



## Shea Butter Production in Mali

### Context

Although Mali has one of the largest areas of trees in the so-called “shea belt”, rudimentary production processes mean production generally hovers around 80,000 tons per year – far behind the estimated potential of 250,000 tons per year. At the same time, the country has tended to export the raw Shea nut or butter through markets in Burkina Faso or Ghana rather than capitalizing on any value added for its own producers. The Malian development agenda highlights the role of the Shea value chain as a way to improve the livelihoods of women currently extracting 80% of their income from this tree. The programme objective is to encourage income generating activities by promoting women participation and increased contribution to local economy by strengthening their productive capacities and marketing for improved market access.

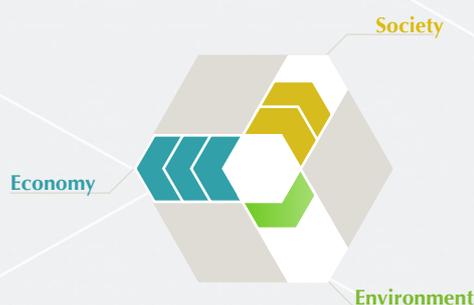
### Strategy

The Programme responded to the request from the Government of Mali to give emphasis to rural private sector enlargement through rural entrepreneurship development and market access with a special focus on women empowerment. Strategic approaches:

- ◇ Value addition promotion and productive capacity development based on local resources
- ◇ Gender equality, through women groups skill development
- ◇ Protection and promotion of rights (e.g. UN Charter rights/labour/social rights), through the creation of community-based production system for improved bargaining power
- ◇ International market access through commercial partnership with French cosmetic firm (Chimitex)
- ◇ Environmental sustainability; by guarantying accessing to clean technology
- ◇ UN system-wide coherence, by strengthening links between UNIDO and UNDP.
- ◇ South-south cooperation, through the participation in regional exhibitions and study tours

### Impact/Outlook

- ◇ Total sales of assisted Cooperative groups doubled between 2009 and 2011
- ◇ Total revenue of women within the groups assisted increased by 22% by the end of the project
- ◇ Technical and managerial capacities of 1200 women in 45 women groups structurally improved
- ◇ Product quality and safety improved reached export quality standards
- ◇ Women within the communities and improved self-esteem improved. Visible behavioral change of communities towards women.
- ◇ Households livelihoods are strengthened, food security and education situations improved



### Results:

- ◇ Three pilot Shea processing centers established in Dioïla, Sikasso and Ségou regions, and processing equipment provided
- ◇ 156 women groups engaged in Shea processing established, selling additional 30 tons of Shea nuts to the processing centers
- ◇ Additional 45 women groups trained in group dynamics, reaching a total of 1200 women
- ◇ Capacity building of at least 1200 women through training on production and quality control systems – GPP, GHP, GMP. Additional awareness raising and training on management, product certification and marketing
- ◇ International market access improved through a joint venture company (SMC Mali) between the women groups and French cosmetics company for the production and delivery of 40 tons of Shea butter products in 2011

### At a Glance

<p><b>GOAL:</b> MDG: <b>THEME:</b> <b>DONORS:</b> <b>PARTNERS:</b> <b>BUDGET:</b> <b>STATUS:</b> <b>DURATION:</b></p>	<p>Women empowerment through agribusiness Gender equality and empowerment Poverty reduction through productive activities Government of Luxembourg Ministry of Women, Ministry of Industry, UNDP Mali €1m Completed 4 years</p>
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