



WORLD
SHEA
EXPO
2024 **GHANA**

ORGANIZER & PARTNERS



Ghana Cocoa Board
Purified to Maintain Premium Quality Cocoa



MINISTRY OF FOOD & AGRICULTURE

Global
Shea
Alliance





1.0

Background

In 1973, the **Ghana Cocoa Board** was granted exclusive control over the domestic and international marketing of sheanuts and sheabutter. However, recognizing the potential benefits of private sector involvement, the Board opted to liberalize the marketing of shea nut and sheabutter, thus fostering an environment conducive to private enterprise within the shea trade.

Presently, the export trade of sheanuts and sheabutter exceeds 70,000 tons annually, boasting a substantial estimated value surpassing 112.6 million US dollars. Nonetheless, a significant challenge to the sustained growth of the shea industry lies in the depletion of the shea tree population in Ghana.

Nevertheless, amidst this challenge, there exists a consistent surge in global demand for shea butter, driven by its versatile applications in cosmetics, pharmaceuticals, and the food industry. This heightened demand has spurred renewed interest in shea cultivation across regions such as Northern, Brong-Ahafo, Eastern, and Volta.

It is imperative to raise awareness about the lucrative international market demand to bolster foreign exchange earnings, generate employment opportunities, and foster prosperity, particularly among women involved in the Shea Value chain. One effective strategy entails promoting the product through festivals and national as well as international fairs.

Spearheaded by **Savannah Golden Tree Ltd**, the **WORLD SHEA EXPO** in Tamale, the Northern Regional Capital, represents a collaborative effort involving key stakeholders such as the Northern Regional Coordinating Council, ministries, financial institutions, export promotion agencies, shea associations, women's groups in shea production, private enterprises, and international donors. This annual event aims to consistently illuminate Ghana's pivotal role in the global shea industry and the significant contributions of over one million stakeholders within the Ghanaian shea value chain.

2.0

Brief profile of Savanna Golden Tree Ltd.

Savannah Golden Tree Ltd was officially founded and registered with the Registrar General Department in December 2018. Its establishment marked a commitment to advancing the Shea Value Chain and associated endeavors within Ghana, across Africa, and on a global scale.

Situated in Tamale, the capital of the Northern Region of Ghana, the company operates from its primary headquarters, with additional presence through sub-offices strategically located in Accra and the Upper West Region.

2.1 Mission

To publicly recognize the efforts and contributions of distinguished women and Youth of the Regions where this unique product (Shea Nuts) is produced by using this Expo as a platform for economic emancipation.

2.2 Vision

Thriving and booming Shea-nut Sector leading in entrepreneurship, Investment, poverty alleviation, Wealth creation, and contributing to Ghana's economic development through generation of foreign currency to support balance of trade.





3.0

Objectives of the WORLD SHEA EXPO in GHANA

- To use the Expo to promote the product and create both local and international markets for businesses.
- To showcase Ghana's Shea-nut Industry to the World i.e. the USA, China, Japan, the UAE and EU that, Ghana has the best quality Shea-butter in Sub-region.
- Publicly recognize the efforts and contribution of our distinguished women and the Small to Medium enterprises by awarding them.
- To promote and highlight the contribution of Shea butter in the development of the rural women of the five Northern Regions (Northern, Savannah, North East, Upper East and Upper West Regions) in Ghana that have the comparative advantage over the production and processing of shea nuts and butter for the International Market.
- To bring together the business community, Pharmaceutical companies, the Cosmetic Industry, Investors, Processing Companies, government, development Partners, Research to boost and unearth the economic potentials of this sector. At the same time works towards the sustainability of the shea industry.

3.1

Expected Outputs

- Facilitate instant market access and pave the way for future business growth within the Shea Value Chain through product exhibitions.
- Enhance the visibility of the Shea-nut Sector and foster increased participation of women and youth within the industry.
- Elevate public awareness, empower women and youth, and inspire entrepreneurial spirit and enterprise morale.





3.2

Expected Outcomes

- Promote entrepreneurship, encourage investment, and foster job and wealth creation for exhibitors, particularly women and youth engaged in the shea sector.
- Take proactive steps towards poverty alleviation by generating wealth within the designated timeframe.
- Stimulate regional economic development and bolster Ghana's GDP through active engagement in international platforms.
- Generate both direct and indirect employment opportunities.
- Facilitate technology transfer through seminars and business-to-business sessions (B2B).
- Provide avenues for coaching and mentorship from large enterprises to medium, small, and cooperative businesses, fostering growth and development.



3.3

Impact of the Expo on the local economy

- Generate employment opportunities for women and youth residing in the city and surrounding communities.
- Promote economic prosperity and wealth accumulation among the populace.
- Facilitate market access across the entire Shea Value Chain.
- Implement brand-focused initiatives emphasizing products proudly made in Ghana.



3.4

Impact of the Expo on Climate Change



The Shea Parklands initiative, spearheaded by the **Global Shea Alliance** in collaboration with the **Forestry Commission**, represents a proactive response to the challenges posed by climate change. These parklands serve as vital ecosystems that not only contribute to carbon sequestration but also play a crucial role in mitigating the adverse effects of climate change. By promoting the sustainable management and conservation of shea tree populations within these designated areas, the initiative aims to enhance biodiversity, strengthen ecosystem resilience, and safeguard the livelihoods of communities dependent on shea resources.

Furthermore, the Shea Parklands initiative aligns with broader climate change adaptation strategies by promoting agroforestry practices that enhance soil fertility, conserve water resources, and mitigate land degradation. Through the integration of shea trees into agricultural landscapes, these parklands offer a multifaceted approach to climate resilience, providing farmers with diversified income sources and fostering environmental sustainability. Ultimately, the promotion of Shea Parklands stands as a testament to the collaborative efforts of the Global Shea Alliance and the Forestry Commission in addressing the impacts of climate change while promoting sustainable development and resilience in shea-producing regions.

4.0

Empowering Ghana's Economy: Inauguration of the SHEA TECHNICAL WORKING GROUP

In Tamale, the Northern Regional capital of Ghana, a 15-member **Shea Technical Working Group** was inaugurated on January 25, 2024, with the objective of harnessing the untapped potential of the shea industry for economic growth and development. The event garnered the presence of notable government officials and dignitaries, including Nakwabi Wura Awudu Adam Tampuri, Chief of Nakwabi, Bole Traditional Area, who chaired the proceedings, and Hon. Shani Alhassan Saibu, the Northern Regional Minister, serving as the Special Guest of Honour. Additionally, Mr. David Marco, Project Manager of the Productivity Ecosystem for Decent Work (PE4DW) at the International Labour Organisation (ILO), highlighted partner institutions' dedication to ensuring the initiative's success.

Funded by the **Swiss State Secretariat for Economic Affairs (SECO)** through the **International Labour Organisation (ILO)** PE4DW Project, with technical assistance from the **Ghana Cocoa Marketing Board (COCOBOD)**, the **Shea Technical Working Group** aims to provide expert advice to unlock the full economic potential of shea within Ghana's economy. Comprising professionals and experts from various relevant fields, the Group is poised to offer strategic insights and recommendations to enhance the efficiency, productivity, and sustainability of the shea industry. This initiative holds immense promise for Ghana's economic development, aligning with broader national goals of poverty reduction, gender empowerment, and rural development, positioning the shea sector as a catalyst for opportunity and prosperity.



4.1

Empowering Shea: Ghana's Legislative Drive for Sustainable Growth

In the backdrop of the **Tree Crop Development Authority (TCDA)** initiative, the liberalization of Shea by **COCOBOD** to the private sector marked a significant shift in Ghana's agricultural landscape. This move reflected a strategic departure from centralized control, opening avenues for private enterprise and fostering market-driven growth within the shea industry. Recognizing the economic potential and socio-economic significance of shea as a valuable cash crop, the Ghanaian government subsequently enacted **Act 1010**, a pivotal piece of legislation aimed at diversifying the tree crops sub-sector. Under this act, the regulatory framework for shea, alongside other key tree crops, was established to promote sustainable development, ensure quality standards, and facilitate market access, thereby laying the groundwork for the industry's expansion and transformation.

With the inclusion of the shea tree within the ambit of Act 1010, the Ghanaian government demonstrated its commitment to fostering a conducive environment for the growth and regulation of the shea industry. By providing a clear legal framework and regulatory oversight, the legislation aimed to streamline operations, enhance productivity, and promote investment in shea cultivation and processing. This proactive approach underscores the government's recognition of shea as a vital component of Ghana's agricultural sector, with the potential to drive rural development, generate employment opportunities, and contribute to national economic growth. Through the enactment of Act 1010, Ghana has positioned itself to harness the full potential of the shea tree, while ensuring sustainable management practices and equitable benefits for all stakeholders involved in the shea value chain.



4.2

Shea's Triple Impact: Driving Economic Resilience, Social Empowerment, and Environmental Sustainability in Northern Ghana

In the northern region of Ghana, the shea industry holds significant **economic value**, serving as a vital source of income and livelihood for rural communities. Shea production provides employment opportunities for thousands of women and youth who engage in activities such as harvesting, processing, and trading shea nuts and butter. The income generated from shea-related activities contributes to poverty reduction and economic empowerment, enhancing the overall economic resilience of households in the region. Additionally, the export of shea products generates revenue for local businesses and contributes to foreign exchange earnings for the national economy, further bolstering the economic significance of the industry to the northern region.

Beyond its economic contributions, shea plays a pivotal role in the **social fabric of communities** in the northern region of Ghana. Shea production is often a communal activity that fosters social cohesion and cooperation among community members, particularly women. The involvement of women in shea-related activities empowers them economically, providing them with financial independence and decision-making authority within their households. Furthermore, shea serves as a cultural symbol, with its harvesting and processing rituals passed down through generations, reinforcing cultural identity and heritage among inhabitants of the region.

From an **environmental** perspective, shea trees offer invaluable ecosystem services that contribute to the sustainability of the northern region. Shea trees help to prevent soil erosion, conserve water resources, and maintain biodiversity in the region's fragile ecosystems. Their deep roots stabilize soil, making them essential for land rehabilitation and combating desertification. Additionally, shea trees act as carbon sinks, absorbing greenhouse gases and mitigating the impacts of climate change. As such, the preservation and sustainable management of shea tree populations are essential for maintaining the ecological balance and resilience of the northern region of Ghana.





5.0

Partnerships for Progress: Government, NGOs, and Private Sector Advancing the Ghanaian Shea Industry

In Ghana, efforts to support the shea industry span across various sectors, with active involvement from the **government**, **non-governmental organizations (NGOs)**, and the **private sector**. The government has taken significant strides to promote the shea industry through policy interventions, investment initiatives, and institutional support. This includes the enactment of legislation such as Act 1010, which regulates and promotes the development of the shea industry, as well as the establishment of the Tree Crop Development Authority (TCDA) to oversee the sustainable management and growth of tree crops, including shea. Additionally, the government has collaborated with international partners and donor agencies to provide technical assistance, capacity building, and infrastructure development to enhance the competitiveness of the shea sector.

NGOs play a critical role in complementing government efforts by implementing community-based initiatives aimed at empowering women, improving shea processing techniques, and promoting sustainable harvesting practices. Organizations such as the Global Shea Alliance (GSA) work to strengthen the shea value chain by facilitating partnerships, advocating for policy reforms, and promoting market access for shea products. Moreover, NGOs often engage in social and environmental initiatives, including tree planting campaigns, land restoration projects, and biodiversity conservation efforts, to support the long-term sustainability of shea ecosystems and the communities reliant on them. Meanwhile, the private sector, including local enterprises and multinational corporations, contributes to the shea industry's growth by investing in processing facilities, quality control measures, and market development strategies. Through partnerships with suppliers, cooperatives, and certification bodies, private sector actors work to ensure the traceability, quality, and sustainability of shea products, thereby enhancing their marketability and value proposition on both domestic and international fronts.



5.1

SGTL: Spearheading Shea Sector Synergy for Sustainable Development in Ghana

Savannah Golden Tree Ltd (SGTL) stands poised as a pivotal force in consolidating and amplifying the multifaceted efforts aimed at advancing the shea industry in Ghana. With its established presence and expertise within the sector, SGTL possesses a unique vantage point to orchestrate collaboration among government bodies, non-governmental organizations (NGOs), and private enterprises. By serving as a central coordinating entity, SGTL can facilitate synergy, streamline resources, and enhance the collective impact of initiatives targeting shea industry development.

One of SGTL's primary roles lies in aligning these diverse efforts with overarching industry objectives, such as sustainability, inclusivity, and socioeconomic empowerment. Through strategic partnerships and collaborative ventures, SGTL can ensure that initiatives address key challenges and leverage opportunities across the shea value chain. This includes initiatives to improve farming practices, enhance processing technologies, and expand market access, all while prioritizing the welfare of women and youth who form the backbone of shea production in Ghana.

Moreover, SGTL's involvement can catalyze innovation and drive transformative change within the shea industry. By fostering an ecosystem of innovation and entrepreneurship, SGTL can encourage the adoption of new technologies, practices, and business models that enhance productivity, quality, and market competitiveness. Additionally, SGTL's commitment to sustainability can drive initiatives aimed at conserving shea tree resources, preserving biodiversity, and mitigating environmental impact, ensuring the long-term viability of the industry for future generations. Through strategic leadership and collaborative action, SGTL has the potential to unlock the full economic, social, and environmental value of the shea industry, positioning Ghana as a global leader in shea production and trade.



6.0 PROPOSED MONTH OF LAUNCH OF THE EXPO AND LOCATION



Below are the details
for the launching;

Theme:

**Shea Sustainability
Summit: Nurturing
Growth, Empowering
Communities**

Venue:

Alisa Hotel, Accra

Date:

22nd May 2024

Time:

10:00 am



6.1

Shea Sustainability Summit: Nurturing Growth, Empowering Communities

Strategic Focus Areas:

- **Economic Empowerment:** Fostering inclusive economic growth and livelihood enhancement through sustainable shea industry development.

Social Inclusion: Promoting gender equality, community resilience, and cultural heritage preservation within the shea value chain.
- **Environmental Stewardship:** Advancing conservation efforts, climate resilience, and ecosystem sustainability to safeguard shea tree resources and biodiversity.
- **Market Innovation:** Catalyzing market access, value addition, and global competitiveness for shea products through innovation, technology, and market diversification.





6.2

Strategic Focus: Economic Empowerment

Fostering inclusive economic growth and livelihood enhancement through sustainable shea industry development. Impact:

- **Macro Level:** Strengthening Ghana's position in the global shea market, boosting national export revenues, and contributing to climate resilience efforts.
- **Meso Level:** Empowering regional economies in the northern region through increased employment opportunities, income generation for shea businesses, and enhanced value chain integration.
- **Micro Level:** Creating local job opportunities, particularly for women SMEs engaged in shea processing, thereby improving household incomes, reducing poverty, and fostering community development.

6.3

Strategic Focus: Social Inclusion

Promoting gender equality, community resilience, and cultural heritage preservation within the shea value chain. Impact:

- **Macro Level:** Advancing global sustainability goals through the promotion of gender-inclusive practices and the preservation of cultural heritage.
- **Meso Level:** Strengthening social cohesion and resilience within shea-producing communities, fostering women's empowerment, and promoting social equity.
- **Micro Level:** Empowering women entrepreneurs through increased access to markets, skills development, and financial resources, thereby enhancing their socio-economic status and leadership roles within their communities.





6.4

Strategic Focus: Environmental Stewardship

Advancing conservation efforts, climate resilience, and ecosystem sustainability to safeguard shea tree resources and biodiversity. Impact:

- **Macro Level:** Contributing to global climate change mitigation efforts by promoting sustainable land management practices and preserving shea tree habitats.
- **Meso Level:** Enhancing regional biodiversity and ecosystem resilience, mitigating land degradation, and promoting carbon sequestration in shea parklands.
- **Micro Level:** Preserving local ecosystems, protecting water resources, and promoting soil conservation, thereby ensuring the long-term sustainability of shea production and livelihoods for future generations.

6.5

Pathways to Progress: Catalyzing Institutional Collaboration for Sustainable Shea Development

Institutional Support for the shea sector has been steadily growing, with various government agencies, non-governmental organizations (NGOs), and international bodies recognizing the economic, social, and environmental significance of shea production. However, there is a pressing need for more institutions to join the cause and contribute to the sustainable development of the shea industry. Government agencies such as the Ministry of Food and Agriculture (MoFA), the Tree Crop Development Authority (TCDA), and the Ghana Cocoa Board (COCOBOD) have been instrumental in providing policy support, technical assistance, and capacity-building initiatives to enhance shea production and marketing. Additionally, NGOs like the Global Shea Alliance (GSA) and international organizations such as the United Nations Development Programme (UNDP) have played key roles in promoting sustainable practices, gender equality, and market access within the shea value chain.

Despite the growing institutional support, there are still policy issues and investment challenges that need to be addressed to fully unleash the potential of the shea sector. Policy issues include land tenure insecurity, inadequate infrastructure, and limited access to finance and technology, which hinder the scalability and sustainability of shea production. Moreover, there is a need for greater collaboration and coordination among stakeholders to address these challenges collectively and create an enabling environment for shea investment. With the right policy frameworks, investment incentives, and institutional support, the shea sector can thrive as a driver of rural development, poverty reduction, and environmental sustainability in Ghana and beyond.





6.6

Charting Progress: Unveiling the Impact of Shea Sector Interventions on Communities and Livelihoods

Objective: Empower women and youth participation and leadership in the shea industry.

Output: Establishment of women and youth-focused cooperatives and business networks within the shea value chain, providing access to resources, training, and mentorship.

Outcome: Heightened involvement of women and youth in decision-making processes, entrepreneurship, and income-generating activities within the shea industry. This leads to greater social inclusion, gender equality, and the emergence of female and youth leaders who drive positive change and community development.



7.0

Main Event

The primary event will be held in Tamale, the capital of the Northern Region, which serves as the primary hub for sourcing raw materials. This location allows women and youth, predominantly engaged in the collection and processing of shea products, to engage with both local and international participants. The aim is to inspire them through the presence of diverse stakeholders, fostering a perspective that views the shea industry not merely as a social endeavor but as a viable business opportunity.

Below are the details;

Venue:

**ALIU MAHAMA SPORTS
STADIUM, Tamale**

Date:

23rd – 25th JULY 2024

Time:

10:00 am



7.0

Main activities for the event includes:

- **Seminars (R&D, Investment Promotion/Access to Capital, Technological Advancement, policy support, Maximizing benefits, sustainability etc)**
- **Fair/Exhibitions**
- **B2B and investments/capital mobilization**
- **Field visits**

Additional event activities could include panel discussions with industry experts, training workshops on shea processing techniques and quality standards, cultural showcases highlighting the traditional significance of shea in local communities, and networking receptions to facilitate informal interactions and relationship-building among participants.





Estimated Participants 10000

Target Participants :

Women Pickers, Youth, Associations, Processors, Industry leaders, agribusiness operators, MMDA's, Government Agencies, Banks, Traditional Rulers, Transporters, Investment agencies, etc.

8.0

Conclusion

The primary objective of the Expo is to spotlight the economic potential of the Shea industry, encompassing both nuts and butter, as a viable cash crop for export, and to underscore its benefits for both the populace and the nation as a whole.





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