



# GSA News Update

the official newsletter of the Global Shea Alliance

Welcome to the 8th edition of the Global Shea Alliance Newsletter! We hope you enjoy reading about our work in 2014 and the activities we have planned for 2015. As always, please visit our website and Facebook page for more updates. Thank you for helping us support women's empowerment through a sustainable shea industry.

## Highlights from Shea 2014: The Industry Unites Conference in Abidjan

The Global Shea Alliance held its annual international conference, "Shea 2014: The Industry Unites," from March 24 to 26 in Abidjan, Côte d'Ivoire. The event attracted a wide variety of stakeholders, including over 450 participants from 15 countries.

Representing the Global Shea Alliance was Mme Hajija Salima Makama, President of GSA.

Several government officials also attended, including Mme Naomi Azaria, Minister of

Commerce in Benin; Mme Cheryl Sim, U.S. Ambassador to Côte d'Ivoire; and M. Mamadou Coulibaly Sangafowa, Minister of Agriculture in Côte d'Ivoire.

safety initiatives, and providing feedback on the program.



Mme Safia Alhassan, representative of a women's group in northern Ghana, the Pagsung Shea Pickers and Processors Association, spoke at the conference. She recounted that participating in the conference was "an exciting and educative experience to see what our counterparts in other shea zones are doing. We hope to improve on it here in the north with support from the GSA." In addition, over 30 panelists presented the latest information on various topics including women's empowerment, industry potential, quality, and healthy shea tree populations.

After the Sustainability Program vote, GSA Members approved and adopted the proposed Quality Standards for the shea industry. This program helps women shea collectors learn best practices of collecting, processing, and storing shea nuts to improve the quality of their product. Improving the quality of their product will ultimately increase their livelihoods. The full minutes of the General Assembly Meeting can be found on our website.



Other conference highlights include:

- Approval of the 2013 Annual Report.
- More than 150 women's groups and small business trained in cosmetic formulation, soap making, and business development.
- International news coverage of the event.

The conference theme "The Industry Unites" was realized when GSA members voted during the General Assembly. Following a call to action during last year's conference, the GSA formed Sustainability and Quality Working Groups. The Sustainability Working Group Proposal was unanimously approved and adopted, thus launching the GSA Sustainability Program. The Sustainability Program involves projects that will benefit more than 150,000 women shea collectors. Please visit our website to learn more about the Sustainability Program and ways to get involved. GSA members volunteer to undertake programs and projects under the sustainability program, such as constructing warehouses, collaborating in the health and

The Global Shea Alliance looks forward to next year's conference.



**Inside this issue**

- Launching of the 2014 Shea Quality Campaign
- Executive Committee Meeting
- NYC Conference
- New Members
- 2014 Working Groups
- 2015 Call for Proposals





## Launching of the 2014 Shea Quality Campaign

On May 15, the Global Shea Alliance launched its 2014 Quality Campaign in Burkina Faso, Nigeria, Mali, Ghana, Ivory Coast, and Benin. The campaign helps women shea collectors learn best practices of collecting, processing, and storing shea nuts to improve the quality of their product. The campaign also makes radio broadcasts on the importance of improving quality and assists the beneficiary women's groups to find buyers for their nuts. More than 35,000 women shea collectors will benefit from the trainings this year.

In partnership with national associations in the six countries, the trainings and radio broadcasts are administered by women's group leaders who have completed a training of the trainers course. The trainings and radio advertisements are offered in local languages in each community.



## Executive Committee Meeting

The GSA Executive Committee held its first meeting of 2014 on March 23. The meeting came to order at 11am in Abidjan at the Pullman Hotel. The Executive Committee was briefed on the Shea 2014 Conference, the agenda for the General Assembly meeting, and activities to support the national associations. The Committee also reviewed a presentation by RONGEAD, a consultancy currently supporting cashew projects and shea kernel market information systems in Mali.

The full Executive Committee meeting minutes can be found on our website.





## Success of the 2014 North American Shea Trade and Industry Conference

The Global Shea Alliance held its second annual North American Shea Trade and Industry Conference on May 12, 2014. Over 80 participants from eight countries met in New York City to discuss this year's theme, "Women's Empowerment for a Sustainable Industry," and to learn more about the recently launched GSA Sustainability Program.

Stakeholders and GSA members from the food and cosmetics industries and research organizations presented during four panels. The representatives addressed the roles their companies play in empowering women and supporting a sustainable shea industry.

The 2014 conference also marked the first time that a GSA women's group presented in the United States. Safia Alhassan, president of Pagsung Butter Processors and Shea Nut Pickers Association, gave an overview of the shea collection process from the perspective of a women's group. On the panel, she discussed opportunities and challenges with managers from multinational partners, including The Hershey Company, Burt's Bees, and L'Occitane. All presentations can be found on our website.

Panelists, attendees, and old and new GSA members had the opportunity to ask questions about different aspects of the supply chain and the critical importance to empower the 16 million women who collect and process shea. Upon conclusion, nine new members joined the GSA, including E.T Browne Drug Company (Palmer's).

After a day of connecting, sharing insights on the shea industry, and learning more



about the GSA's recent work, Anthony Chan, the Director of USAID's Africa Bureau Sustainability Program, offered closing remarks. He noted, "We are pleased that all the companies participating here today have shown strong support for the Alliance and this important initiative. As the program develops, we look forward to forging partnerships with many of the companies here, and further supporting this program."

The GSA recently launched its sustainability program that promotes women's

empowerment, decent working conditions, development of local communities, and the protection of ecosystems across the shea industry. Funding is under agreement to provide 250 storage facilities for women's groups in shea communities, capacity building and business training that will benefit 150,000 women shea collectors, and pilot projects that will improve the safety of collectors and reduce wood and water consumption in processing shea.

## Welcoming New GSA Members

After the 2014 "The Industry Unites" conference in Abidjan, Côte d'Ivoire, the Global Shea Alliance registered 28 new members. Because our mission is to connect participants of the shea industry, we strive to incorporate a diverse set of voices. As a result, our new members are made up of large companies, women's groups, and nonprofits. The complete list can be found below:

- Ambez Innovations Ltd
- AWEF Guinea
- BG Contracting Limited
- Commandideas Global Oils Ltd
- Davmel Company Ltd
- E. T. Browne Drug Company (Palmer's)
- Entrepreneur Youth Cooperative
- Gracious Shea Products
- Groupe Amidjor
- House of Shea
- Karité
- Karité Afrique Sarl
- L'Occitane
- Monshea
- Morison Industries Ltd

Some of our new members ►

- Nakarité
- Nestlé S.A.
- NK holdings
- Orsheabu Ltd
- Presbyterian Agricultural Services
- Réseau Cercle des Femmes pour le Développement
- Salid Agricultural Services
- Shea Elegance
- Shea Origin Limited
- Sokarité
- The Hall Star Company
- Tree of life
- TreeAid



Nestlé



## 2014 Working Groups

At the 2014 conference "The Industry Unites" in Abidjan, the Global Shea Alliance launched two new working groups that will address specific issues related to shea. The 2014 working groups are focused on the quality and the sustainability of the shea industry. Each working group is made up of a representative mix of GSA members and partners.

The sustainability working group will work to address shea tree populations across Africa. Their work is guided by GSA's proposals put forth in the Sustainability Program.

The quality working group will focus on implementing quality trainings. By educating women's groups, GSA hopes to elevate the quality of shea produced in Africa to a higher standard.

The members of the working groups can be found below.

### 2014 Sustainability Working Group Participants

Name	Organization	Country	Stakeholder Category
Aaron Ampofo	Rainforest Alliance	United States	Certification
Aminata Niang	SOS SAHEL	Senegal	Nonprofit
Anna Perinic	StarShea Ltd	Ghana	Supplier/ Social Enterprise
Antoine Turpin	IOI Loders Croklaan	Ghana	Supplier
Antoinette Ouedraogo	REKAF	Burkina Faso	Women's Group
Ataoulaye Bah	ICCO	Mali	Nonprofit
Benjamin Ware	Nestle	Switzerland	Food Brand
Bilikisu Magoro	Magoro Foundation	Nigeria	Women's Group
Daniele Grace Warren	Just Shea	United States	Nonprofit
Dennis Garrity	World Agroforestry Center (ICRAF)	Kenya	Research/ Expert Consultation
Fatima Alimohamed	Wilmar Africa Ltd	Ghana	Supplier
Fatoumata Coulibaly	Karinor	Cote d' Ivoire	Women's Group
Funlayo Alabi	Shea Radiance	United States	Cosmetic Brand
Justine Humbert	L'Occitane	France	Cosmetic Brand
Mark Davis	The Body Shop part of L'Oreal Group	UK	Cosmetic Brand
Monika Hjorth	AAK	Sweden	Supplier
Quirin Laumans	SNV	Ghana	Nonprofit
Ray Major	The Hershey Company	United States	Food Brand
Safia Alhassan	Africa 2000	Ghana	Women's Group
Sean Hall	Sundial Brands (Shea Moisture)	United States	Cosmetic Brand
Senyo Kpelly	SeKaf Ghana Ltd	Ghana	Cosmetic Brand
Shannon Hess	The Clorox Company (Burt's Bees)	United States	Cosmetic Brand

### 2014 Quality Working Group Participants

Name	Organization	Country	Stakeholder Category
Gilles Adamon	Natura Cosmetics	Benin	Cosmetic Brand
Maxwell Adusei	Earthtone	Ghana	Supplier
Eric Banye	SNV	Ghana	Non profit
Antoine Turpin	IOI Loders Croklaan	Ghana	Supplier
Ruth Wallace	Technoserve	Ghana	Non profit
Senyo Kpelly	SeKaf Ghana Ltd	Ghana	Cosmetic Brand
Thoma Diarra	SIDO Mali	Mali	Women's Group
Badie Marico	Interprofession Karite Mali	Mali	Supplier
Kone Salimata	SIGUICHORO	Cote d' Ivoire	Women's Group
Felicite Yameogo	Karikis	Burkina Faso	Women's Group
Omarefe Asemota	NIFOR	Nigeria	Research Institution
Monika Hjorth	AAK	Sweden	Supplier



### Dates for the

#### August

- 29 Deadline for National Associations and stakeholders to submit applications to host 2015 international shea conference
- 31 National Associations warehouse construction proposals due
- 31 Proposals to host 1<sup>st</sup> annual African Cosmetic Products Exhibition due

#### October

- 9-10 Sustainability Working Group participants to meet in Accra

#### November

- 20-22 Benin National Shea Conference

Please contact the Global Shea Alliance for further details: [info@globalshea.com](mailto:info@globalshea.com)



# 2015 Call for Proposals

The Global Shea Alliance is pleased to announce a call for applications to host the 2015 international shea conference. National associations and stakeholders interested in hosting Shea 2015 are invited to submit an application to the Global Shea Alliance Secretariat ([info@globalshea.com](mailto:info@globalshea.com)) by August 29, 2014.

Please see our website for the official proposal application.

