



SUSTAINABLE SHEA SOURCING

THE ONLY ONE-STOP-SHOP
CHOICE IN THE WORLD FOR
VEGETABLE BUTTERS AND
SOLUTIONS FROM TROPICAL
TREES (PLANTS) OF SAL, MANGO,
SHEA, MOWRAH, DHUPA, PHULWARA
& KOKUM FROM THE FORESTS OF INDIA
& WEST AFRICA.



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www.manoramagroup.co.in

INTRODUCTION

Shea trees are found mainly in West Africa: in Mali, Nigeria, Ghana, Burkina Faso and Ivory Coast Togo etc.

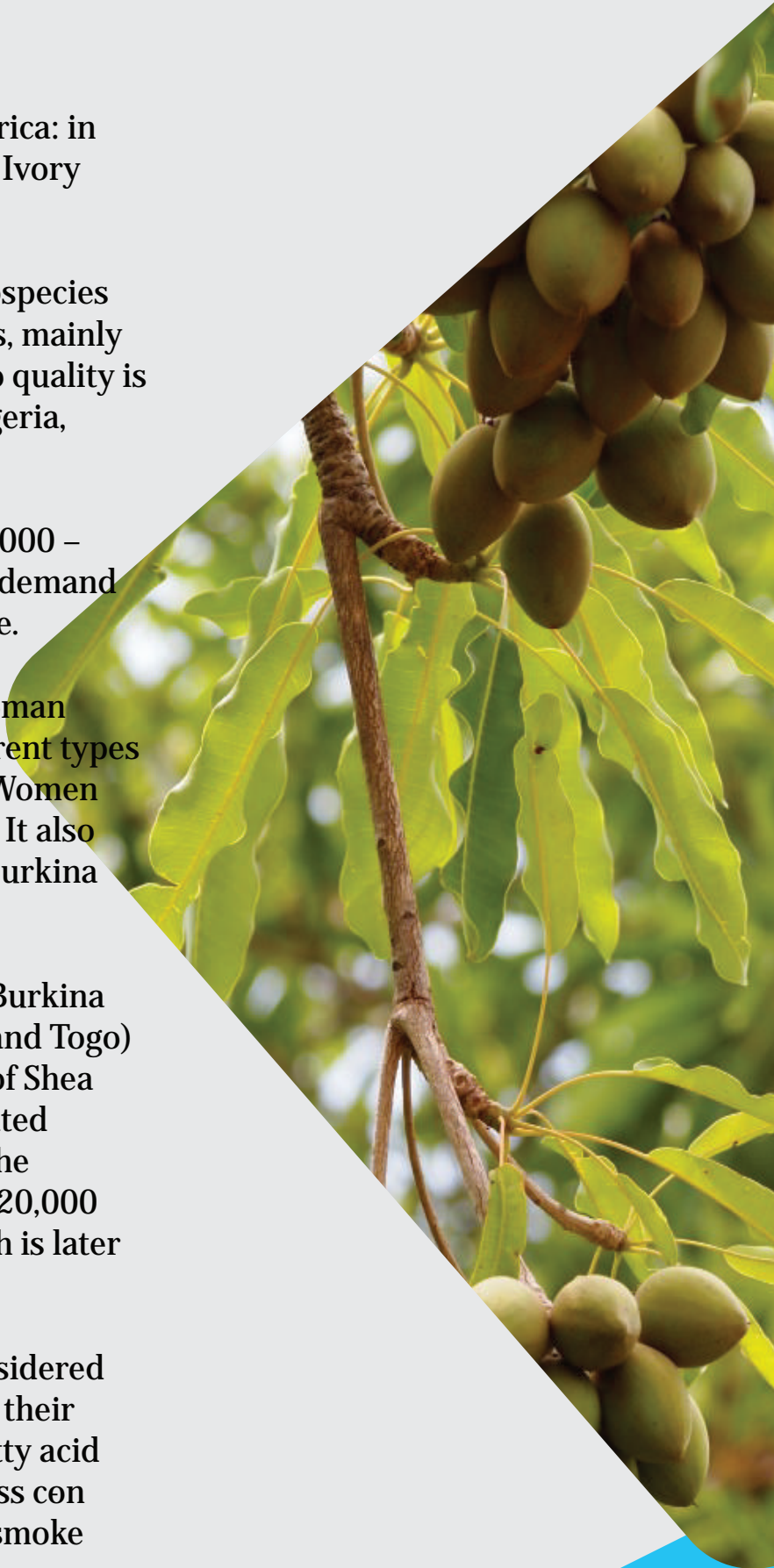
Shea tree: the *Vitellaria paradoxa* a subspecies usually found in West African countries, mainly in Ivory Coast, Ghana and Burkina Faso quality is better than other area of Africa like Nigeria, Sudan and Uganda.

Shea nuts production is expected 425000 – 475000 MTs and price varies between demand and supply and trading starts from June.

Manorama procure Shea Nuts from Woman Farmers in Bushes in Ghana from different types of suppliers like Social Organization, Women Groups, Village Marketers and Traders. It also procures shea Nuts from Ivory Coast, Burkina Faso, Mali, Togo, Benin, Nigeria etc.

Seven West African countries (Ghana, Burkina Faso, Benin, Ivory Coast, Nigeria, Mali and Togo) produce a total of about 600,000 tons of Shea Nuts. These countries export an estimated 270000 tons as raw nuts and convert the remaining 330,000 tons into roughly 120,000 tons of crude Shea butter, 75% of which is later exported.

Ghanaian kernels, for example, are considered the best quality compared with others, their kernels have consistently lower free fatty acid levels and higher oil content and are less contaminated by moisture, charcoal from smoke fires and impurities.









MANORAMA'S SUSTAINABLE PURCHASE CENTERS

Manorama coordinate and finance the purchase of Shea kernels from local Woman Cooperatives and self-help groups and local village groups. We are the consolidators of purchase at weekly rural markets and supervise the activities of collectors.

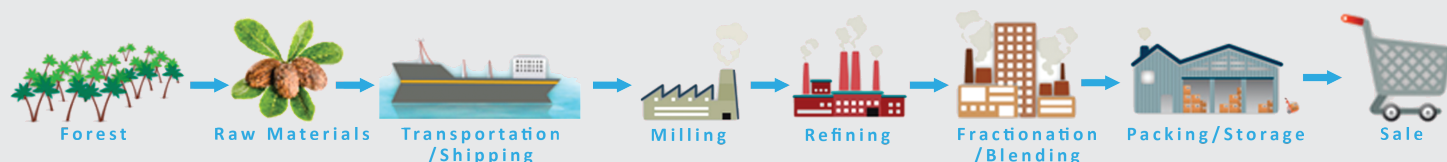
The relationships are grounded on trust and reliability. These layers also allow the networks to efficiently manage the transactions.



MANORAMA AFRICA PROCUREMENT TRACEABILITY SYSTEM

Program	Impact	Sustainable development goal
Environment Management		
Development of Shea Nursery and New Plantation in Parklands with MSC	1000 Plants	
Energy efficient equipment for seed processing stove and electrical bulb and others.	100 Nos	
Health & Education		
Training on shea processing and Savanna parkland management for women groups to increase knowledge, improve the quality of the nuts, and yield.	100 Women	
Financial support for improvement of children education	\$ 12000	
Socio – Economic Development		
We provide new business opportunity around 35000- 40000 Metric Tons of more Shea.	1000 of women get extra opportunity.	
We give premium to direct women suppliers	Around 1000 women benefited	

MANORAMA SUPPLY CHAIN



SHEA TRADE AND COVID-19

Major Shea nut producing countries like Ghana, Togo, Mali, Burkina Faso, and Benin are highly effected by COVID-19 and because of this there is a lot of shrinkage in demand which is causing a slowdown in major economic sectors, including in the food supply chains.

West Africa project has embarked on leveraging alternative approaches in its efforts to improve the livelihoods for millions of women involved in Shea trade.

The government along with privates and social agencies are supporting MSMEs and women farmers in shea & other sectors in Ivory Coast, Ghana, Burkina Faso, Benin, Togo, Mali, Nigeria etc.

Every year they harvest and sell Shea nuts from February to the end of April. This year Manorama is helping by buying more and supporting the local woman farmers under the COVID-19 pandemic, and Manorama is working round the clock for safety and security of our supply chain.

Manorama is coordinating with woman farmers in the Savannah bushes and doing the best possible under the circumstances by distribution of face mask, face shield, Doctor on call, vitamin tablets, teaching safety precautions.



WOMEN'S EMPOWERMENT PRINCIPLES (WEPs)

A COMMITMENT TO GENDER EQUALITY







We are signatories to UN Global Compact. Manorama Industries Limited is committed to integrate and promote the Women Empowerment Principles (WEPs) established by United Nations Global Compact and the United Nations Women.

THE WOMEN'S EMPOWERMENT PRINCIPLES

The Women's Empowerment Principles are a set of 7 Principles for business offering guidance on how to empower women in the workplace, marketplace and community.



MANORAMA CREATE IMPACT IN WOMEN EMPOWERMENT WITH MANORAMA SUSTAINABILITY CAMPAIGN

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GLOBAL SHEA ALLIANCE

The GSA is a non-profit industry association with 500 members from 35 countries including women's groups, suppliers, brands and retailers, non-profits, producer national associations, and affiliates members. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

Manorama is an active member for the Sustainability Working Group (SWG) of the GSA. The SWG is committed to promote sustainable practices in the shea industry focusing on women's empowerment, decent working conditions, development of local communities and the protection of ecosystems.

**Global
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