



Shea Economic Empowerment Programme : Ghana

Improving the livelihoods of women through Shea butter production

Project description

The initiative seeks to empower shea butter producers economically by restructuring the Shea Butter supply chain, building capacity among producers and improving production quality to facilitate access to local and international Shea Butter markets.



Business model

The Shea butter Economic Empowerment Programme (SEEP) business model has four components:

1. Developing trade hubs, storage facilities and distribution centres to promote greater ownership of the supply chain and decrease reliance on middlemen.
2. Provide training for producers to improve agricultural practices and increase productivity.
3. Educate producers in business management to increase financial literacy and promote a better understanding of the Shea Butter market.
4. Engage multiple stakeholders such as government officials, community leaders, buyers and producers to ensure long-term sustainability of the shea butter industry.



Scaling up activities in 2011

- Promote multi-stakeholder engagement through support from industry, government officials and policy makers to create a fair and competitive environment for shea butter processors.
- Develop a system of direct and equitable payment after each collection for the Shea pickers and shea butter processors.
- Facilitate the production and promotion a Ghana-branded shea butter.
- Promote shea butter value- added products.

Immediate needs

- Access to international and large-scale buyers.
- Support with capacity building and training for producers.
- Support in promoting high-quality shea butter production.
- Support in promoting shea tree propagation.



SEED Awards 2010

for entrepreneurship in sustainable development

WINNER

Partnership

- ❶ **PagSung Association**, a group of 754 female shea nut producers in the Tamale area of Northern Ghana
- ❷ **Africa 2000 Network Ghana** facilitates the establishment and training of local shea butter producer women in organised groups and with internal and external partners
- ❸ **Global Fairness Initiative & SNV Ghana** provide capacity building for producers and advise on business plan development and funding
- ❹ **Synapse Fund** provides working capital to agricultural activities as alternative income source



Social, environmental and economic impacts

Social impact: Social benefits and security from dependable income, capacity building and empowerment of women in local and national government. Women's contribution to household decision-making enhanced.

Environmental impact: Sustainable promotion of shea tree nursery and shea tree plantations. Promotion of woodlots and sustainable use of shea husk residue as an alternative to firewood and charcoal.

Economic impact: Livelihood security for shea butter producers, and greater economic return through control over the supply chain and direct marketing.

Contact

Adisa Lansah Yakubu

Email: adizayakubu@yahoo.com

adiza.yakubu@africa2000networkghana.org

SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

SEED Secretariat

info@seedinit.org