dialogue amongst businesses." Chinonye Akunne, Ilera - USA

"It was an opportunity to share with international stakeholders how the Bandisuglo Women's Cooperative, founded in Ghana in 2011, is currently providing income to 1000+ women shea collectors and processors through shea butter business."

Rita Dampson, Bandisuglo Women's Cooperative - Ghana



Participants at the conference

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



SUSTAINABLE SHEA INITIATIVE

GSA Sustainability Partners Donated 26 Warehouses during the Quarter

From April to June, GSA sustainability partners donated 26 warehouses to women in Benin, Burkina Faso, Ghana and Nigeria, making storage space available for over 14,000 women.

10 of the donated warehouses were refurbished, and have a total capacity of 1,120 MT. James Saatiri from CORD, a sustainability partner said: *“For us, renovating what already exists and making it useful to the community means contributing to sustainability. That’s what motivates us to refurbish warehouses for women shea collectors and processors.”*

GSA sustainability partners refurbish neglected community warehouses to address storage challenges faced by shea collectors. Ownership of these facilities are officially transferred to the cooperatives by the respective chiefs and traditional rulers. To register as a Sustainability Partner and participate in the Sustainable Shea Initiative, please email Edem Asimadu at easimadu@globalshea.com.



Refurbished warehouse in Lassia Toule, Ghana.

SUSTAINABLE SHEA INITIATIVE

GSA Members Trained 18,453 Women during the Quarter

From April to June, 18,453 women in 54 producing communities received trainings on cooperative development; business development and warehouse management as well as kernel aggregation.

Albertina Bakuri, a shea collector from Ghana said: *“The trainings helped me to manage my personal petty trade. It has also made me understand that coming together to work is more useful and beneficial than standing alone.”*

As part of the implementation of the GSA’s sustainability program, partners support the formation of shea cooperatives and provide various trainings to meet the development needs of the newly established organizations. Please email Edem Asimadu at easimadu@globalshea.com for more information.



A training session conducted by a GSA partner

PARTNERSHIP FOR SUSTAINABILITY

BirdLife International Works to Advance Biodiversity in the Shea Industry

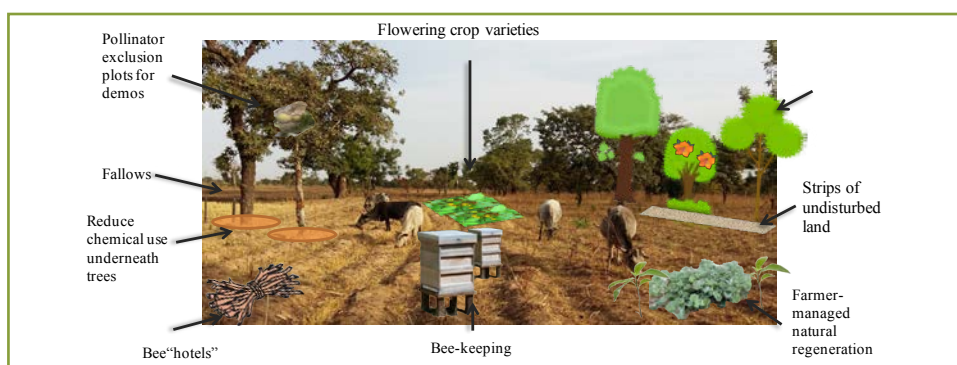
BirdLife International, a GSA member, conducted a research project funded by the UK Government’s “Darwin Initiative” to improve tree diversity and pollination for livelihood security as well as bird conservation.

Below are some key findings from the research project which was completed in 2019:

- Shea is pollinated by insects, primarily honey and stingless bees

- Shea flowers for only a short time, and insect pollinators are essential to fruit formation
- Pollinators increase fruit production by 2.5x

This research has been incorporated in the GSA’s [Parkland Management Manual](#) which was released in May 2018. For more information, please contact Edem Asimadu at easimadu@globalshea.com or Naturama at info@naturama.bf.



Output from the research project



WORKSHOP

ITC and GSA Trained 140 Women-owned Businesses in Ghana and Nigeria

On June 12 and July 18, the International Trade Centre (ITC), through the SheTrades in the Commonwealth program, in collaboration with the Global Shea Alliance, organized two workshops for women-owned businesses in Accra, Ghana and Abuja, Nigeria, respectively.

In total, 140 women entrepreneurs attended the workshops; the women received trainings on formulation and certification requirements for shea-based cosmetics. The workshops also included business-to-business sessions that were focused on accessing distribution channels, specifically e-commerce and supermarket chains.

The sessions were led by representatives from Ghana Standards Authority, Ecocert, Fair Trade Africa, NICERT, Abuja Enterprise Agency, Standard Organization of Nigeria, National Agency for Food and Drug Administration and Control, as well as leading e-commerce platforms, such as Jumia and Max Mart Family Shopping Centre.

"Before the workshop, I'd heard about the different e-commerce platforms and considered signing up. Having all the major platforms in the same room at the workshop was the direct contact I needed and I took advantage of this to register. My products are now selling on one of the leading platforms in Ghana and my customer reach has significantly increased!"
Rita Quist-Therson, Suhcare Ltd., Ghana

"The practical formulation training was superb! Being able to watch a live demonstration from start to finish for 4 products is priceless." Joycee Awosika, Oriki Group, Nigeria



The practical formulation training was led by a cosmetologist



Participants at the workshop in Nigeria

PARTNERSHIP

TradeCom II Programme to Support Shea-Based Cosmetic Enterprises

The GSA and the African Organisation for Standardisation (ARSO) are jointly supporting the implementation of the TradeCom II Programme.

The initiative, funded by European Union at the request of ACP Group of States, aims to improve export capacities and competitiveness of SMEs in Africa, the Caribbean and the Pacific. The project, implemented by Enabling Environments, will achieve the following shea related objectives:

- Produce a practical, step-by-step manual on export and documentation requirements within West Africa and to Europe for shea-based cosmetics
- Produce a manual on quality management for shea-based cosmetics
- Facilitate the application of harmonized standards and conformity requirement for the cosmetology and wellness sector within Africa

All published documents will be available for GSA members when the project ends in February 2020.



A woman producing shea butter

MEMBER SERVICES

What We Achieved during the Quarter

76

Market Linkages

established between suppliers of shea kernels, butter and other shea-based cosmetic products

"Thanks to GSA's assistance, I gained very useful information on the shea industry trends and access to raw shea butter suppliers to strengthen my business operations."

Sandra Sally Amokoh - Natural Luxury, Ghana

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Organization received

Technical Assistance

"On the request of the Food and Agriculture Organization, I had to present at a webinar on women's participation in trade, and needed photos to highlight the case of shea. In a very tight deadline, GSA was able to get me the required photos, and also provided me useful guidance to achieve my objective."

Francesca Opoku - Solution Oasis Ltd., Ghana

Looking for new buyers?

We Connect!

GSA supports its members by facilitating linkages in the form of contacts and providing support through the discussion and deal stages.

GSA's value proposition to members, particularly within the producing regions include facilitating linkages in the form of contacts and providing support through the discussion and deal stages.

Need information to invest in the shea industry ?

We Support!

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 at pnunoo@globalshea.com with any questions related to market linkages and technical assistance.

UPDATE FROM PRODUCING COUNTRIES

NEPC and NASPAN Trained 1,000 Women Collectors within a Month

During the quarter, the Nigerian Export Promotion Council (NEPC) in collaboration with the National Shea Products Association of Nigeria (NASPAN) trained 1,000 women shea collectors in Gombe, Jigawa, Niger, and Taraba.

The trainings covered best practices in shea kernels collection, butter processing, cooperatives development, record and book keeping. Women trained also received various equipment including shea roasters, milling and grinding machines.

Hadiza Musa, a shea collector from Jigawa said:

"These trainings will help us in producing better quality kernels to increase our profits this season. Also, the equipment received will improve our working conditions."



The trainings included an official opening ceremony with women shea collectors and processors

Did You Know?

July 31 is the International Day of African Women!

Through the Faces of Shea Campaign, we celebrate our 16 million rural women who are playing a vital role in the shea industry, as they make up the heart of our value chain.

Want to know more? Click [here!](#)

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



Welcome

Newly Registered Members

From April to June 2019, 12 organizations from Africa, America and Europe joined the GSA. The new members include 4 brands and retailers, 4 non-profits, 2 suppliers, 1 women's group, and 1 affiliate member.

Country	Organization
Brands and Retailers	
Ghana	Edensway Health Foods Ltd
	Hari Agri & Foods Ghana Ltd
	Teni's Natural Shea Butter
USA	Gyata Trading LLC
Non Profit	
Ghana	Agritree Sustainable Centre
	Ripples Ghana
UK	Lorna Young Foundation
USA	Burn Design Lab

Country	Organization
Suppliers	
Canada	Yudistribution
France	Greentech SA
Women's Group	
Ghana	Makells
Affiliate Member	
Nigeria	Nigeria Incentive-Based Risk Sharing Systems for Agricultural Lending (NIRSAL)

Newly Sustainability Partners

During the quarter, the GSA registered three new sustainability partners from Burkina Faso and Ghana, bringing the total of sustainability partners to 133.

"Our aim is to contribute to empowering women shea collectors through construction of warehouses, increase their income and strengthen them to work as a cooperative."
Imoru Abu Kassim, Maltiti - Ghana

OHADA QUIZ?

Do you know cooperatives registration procedures?

Below are some key points from the OHADA Law.

All cooperatives must be registered in the Register of Cooperatives established in each Member State. A cooperative needs to be registered, within the month of its formation.

Applications shall state:

- Name;
- Where appropriate, the trade name, the abbreviation or the brand;
- Business carried out;
- Type of cooperative;
- Amount of the initial share capital with the amount of cash contributions and possibly, the assessment of in-kind or service contributions;

- Address of the registered office and, where appropriate, the address of the main institution and that of each of the other institutions;
- Duration of the cooperative as set out in the articles;
- Full names, nationality, date and place of birth as well as domicile of officers who have the powers to commit the cooperative.

The following supporting documents shall be attached :

- Two copies of the Articles of Association;
- Two copies of the list of members of the management committee or the board of directors of the cooperative;
- Where appropriate, required prior authorizations where the business is regulated.



In The News

Below are some articles published during the quarter that highlight GSA member activities and partnerships. Please email Nestor at ndehouindji@globalshea.com with media mentions you would like to share.

Exim Bank supports Shea industry with GH¢10million

The Ghana Exim Bank has committed GH¢10million to support stakeholders in the value chain as part of the first phase of its Shea Empowerment Initiative. Click [here](#) for the full article.

Nigerian Shea Dealers Pledge to Build Processing Plants

Dealers in the Nigerian shea industry have said they are now engaged in the process of building a number of shea processing factories, with a financial commitment estimated at about \$30 million. Click [here](#) for the full article.

IFC Invests \$2.5million in Mali Shi Shea Plant

The International Finance Corporation (IFC) has granted a €2.5 million loan to Mali Shi, a company owned by the Malian investment company Omnium Invest SA, to build Mali's first modern shea butter processing plant..

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

Sahel Capital invests in Ladgroup in Nigeria

Sahel Capital, manager of the Fund for the Financing of Agriculture in Nigeria (FAFIN), has invested, an undisclosed amount, in Ladgroup, a company specializing in the processing and export of shea butter in Nigeria. Click [here](#) for the full article.

Upcoming Event



From October 31 to November 2, the national shea association of Mali (APROKAM) in collaboration with the Global Shea Alliance is organizing the **Bourse Régionale du Karité** in Bamako, Mali. The event aims at supporting the development of the shea industry through access to financial services and market linkages.

For more information, please contact +223 70 73 28 28 / +223 60 73 28 28, or email mali@agriprofocus.com

NY NOW



From August 10 – 14 2019, three GSA members from Nigeria, sponsored by the International Trade Centre (ITC), through the SheTrades in the Commonwealth program, will exhibit their shea-based cosmetics products at **NY NOW**.

As part of the event, the GSA will facilitate buyer linkages and FDA certification for the brands.

About SheTrades

The SheTrades initiative aims to connect three million women entrepreneurs to market by 2021 and rallies stakeholders from around the world to work together on seven actions to address trade barriers and create greater opportunities for women entrepreneurs. The initiative is supported by a web and mobile digital platform.

For more information, please visit <https://www.shetrades.com/en>