



# MEMBERSHIP & SERVICES

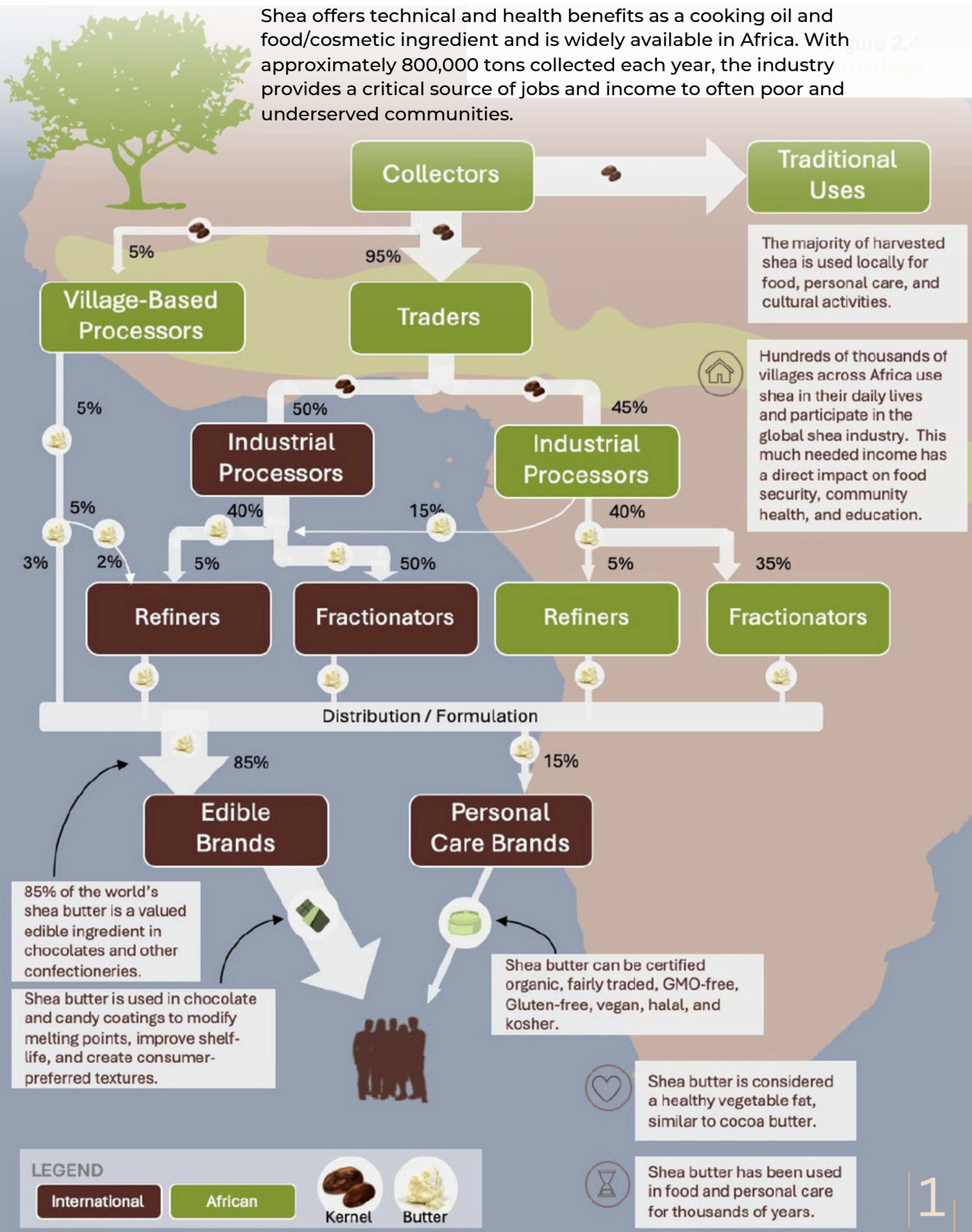
**GLOBAL SHEA ALLIANCE**

# THE SHEA INDUSTRY OVERVIEW

Nearly 2 billion shea trees grow naturally on parklands in 21 African countries stretching from Senegal to South Sudan. 16 million women living in rural communities individually collect the fresh fruits and the kernel is processed to extract a healthy vegetable oil known as 'shea butter'.

Shea offers technical and health benefits as a cooking oil and food/cosmetic ingredient and is widely available in Africa. With approximately 800,000 tons collected each year, the industry provides a critical source of jobs and income to often poor and underserved communities.

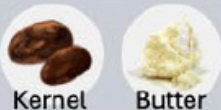
Figure 2.4  
African  
Shea



## LEGEND

International

African



Kernel

Butter

# ABOUT THE GSA

The Global Shea Alliance (GSA) was established in 2011 to help build a more competitive, sustainable and profitable shea industry.

It is a non profit industry association with 849 members from 36 countries including women's groups, brands and retailers, suppliers, NGOs, producer national associations and affiliates. Through public private partnership, the GSA promotes industry sustainability, quality practices and standards and demand for shea in food and personal care.



## Sustainability Program

- Implementation of multi-stakeholder guidelines and work streams
- Community development projects including warehouse construction, business development trainings, health and safety initiatives, parkland management, improved planting materials, and conservation pilot projects



## Industry Promotion

- Annual conferences and exhibitions in Africa, EU, the U.S. and Asia
- Technical assistance and market linkages
- Consumer and industry marketing
- Research on shea benefits in food and cosmetics
- International policy analysis and advocacy
- National association support



## Quality Standards

- Development and implementation of quality standards and bestm practices
- Quality trainings for shea products

# GLOBAL SHEA ALLIANCE ORGANIZATIONAL STRUCTURE



## HOW WE WORK

### Guidelines & Approaches

Develop principles and processes to guide implementation of activities and objectives through a multi-stakeholder approach

### Implementation

Support members in the execution of strategic priorities and development of public-private partnerships with bilateral and multilateral donors

### Multi-Stakeholder Engagement

Collaborate amongst actors across the value chain to define industry challenges, identify solutions, review progress, and improve program implementation



ENGAGE



DEVELOP



ALIGN



IMPLEMENT



DEMONSTRATE

### Industry Alignment

Align and coordinate stakeholders' activities across the value chain to achieve the GSA's strategic objectives

### Member Recruitment

Leverage results and achievements to demonstrate success and recruit more GSA members to extend the reach and impact of activities



# In 10 years, the GSA's Sustainability Program has contributed to eight of the Sustainable Development Goals.

471 Sustainability Partners (SP)

Developed the capacity of 658,195 women shea producers with training

Organised women shea producers into over 700 groups and co-operatives

Provided access to 491 warehouses and processing centres



Provided 128,324 essential tools & equipment to women shea producers

Provided 128,324 essential tools & equipment to women shea producers

Planted 3,173,194 shea and non shea trees

\$15,329,063 of increased income earned by women shea producers

## GSA MEMBERSHIP PRINCIPLES

As a GSA member, you commit to supporting this mission and you also agree to follow these Membership Principles in all your dealings as an organization. You agree that breaches of these Membership Principles may lead to a termination of membership.

### 1 Promote growth of the industry

We commit to work together with all shea value chain stakeholders to promote the growth of the industry in Africa and around the world. We support governments with information and technical support in designing strategies to maximize the value added and jobs created by the shea industry. We commit to continuous improvement in our activities and impacts.

### 2 Dispute and complaint resolution

Members agree to investigate any complaints fairly and openly and to follow the GSA Dispute Resolution Process.

### **3 Best International Business Practices**

GSA members commit to building trust and respect throughout the supply chain. Members will practice fair business trade as it is generally understood today (here we refer to a general principle of trading fairly, ie not below a sustainable cost of production). Members will avoid any price collusion or appearance thereof and encourage free and fair competition across the industry (see annex below). We commit to respect all international anti-cartel and competition laws. Members commit to honoring contracts and agreements and to timely delivery and payment.

### **4 Pay Fair Prices**

We commit to ensuring that firms pay pickers the best commercially viable price for their products and reward better quality products.

### **5 Improve Quality**

We commit to improving the quality of shea nuts produced by the pickers across the shea zone and will share best practices and new technologies to improve the quality of shea products in an effort to provide excellent value to customers and consumers.

### **6 Good Corporate Governance**

Members commit to complying with the laws of countries and relevant international standards. We aim to facilitate the growth of our members' businesses by encouraging them to apply the principles of integrity and good corporate governance. We commit to good practice in financial management and to business integrity.

### **7 Communication**

We commit to communicating this Code of Practice throughout our organisations and to external partners. Members agree not to make any misleading or unsubstantiated claims about their activities or their involvement with GSA. External communications are evidence based and consistent.

### **8 Transparency**

Members act responsibly and are transparent in their engagement with GSA. Members report annually to the GSA Secretariat in a manner agreed by the GSA including on their activities pursuant to GSA membership.

### **9 Confidentiality**

All individual business information of members and stakeholders remains confidential. Aggregated statistics will be compiled, however to monitor and track industry growth and value addition.

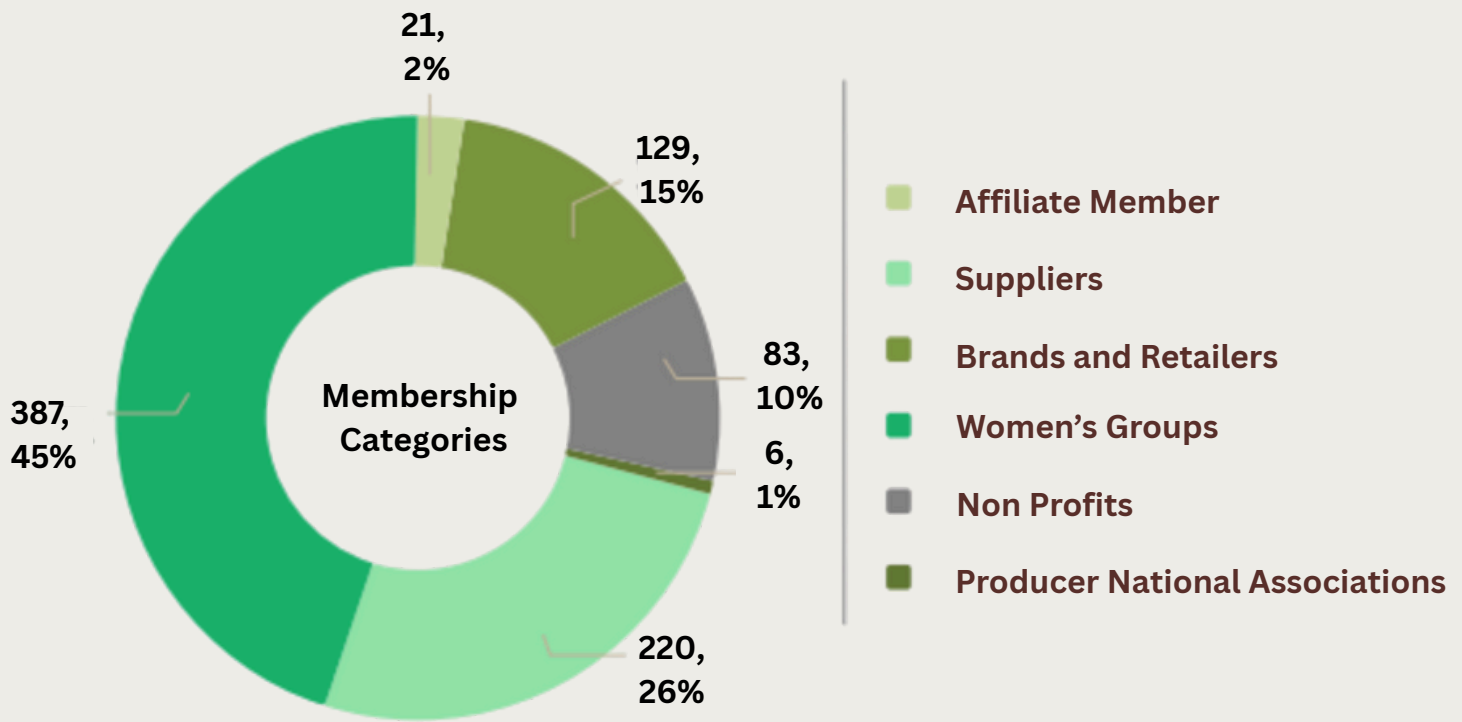
### **10 Collaboration and Participation**

We commit to improving the quality shea nuts produced by the pickers across the shea zone, and will share best practices and new technologies to improve the quality of shea products in an effort to provide excellent value to customers and consumers.

### **11 Payment of Fees**

Members agree to pay membership fees in a timely manner.

# Membership



849 members, 36 countries



# MEMBER REGISTRATION FORM



## Personal Information

Name of Organization :

Contact Person :

Address :

Country :  City :  Phone :

E-mail :

## MEMBERSHIP PACKAGES

CATEGORY	DESCRIPTIONS	FEES
Women's Groups	Registered cooperatives or organized groups of women collecting, processing, and trading shea and shea products	\$50
Suppliers	Companies involved in the purchase of shea kernels and shea butter and/or processing them into various ingredients:	
	Small: Organizations with annual turnover/budget <US \$150,000	\$150
	Medium: Organizations with annual turnover/budget >US \$150,000 <US \$1,500,000	\$500
	Large: Organizations with annual turnover/budget >US \$ 1,500,000	\$1500
Brands and Retailers	Companies involved in the purchase of shea kernels and shea butter and/or processing them into various ingredients:	
	Small: Organizations with annual turnover/budget <US \$150,000	\$150
	Medium: Organizations with annual turnover/budget >US \$150,000 <US \$1,500,000	\$500
	Large: Organizations with annual turnover/budget >US \$ 1,500,000	\$1500
Non Profits	Civil society organizations and other development partners involved in the promotion and implementation of the GSA Sustainability Program	\$150
Producer National Association	Multistakeholder associations in producing countries with published governmental authority to represent all industry stakeholder categories in their respective countries. Qualifications are defined in this document	\$100
Affiliate Members	Stakeholders who support the industry indirectly including, financial institutions, shipping firms, certification companies and others	\$100

### Sustainability Program

I'm interested in learning more about the GSA Sustainability Program

### Membership Principles

I have read and agreed to adhere to the GSA Membership Principles.

# MEMBERSHIP BENEFITS

- 1 Market linkages to 849 member organizations, representing 36 countries
- 2 Technical support for supply chain, marketing and sustainability initiatives
- 3 Exclusive market information
- 4 Industry and media exposure through GSA publications and events
- 5 Organizational alignment with industry quality, sustainability and promotion initiatives
- 6 Opportunities to collaborate on working groups
- 7 Participation in the GSA Sustainability Program
- 8 Discounted access to GSA events
- 9 Voting rights in the annual General Assembly
- 10 Online access to member directory and research database: SHEA MARKET PLATFORM

# MEMBER RESOURCES

GSA, through the 'SheaMarket' platform, has a wide volume of resources including studies and conference presentations that members can access to deepen their knowledge and build the capacity on key industry topics. It has features such as internal messaging system as well as access to shea butter producers and suppliers regarding the shea industry.

Shea  
Market

Learn Connect

SIGN IN REGISTER

Natural Sustainable Functional

## THE TREE THAT PROTECTS

Two billion shea trees grow naturally in the African Sahel storing carbon, preventing desertification, and improving soil.



Access the Shea Market  
Platform  
[Click here](#)

For further information, contact  
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