



# JULY IS SHEA MONTH!

## What's inside :

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## How are you celebrating Shea Month?

Since launching Action for Shea Parklands in 2020, we've dedicated July to raising awareness of the loss of an estimated 8 million trees annually, which threatens the shea parklands and industry's growth and highlights the need for investment in restoration.

Together, we can raise awareness and make a difference in safeguarding and restoring shea parklands. Through our collective efforts, we can carry out tree planting events, promote reforestation, educate communities to increase awareness, advocate for sustainable production techniques, embrace improved technology, encourage community involvement and carry out social media campaigns.

Join us to create an engaging online presence this month and inspire others to learn about the shea industry's positive impact on livelihoods, sustainability and cultural heritage.

Together, let's Promote, Plant, and Protect!



# SUSTAINABILITY UPDATES

# 2022 ANNUAL REPORT

GROWING THE FUTURE

[Read Here](#)

## ARTICLE

### UNVEILING ASIAN MARKET OPPORTUNITIES TO SHEA SMES THROUGH THE PRADCIFK PROJECT

[Read Here](#)

### FORGING STRONG COLLABORATIONS AT SHEA 2023

The Global Shea Alliance and ONU Femmes Côte d'Ivoire have signed a Memorandum of Understanding (MoU) to establish a formal partnership to empower women and cultivate a sustainable shea industry.

By leveraging our collective strengths, the collaboration will enhance the economic opportunities available to women involved in shea related activities. The partnership will focus on strengthening skills, facilitating improved access to resources and markets, strengthening legal and regulatory frameworks, and fostering supportive environments that uplift livelihoods.

This agreement recognises the shared aspirations of both organisations in advancing gender equality, advocating for rural African women and promoting the long term sustainability of the shea industry.

To find out more contact: Nestor Dehouindji at [ndehouindji@globalshea.com](mailto:ndehouindji@globalshea.com)



### 70 NURSERIES TO BE RAISED UNDER GSLERP

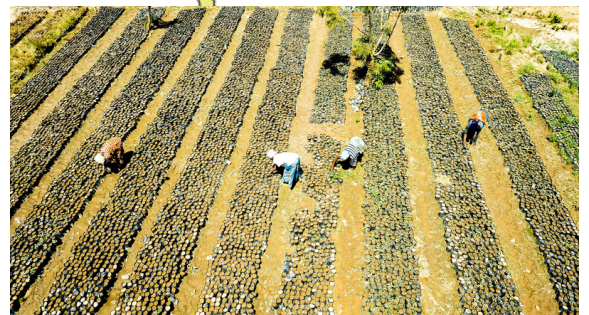
The Ghana Shea Landscape Emission Reductions Project (GSLERP) has an objective to protect rural communities from the impact of climate change and strengthen the livelihoods and climate resilience of women farmers engaged in the shea industry.

To meet the target of growing more than 4 million trees by 2026, the project is working with 15 Partners in northern Ghana to set up 70 nurseries, 42 of which have already been established. 21 of these nurseries house over 107,000 shea seedlings and the other 21 have over 225,000 seeded and ready for germination.

The care and maintenance of the seedlings are in the hands of community based women shea cooperatives who have been trained on seedling and nursery maintenance and has been made possible through GSA's public private partnership model.

If you would like to find out more about the project, get in touch with Cornelius at [c.kakrabah@globalshea.com](mailto:c.kakrabah@globalshea.com)

### NURSERY LOCATION MAP





# CONFERENCES AND EVENTS

## Shea International Conference



Global Shea Alliance held its annual shea conference in Abidjan, Côte d'Ivoire from 12-14 June under the theme 'Building Resilient Supply Chains'. The conference attracted over 400 participants from 22 countries including the shea producing countries of West Africa as well as Canada, India, Lithuania, Malaysia, and Russia. Mr Nguessan Rodrigue, representative of the Minister of Agriculture and Rural Development officially opened the ceremony which also featured remarks from the Deputy Chief of Mission of the United States to the Republic of Côte d'Ivoire H.E. Joann M. Lockard and Minister of Environment and Sustainable Development H.E. Jean-Luc Assi. A diverse lineup of 46 speakers shared their insights and expertise during the event across 8 panel sessions.

## HIGHLIGHTS



### BUSINESS TO BUSINESS (B2B) FORUM

The Business to Business (B2B) sessions were impressive with over 34 hosts ranging from shea parkland management experts to Shea nut and butter buyers and financial assistance and over 260 interested participants.



“..in terms of advantages I can see that we've got a lot of companies to work with, for example, I was looking for shea oil and I might have found the right answer at this conference and I'm very happy to be here”

**Anne-Emmanuelle South Yacé**  
Founder of Ayes Essentielle

“As an SME founder, I have benefitted tremendously, I have set up a booth here and sales have been great, I have been able to network and will also be speaking at the SME training so this opportunity for me as a start up founder has been a great one”



**Ewuradwoa Ahwoi, Founder of MadebyRadw**

### SHEA EXPO

The Shea Expo was conducted with over 30 shea businesses displaying their products to hundreds of buyers and enquirers. The Shea expo was officially opened by Deputy Chief of Mission of the United States to the Republic of Côte d'Ivoire H.E. Joann M. Lockard.





## SMALL AND MEDIUM ENTERPRISE TRAINING



One of the special features at Shea 2023 was the Small and Medium Enterprise training held for over 130 participants with presentations from 10 shea professionals. There was also a demonstration on product formulation to showcase the versatility of shea as a base product. The training aimed to build resilient SMEs, focusing on key topics like developing standard operating procedures, accessing and managing finances, mastering product formulation, packaging innovation and highlighting import regulations. By participating in this training, attendees gained valuable insights on enhancing operational efficiency within their businesses. They

learned practical techniques to streamline processes, optimize productivity and maximise their overall potential. This valuable knowledge helped in building resilient and sustainable SMEs.

## COOPERATIVE CORNER

We held our very first Cooperative Corner, a perfect opportunity for women's cooperatives from different countries to come together and share their knowledge and ideas on cooperative formation, governance and the benefits of working with other women on a common goal. In addition to serving as a platform for sharing experiences, the cooperative corner facilitated theoretical training sessions on income generating activities such as organic fertiliser production and provided practical training sessions on income generating activities like the production of baby soap and shower gel. The discussions on organic fertiliser production were in depth and opened the opportunity to explore this activity as an income generating activity for women cooperative members.



## FIELD VISIT

We wrapped up Shea 2023 with a visit to Agence Côte d'Ivoire Export, Chambre de Commerce et d'Industrie and an insightful tour of the Abidjan Port. The visit provided a firsthand glimpse into the intricate workings and the vital role these organisations play in promoting shea and facilitating international trade. The port serves as a crucial gateway, facilitating the smooth transportation and distribution of shea products to markets around the world.

Discussions with Agence Côte d'Ivoire Export, Chambre de Commerce et d'Industrie provided a broader context of



the economic landscape surrounding the shea sector. Participants gained a deeper understanding of the facilities and the technical assistance offered by the Agency to the private sector, encouraging investment in the country. Overall the visits highlighted the immense potential of the shea industry in Côte d'Ivoire.



# CONFERENCES AND EVENTS

## EXPORTING UNDER THE AfCFTA - WORKSHOP

The Ghana Shippers' Authority collaborated with USAID's Feed the Future Ghana Trade and Investment to ensure that manufacturers and producers of shea take advantage of the steady growth of the shea market, which is estimated to reach USD 2.9 billion by 2025. An AfCFTA capacity-building event was organised for members of the Global Shea Alliance in Accra and Tamale on 10th March and 18th April 2023.

The participants were taken through the ShippersApp as well as the AfCFTA rules of Origin, procedures for importing and exporting and registering under AfCFTA to help enhance their operations.



The Participants, many of them first time exporters, said that the workshop cleared up any misconceptions they had about AfCFTA and the shipping and logistics industry. Members of the Global Shea Alliance are now encouraged to venture into the exportation of their products to available markets on the continent under the Africa Continental Free Trade Area (AfCFTA).

Speaking at the opening ceremony, the Head of the Shipper Services and Trade Facilitation Department, Mrs. Monica Josiah, advised participants to pay extra attention to the trading procedures under AfCFTA to enjoy its full benefits.

You can find the AfCFTA Policy Brief [here](#) on the GSA shea Market platform



*“Even though the Agreement is in place, if you do not follow the procedures, you will not enjoy the benefits that come with it. So we must empower ourselves to take advantage of the markets beyond our shores”*

**Mrs Monica Josiah**  
Head of the Shipper Services and Trade Facilitation Department at the Ghana's Shippers Authority

## OPPORTUNITY TO EXPAND SHEA UTILISATION IN THE U.S. FOOD MARKET

Over 270 participants attended the webinar on opportunities to expand shea utilization in the US food market.

Diane McEnroe, our U.S. Regulatory Counsel at Sidley Austin LLP, hosted the webinar with GSA to update members on ongoing efforts to amend the standard of identity for chocolate in the U.S. and to review an opportunity to permit food producers to test the market potential of a modified food product that deviates from the chocolate standard of identity.

The recording, presentation and subsequent supporting documents are available on [SheaMarket](#).

If you have not yet registered then please email Kena at [kasarekena@globalshea.com](mailto:kasarekena@globalshea.com)

**LIVE WEBINAR**

**OPPORTUNITY TO EXPAND SHEA UTILISATION IN THE U.S. FOOD MARKET™**

**SPEAKER**

**DIANE MCENROE**  
PARTNER, SIDLEY AUSTIN LLP

**3:00PM GMT**

**7 MARCH 2023**



# CONFERENCES AND EVENTS

## 2023 EUROPEAN TRADE AND INDUSTRY CONFERENCE



On 27 March, 2023, GSA held its European Trade and Industry Conference in Barcelona, Spain, the first since 2019 under the theme, 'Future Proofing Shea'.

The conference brought together shea stakeholders to address the social, environmental and regulatory requirements impacting how we source shea and to find practical solutions to ensure a secure, sustainable and resilient supply chain.

Topics discussed included assessing risks in a changing landscape where industry experts expanded on how recent regulatory changes, such as the German Supply Chain Due Diligence Act and other EU initiatives are impacting supply.



The conference also covered the social sustainability of shea by addressing human rights challenges through a community centric approach and environmental sustainability by forming collaborations between individuals, communities, organisations and governments which is needed to reach the ambitious Action for Shea Parklands targets of growing 10 million trees and restoring 4 million hectares of shea parkland.

All the presentations are available on our [SheaMarket Platform](#).

Get in touch with Kena @kasarekena@globalshea.com if you need to register on the shea market platform.

## 2023 U.S. CONFERENCE

On 1 May, 2023 GSA held its first U.S. Conference since 2019 themed 'The Future of Shea Sustainability'. It aimed to show the evolution of sustainability in the shea sector and examine how the industry can accelerate its response to social, economic and environmental challenges. The conference brought together stakeholders across the value chain to examine the evolution of sustainability in the shea sector and how the industry can accelerate its response to these challenges. It also focused on the results achieved over the last decade through the GSA's sustainability program and explored the necessary systemic changes, process transformation, innovations and investments to shape a sustainable future for shea.

The conference began with an industry overview presented by the Global Shea Alliance, offering a comprehensive breakdown of shea sources, applications, consumption drivers, challenges and GSA's mitigation efforts. Attendees gained valuable insights into the current state of the industry, including the establishment of traceable supply chains, sustainable impact through partnerships, self reliance levels of cooperatives within the shea industry, youth participation, access to finance for women entrepreneurs, sustaining shea parklands, nature positive community commerce and governance and the carbon market.

The conference also highlighted the importance of mobilising capital for women entrepreneurs and the importance of nature positive community commerce and governance to ensure the sustainability of shea production. Overall, the conference provided valuable insights into the future of the shea industry and the need for systemic changes and investment to shape a sustainable future for shea.

All presentations are available on the [SheaMarket platform](#).





# CONFERENCES AND EVENTS

## CONFECTIONERY LIVE



GSA was at Confectionery Live on 24th January and Aaron Adu, Managing Director at GSA shared the industry's views on Shea Sustainability in the Confectionery Industry.

Aaron spoke about how shea truly is an ingredient with impact and how it is being used for chocolate and confectionery for good reason! He raised awareness within the confectionery industry on shea's marketability as a natural, climate neutral and socially beneficial product that consumers appreciate.

Click [here](#) to access his presentation.

## FINANCIAL LITERACY TRAINING FOR WOMEN IN SHEA



Northern Ghanaian women gathering shea nuts before moving to the processing step in the creation of shea butter

Estée Lauder invited Aaron Adu, GSA Managing Director of GSA, alongside GSA member Savannah Fruits Company, to join a panel discussion on financial resilience and the challenges faced by women workers in agricultural supply chains. Women in agricultural supply chains face numerous barriers to financial inclusion and financial resilience.

Business for Social Responsibility (BSR) and The Estée Lauder Companies Inc Charitable Foundation (ELCCF) partnered on a project to strengthen financial resilience for women shea nut collectors and processors in northern Ghana.

Aaron shared some of the challenges identified and opportunities for financial inclusion for women collectors and processors. He highlighted key considerations in fostering financial resilience for women in shea supply chains and experiences on effective collaboration for positive impact.

With the support of ELCCF in 2022, BSR developed and piloted a bespoke program aimed at supporting women working in the shea supply chain in northern Ghana, marking the first time its financial resilience training was designed for smallholders in the ingredient side of the beauty supply chain.

Learn more about the project [here](#)

The poster is for an event titled 'Financial Inclusion of Women Workers: Shea Supply Chain Insights'. It features a portrait of Aaron Adu, a man in a blue suit, sitting in a chair. The text includes 'JOIN US' in large red letters, the event title in green and black, and the date and time: '11th April, 2023' and '13:00 - 14:00 GMT'. Logos for the Global Shea Alliance and BSR are in the top right. Social media icons and the website 'www.globalshea.com' are at the bottom.



# 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 Dagban, 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 focussed 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 in order 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.

## GSA SECRETARIAT

### DEVELOPMENT DIRECTOR



Marie Veyrier leads the establishment of public private partnerships, develops project proposals and raises donor funds to support the implementation of the promotion, quality and sustainability programs.

To find out more about her work contact Marie at [mveyrier@globalshea.com](mailto:mveyrier@globalshea.com)



# Congratulations!

## GLOBAL SHEA ALLIANCE 2023-2026 EXECUTIVE COMMITTEE

REPRESENTATIVE	CATEGORY	COUNTRY
 Francesca Brenda Opoku	BRANDS AND RETAILERS	GHANA
 Paola Nogales	BRANDS AND RETAILERS	LUXEMBOURG
 Tom Skirrow	NON PROFITS	UNITED KINGDOM
 Ali Saidu	SUPPLIERS	NIGERIA
 Jean-Arnaud Janvier	SUPPLIERS	NETHERLANDS
 Djaffo Mamatou	WOMEN'S GROUP	BENIN
 Bougouma Theophane Antoine	TABLE FILIERE KARITE DU BURKINA	BURKINA FASO
 Julius Atudeko Awaregya	SHEA NETWORK GHANA	GHANA
 Mariko Moriba	ASSOCIATION DES PROFESSIONNELS DE KARITE AU MALI	MALI
 Mohammed Ahmed Kontagora	NATIONAL ASSOCIATION OF SHEA PRODUCTS OF NIGERIA	NIGERIA
 Elisabeth Pali-Tchalla	CONSEIL INTERPROFESSIONNEL DE LA FILIÈRE KARITÉ DU TOGO	TOGO

# 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 817 member organizations, representing 39 countries



Technical support for supply chain marketing and sustainability initiatives



Exclusive market information



Industry and media exposure through GSA publications and events



Organizational 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 in the annual General Assembly

To Become A Member

[Click Here](#)

For further information, contact the  
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