

WISHING YOU
**HAPPY
HOLIDAYS**



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STATE OF THE INDUSTRY REPORT

Shea has huge prospects for use as an ingredient in confectionery and snack food applications beyond chocolate, such as bakery products, cereal bars and other 'positive choice' foods as well as plant based meat substitutes.

The GSA's State of the Industry Report highlights the use of shea in food application and further provides the industry's view on how the consumption of shea would evolve in mature markets like Europe and emerging markets such as Asia.

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SUSTAINABILITY UPDATES

200 WOMEN TRAINED UNDER SBEP



200 women shea collectors and processors in Northern Ghana from 10 cooperatives were trained on financial literacy as part of the Shea Business Empowerment Program (SBEP), implemented by the Global Shea Alliance (GSA) in partnership with the Mastercard Foundation under its Young Africa Works initiative.

The objective of the training was to assess the women's experiences on financial literacy and savings and guide representatives of cooperatives to develop an action plan for scaling up. Trainers conducted a needs assessment of the cooperatives and tailored the training the women, following topics like budgeting, loan and personal finance management.

The SBEP is a 3-year program that will create 90,000 work opportunities for women shea collectors and SMEs. This will strengthen shea cooperatives and Small and Medium Enterprises (SMEs) by providing access to capital, development skills and business coaching, market opportunities as well as digitalization.

CLICK [HERE](#) TO LEARN MORE ABOUT THE SHEA BUSINESS EMPOWERMENT PROJECT

8 WAREHOUSES DONATED IN MALI



In November, 8 warehouses were donated to cooperatives in Loulouni, Gouandiaka, Gouanan, Koussan-Torakoro, Danou Yorobougoula, Kassaro, Sébékoro and Sanankoroba in Mali as part of the "Supporting the Inclusive Commercial Development of the Shea Value Chain" project, funded by the Enhanced Integrated Framework.

An essential element of the shea trade is to avoid contamination of the kernels at each stage of the process. These warehouses will improve the production and storage of shea kernels, creating more business opportunities for shea collectors and processors and improving their business and operational performance.

Women's cooperatives, representatives from Enhanced Integrated Framework National Implementing Units and the private sector participated in the ceremony, which took place in Kassaro.

THE SHEA AGROFORESTRY FARM MODEL PILOT- WHAT'S NEXT?

From 2021 -2022, the GSA in collaboration with the Global Alliance against Climate Change Plus (GCCA +) West Africa - Intra-ACP program funded by the European Union piloted the project 'Developing a Shea Agroforestry Farm Model'. Solid Agriculture, PRI Global Ventures, Shea Origin and Raw Materials Research and Development Council (RMRDC) were implementing partners on this project.

PROJECT SUMMARY

The project had an overall goal of increasing climate resilience of smallholder farms across West Africa. In addition, it opened more economically viable doors for women in shea especially during the off-shea season.

The project integrated shea trees with crops on smallholder farms, creating an agroforestry landscape resilient to climate change.

Under this initiative, two farms were set up in Tufa and Tede local government areas. 1,500 women were trained on technical crop production and apiculture. Economic and environmental evaluations of the farms were conducted to assess its impact on the lands and the women beneficiaries. 14 crops weighing 1500kg and 37.8 liters of honey valued at 700,000 Naira was produced from the farms

CLOSING WORKSHOP AND DOCUMENTARY

In November, GSA hosted a closing workshop to disseminate best practices and encourage replication of the farm mode from the project.

The workshops' objectives examined the lessons learned, best practices on various climate-smart farm practices, crop selection, environmental and economic assessments.

The GSA also produced a short documentary for the project that recounts of project impacts from women beneficiaries and also covers how adopting an agroforestry-based integrated farming system can increase resilience from both a climate and an economic perspective.

Click [HERE](#) to access the best practice manual

Click [HERE](#) to watch the documentary

THE 'IMPROVING WOMEN SHEA COLLECTORS' CAPACITY IN GHANA' PROJECT- WHAT'S NEXT?

From 2021 - 2022, The Global Shea Alliance (GSA), in partnership with Invest for Jobs of the German Federal Ministry for Economic Cooperation and Development implemented the 'Improving Women Shea Collectors' Capacity in Ghana' project.

Under this partnership, 16 cooperatives were created for women shea processors. 34 existing cooperatives were strengthened through business management and quality shea production training and market sourcing assistance. GSA and its partners leveraged technical and financial resources to equip 30,000 women with 16 warehouses, 20 tricycles, jute sacks, weighing scales, shea rollers and improved stoves. In addition, beneficiaries received training on tree planting which resulted in the planting of 10,980 trees.



Based on the assessments conducted by independent field experts, the project created 2,500 jobs by introducing dry season farming as an additional income generating activity for women cooperatives, creating a niche market for the women to sell organic shea butter to targeted buyers, hiring warehouse managers, cooperative managers and field officers for new cooperatives.

More detail will be published soon on how the project was delivered and its outcomes.



“I am improving the way I price my goods. I check other markets and use their prices then I am able to sell my kernels at a standard price to properly cater for my family.”

Mariama Damba, a shea kernel processor in Gushegu



CONFERENCES AND EVENTS

70 SMEs PARTICIPATE IN INVESTOR FORUM



On November 29, the Shea Business Empowerment Program in partnership with the Mastercard Foundation, held an investor forum for financial institutions to promote their products and services to Small and Medium Enterprises (SMEs). The networking event strengthened SMEs' access to working capital by establishing direct relationship with financial institutions



During the business to business event, over 70 SMEs interacted with more than 15 financial institutions to gain insight into various topics like Industry and Market Analysis, Organizational and Structure Management and opportunities to further enhance their businesses.



“Being a young woman with the passion to create positive change in my community and the world at large, I knew that there were other people and organizations out there who shared the same vision as me. Interestingly, I came across the Global Shea Alliance! An organization that targets people just like me.

I attended one of their investors forums and was amazed by their vision and mission for the shea industry where I operate. I got the chance to interact and connect with other like minded business partners, which really made me feel successful in my business.

It was great to attend the investors forum because I met, interacted and connected with partners, customers and potential investors that I can grow along with in my business.

With the support from GSA, I believe forums like this will take my business to the next level and help achieve my set goals. ”

Amina Mumuni, AmiShea Company Limited

CONFERENCES AND EVENTS

GERMAN SUPPLY CHAIN DUE DILIGENCE ACT TRAINING



The Global Shea Alliance, in partnership with the Delegation of German Industry and Commerce in Ghana trained over 250 shea stakeholders and women cooperatives members in Tamale, Northern Ghana, and Accra on the German Supply Chain Due Diligence Act, to take effect in 2023.

The law mandates German companies to monitor potential human rights and environmental risks, such as child labour, forced labour, discrimination and inadequate health and safety standards by initiating measures to detect and prevent such issues within their supply chain.

The participants received practical training on how to implement key processes in terms of risk assessment, preventive and remedial measures, grievance mechanisms, and reporting.

CLICK [HERE](#) TO ACCESS THE TRAINING MANUALS

EIF VISITS GSA'S REGIONAL OFFICE

The Executive Director of Enhanced Integrated Framework, Ratnakar Adhikari led the EIF team to visit the GSA regional office in Lomé, Togo in October.

During the visit, GSA's MD, Aaron Adu, presented the project impact: US\$17m in facilitated trade, 1,400 jobs created, 4 shea butter processing centres established and 32,000 women reached.

Mr Adhikari gave his appreciation for the impact of the project so far, as well as the additional resources mobilized from other donors and the private sector.

The PRADCIFK project is a US\$3.6m regional program implemented by the GSA in collaboration with the Enhanced Integrated Framework and national implementing units in Benin, Burkina Faso, Mali and Togo.



BENIN NATIONAL SHEA CONFERENCE

The 8th edition of the National Shea Conference was held in Benin on December 8 with the theme '*Connecting the national shea industry to local and international markets for a strong, competitive and sustainable sector*'.

Scheduled across 3 days, this meeting, initiated by the Benin Shea Interprofession (IKB) with the support of the Global Shea Alliance and several partners including the United States African Development Foundation (USADF), Promoting agriculture in Benin (PROAGRI-4) and the Association pour la Promotion de l'Education et de la Formation à l'Etranger (APEFE), served as an opportunity for the participants to reflect on the challenges to be met to further expand the influence of the shea industry.



“My ministerial department will make all the necessary pleas so that substantial support can be provided to promote the entire shea sector in terms of production, processing and marketing.”

Amzat Bissiriou Salami, Rep. of the Ministry Of Industry and Trade

CONFERENCES AND EVENTS

9 SMEs PARTICIPATE IN COSMOPROF

As part of the implementation of the Enhanced Integrated Framework funded PRADCIFK project, the Global Shea Alliance supported 9 West African SMEs (from Benin, Burkina Faso, Mali and Togo) to attend COSMOPROF Asia from November 16-18, 2022.

COSMOPROF is an international exhibition that gathers the beauty and cosmetics industry's key players from all over the world, to exhibit their products and most recent innovations. The event boasted of 1000 exhibitors from 40 countries and had in attendance over 15,000 participants.

The Expo provided the SMEs the opportunity to showcase their products, connect and network with industry stakeholders from all over the world.

GSA also had the pleasure of presenting the shea sector to the Asian beauty industry at CosmoTalk.



“I have attended different trade shows but this is one is the best because I have been able to connect with direct distributors from France, Singapore, Russia, Dubai, India, USA, China, Thailand, Japan, South Korea and Kenya who are willing to

distribute my products beyond my home town. I am planning to launch the new Kocos cosmetic lab in Mali and the contacts I have made here will be really instrumental in setting up my customer base.”

Dr. Sacko Fatoumata, CEO of Kocos Cosmétique, Mali

GSA PARTICIPATES AT COP 27



On November 12, the GSA participated in COP27 in the Resilience Pavilion at Sharm El-Sheikh, Egypt: 'How to Improve Productive Realities at Scale? The Need for Digital Decision Support for Smallholder Farms and Beyond'.

The GSA was represented by the Development Director, Marie Veyrier.

ROUNDTABLE ON THE STATE OF THE INDUSTRY REPORT



GSA presented its first ever State of the Industry Report in Paris, at the sideline of the 2022 Food Ingredients Europe.

The recently released State of the Industry Report produced in collaboration with LMC International, Strategy Bureau and shea industry experts, provides valuable information on innovations in the food and cosmetic industry.

Industry leaders, stakeholders and experts from across Europe met and connected on the latest developments in the shea industry, new innovations and solutions.

MEMBER HIGHLIGHTS

SHEA IS ON RADIO



Kpihi Saha (which means Shea Nut Time) is an educational radio program for women shea collectors and processors in the Tolon District of the Northern Region of Ghana.

The radio program enables women shea producers and farming communities to access current market information and share knowledge. The weekly broadcast, allows them to connect with local experts, discuss their challenges and find practical solutions. This initiative contributes to the development of sustainable rural communities.

Tune in on:

Zaa Fm 99.3MHz

Wednesday- 20:30 and Friday - 19:45

Simli Radio 95.3MHz

Wednesday - 19:00 and Monday - 20:00

The Kpihi Saha radio programme is a result of a partnership between Tungteiya Women's Association, Solidaridad, Global Shea Alliance, The Body Shop, Cargill Zor and the Lorna Young Foundation's Farmers' Voice Radio.

THANK YOU SUSTAINABILITY WORKING GROUP 2019-2022!

The GSA would like to express its appreciation to the outgoing Sustainability Working Group, chaired by Olvea with support from eos and the Savannah Fruits Company.

During their term, the working group produced 6 industry manuals and best practice documents on business development services, conservation, drying and collection and financing. The manuals will help streamline and improve the quality of training provided to women collectors and processors across the sector. In addition, the manuals will serve as an ongoing reference resource for GSA sustainability partners.



CLICK [HERE](#) TO ACCESS THE MANUALS

WELCOMING THE NEW SUSTAINABILITY WORKING GROUP



“I would like to thank the GSA and especially the Sustainability working team who trusted me with the responsibility of being the Chairperson, I am very happy and grateful about the work achieved during the workshop and I am convinced that there will be a positive impact on the shea industry.”

MAMATOU DJAFFO, NEW SWG CHAIRPERSON

On December 6, the newly constituted Sustainability Working Group (SWG) held its first meeting, in person and virtually, with 29 volunteer organizations in attendance. The meeting explored the possibility of developing a GSA trademark, however, the working group jointly decided on conducting a review of the Sustainability Program which was designed back in 2014. The new working group is chaired by Fédération nationale des produits de karité (FNPK): a network of women's cooperative and vice chaired by Fuji Oil: a fats & oil supplier and Réseau des Productrices de Beurre de karité des Hauts-Bassins et Cascades (RPBHC): a network of women's cooperative. More details will be provided on the progression of the SWG's work soon.

MEMBER HIGHLIGHTS

SUNKPA SHEA WOMEN'S CO-OPERATIVE WIN THE EQUATOR PRIZE AWARD 2022

Congratulations to Sustainable Shea Initiative 'SSI' beneficiary the Sunkpa Shea Women's Co-operative for winning the Equator Prize Award 2022.

This prestigious award, awarded by United Nations Development Programme and the Equator Initiative, recognizes and celebrates Indigenous people and local communities using Nature Based Solutions for climate action and sustainable development.

EQUATOR PRIZE WINNER



Sunkpa Shea Women's Cooperative



EQUATOR INITIATIVE

A ROCHA

GSA SECRETARIAT

REGIONAL OFFICE MANAGER

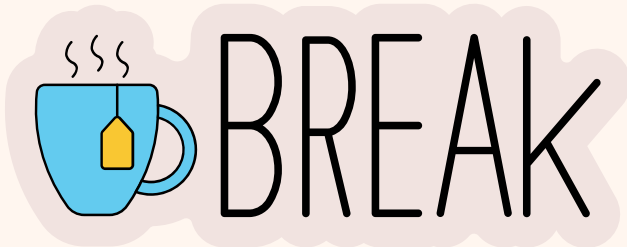
Nestor heads the regional office in Togo which was established to provide technical assistance and market linkages to current and prospective members in francophone countries like Benin, Togo, Burkina Faso, Mali, Côte d'Ivoire and Guinea. It will help strengthen GSA's partnership and relationship with governments, donor organizations and other key stakeholders as well as support national associations in the region.

To find out more on how the regional office support members, send an email to Nestor: ndehouindji@globalshea.com



DATES TO KEEP

OFFICE HOLIDAY BREAK



The office of the Global Shea Alliance will be closed on the 20th of December 2022

We will be officially back and running on the 4th of January 2023



SAVE THE DATE

March 27, 2023

European Trade and Industry Conference

Barcelona, Spain

BARCELONA

SAVE THE DATE

May 1, 2023

U.S Trade and Industry Conference

New York, USA

NEW YORK CITY

WOULD YOU LIKE TO CONTRIBUTE TO THIS NEWSLETTER?

e.ababio@globalshea.com



INTERESTED IN BECOMING A MEMBER?, HERE ARE SOME BENEFITS



Market linkages to 663 member organizations, representing 38 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
Global Shea Alliance Secretariat

48, Mango Tree Avenue, Aycliffe
Down, Accra.
Digital Address: GA - 028-99-43

+233 54 012 1067 | +233 24 360 0749

