



**CREATING A
BETTER
WORLD FOR
FUTURE
GENERATIONS.**





STAR SHEA GHANA

RESPONSIBLE VALUE CHAIN

- **600,000 women** are employed in precarious conditions in northern Ghana, for shea nut harvesting and shea butter processing. Access to the markets is difficult and both the seasonal nature of the product and the number of intermediaries involved result in insufficient and fluctuating incomes for the women.
- **StarShea** is a project that combines together education, microfinance and technology to enhance the value chain of the shea butter increasing the revenues of the women producer of shea.



Context :

Since 2009, Positive Planet has supported the activities of women shea producers in the Northern Region of Ghana. A unique partnership between Positive Planet and SAP, the German business solutions provider, led to the inception of this project. Five years on, a social business called StarShea Ltd. has been formed to take on the marketing aspects of the project while the women have gathered impressive results:

- **Nut processing revenue growth of 50%-80% has been achieved by the shea women;**
- **Price premiums received by the women for international quality shea have reached 7%-14%;**
- **A 68% margin is now commanded by the women for selling nuts through StarShea Ltd.**

To date, 15,000 shea women have been reached and grown export volumes substantially to approx. 300 MT per annum.

Phase II of the project aims to diversify the sources of income of the women by supporting a complementary income generation activity such as soy beans production, and capitalizing on the achievements, lessons learnt and producer organizations established. The expected revenue resulting from strengthening the soy production will not only further reduce the economic vulnerability of the target group but it will also constitute a sustainable source of extra income necessary for the women to access the Ghanaian National Health Insurance Scheme (NHIS) which will be implemented through community social funds.

Objectives :

Improve income levels, working conditions and the security of women producers of shea.

- Access to management tools and skills
- Access to social and financial services
- Improvement of production methods for nut harvesting and butter processing
- Access to markets and international buyers

Phase II

Contribute to socio-economic inclusion of women producers in the informal agricultural sector through secured income, improved working conditions, and access to health services.



PROJECT MANAGER POSITIVE PLANET

James Ayando/ james.ayando@positiveplanet.ngo

« Thanks to the Shea project in Ghana , I have been trained to manage my activity, and produce better quality shea butter. I have access to the international market. Moreover, the creation of a women producers network allowed us to work with other women of the community. When we face problems, questions and have to make decisions, everyone gathers thus we can help each other. »

Damata,
Shea producer



Beneficiaries

- 5,000 women in the informal agricultural sector in Phase I and 22,000 women in Phase II
- 2 local Micro Financial Institutions
- 40 SMEs producing Shea Butter
- 42 communities of Shea producers

Implementation

- Incorporate 119 new groups into 5 existing producer associations, build their management capacity, agronomic and post harvest handling techniques for soya production and facilitate the linkage to input suppliers, market price providers, and buyers for 7000 women.
- Work with identified financial service providers and input suppliers to provide critical inputs (tractor services, seed, fertilizers) and equipment needed by women members of the producer associations to increase the quality and volumes required from the market.
- Establish 50 new CSFs and train women and sub-committees on operational procedures. Facilitate the registration of women beneficiaries on the NHIS before the start of CSFs operations (collection of premiums by members, and receipt of contributions from fair trade buyers). Support the 52 existing CSFs and the 50 newly established CSFs to deliver complementary services to what is offered by the national health insurance.



Impact

- Producer associations are capacitated to undertake complimentary business activity through soya production
- The shea women groups have improved their capacities and working conditions for increasing the quality, productivity, and volumes of soya products cultivated to compliment shea
- Women have access to the NHIS through the establishment & linkage of financing mechanisms and capacitated local stakeholders

Budget

€ 700,000

Dates

2 Phases:

Phase 1: 2009 – 2014

Phase 2: 2015 - 2016

Results achieved to date

- **1000 women** have been sensitized on the operations of community social funds in 2015
- Approximately **4,290 women** are currently benefiting from the products of the Community Social Funds through the renewal of their health cards and additional support during periods of ill-health
- **14 additional community social funds** with a total membership of **approximately 1000 women** have been established in 2015
- **15 Officers of the Ghana National Health Insurance Scheme (NHIS) in 5 districts** have been sensitized about the operations of the community social funds and the level of health support required from the NHIS for the rural shea women producers
- **More than 6000 women** are in the process of renewing their subscriptions or starting new registrations with the National Health Insurance Scheme (NHIS)
- **117 new groups formed by Starshea** have been incorporated into the 5 Producer associations at the district level
- **Close to 4500 women shea producers** have been organized, sensitized and have begun making savings towards cultivation of soya beans for the 2016 farming season

Your contribution to the project

With a donation of € 5,000, 1.350 women will benefit from the activities of the project

- Access to management tools and skills development
- Access to social and financial services
- Improve their productions patterns (collection and processing methods)
- Access to international markets

* The average cost to train a woman is € 3.75

Main Partners



Maata-N-Tudu Association
Together We Develop

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Vegan Food