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The FairWild Foundation Joins the Global Shea Alliance to Advance Sustainable Shea Parklands and Fair Trade Practices

Accra, 28 October 2025: Global Shea Alliance (GSA) is delighted to welcome the **FairWild Foundation** as its newest member, marking a shared commitment to protecting biodiversity, empowering local communities and advancing ethical trade within the shea industry.

The FairWild Foundation provides a global framework for the sustainable and equitable trade of wild collected plant ingredients and their derivatives. Its internationally recognised FairWild Standard promotes biodiversity conservation, ethical sourcing and fair benefits for rural communities, values that align strongly with the GSA's work to build a competitive, sustainable and inclusive shea industry.

This partnership will enhance collaboration under the GSA's **Action for Shea Parklands (ASP)** initiative, which is restoring degraded ecosystems and protecting millions of shea trees across West Africa. By bringing FairWild's expertise in certification, sustainable harvesting and biodiversity management, the partnership will strengthen the environmental integrity of the ASP and help shape models for sustainable wild collection that can be replicated globally.

Speaking on the partnership, Aaron Adu, the Managing Director of GSA, said:

"This collaboration brings together two organisations deeply committed to sustainable land use and equitable value chains. With FairWild's expertise, we can scale impact through stronger standards, measurable outcomes and lasting benefits for women and communities who depend on shea."

FairWild's engagement also offers an opportunity to explore harmonised certification systems and cross sector learning that can improve transparency and traceability throughout the shea value chain. Together, both organisations aim to demonstrate that sustainable sourcing and biodiversity protection are integral to business growth and community development.

About the GSA

The Global Shea Alliance is a non profit industry association with 849 members from 36 countries, including women's co-operative groups, brands and retailers, suppliers, and NGOs. Through PPPs, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics. For more information, please visit <http://www.globalshea.com/>

About the FairWild Foundation

The FairWild Foundation is an international organisation that promotes the sustainable use of wild harvested plant ingredients through its FairWild Standard, certification, and risk assurance services. Founded in 2008, FairWild ensures that ecological, social and economic sustainability are integrated into the sourcing of wild plants, benefiting local communities and conserving biodiversity worldwide.

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