Hi Ya’ll!! From
- Africa Bound Corporation
- Senegal Neem Foundation
Cedar Creek, Texas. USA.

Africa in Texas
Sénégal at the crossroads for business opportunity strategies and mediations in filling the Shea Butter and other natural resources virgin niche in West Africa

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Africa Bound Corporation / Senegal Neem Foundation
www.africabound.org / www.senegaineemfoundation.org

Empowerment
Leadership
Sustainability

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Photo from: CFC TECHNICAL PAPER NO. 21. INTERNATIONAL WORKSHOP ON PROCESSING AND MARKETING OF SHEA PRODUCTS IN AFRICA. Seminar Proceedings. 3/4-6/02. Dakar, Senegal.
Welcome to Senegal
The Gateway to Africa
(The Land of Teranga - Hospitality)

Area 200,000km²

Population >12 million

Capital Dakar (25% population)

Coastline 700 km of Atlantic. Most western country

Ethnic Wolof (43%). Serere (15%). Pular (24%). Others (18%)

Regime Presidential - Stable Democratic - Hospitable

Senegal Synopsis

Synopsis (cont.)

Land of **Teranga** (Hospitality)

Africa Most Stable Democratic Regime

- Strategic Gateway to Africa
- Senegal River irrigation potential: > 260,000 ha
- One of the best telecom system in Africa
- WWW/Internet since 1996
- Member of UEMOA. 60 million consumers
- Member CEDEAO 16 countries. 200 million consumers
- N.E.P.A.D. co-founder (New Economic Partner for African Development)
- Europe & USA Economic Treaties:
  * Cotonou (Benin) Accord
  * The USA Africa Growth Opportunity Act (AGOA)
Senegal Synopsis

A Free Market Economy

Growth: > 5% (1997)
Inflation: < 2% (1997)

GDP:
- Primary Sector 20% (Not efficient for an Agric-based economy)
- Secondary Sector 20%
- Tertiary Sector 60%


Export
- Europe: 43%
- African countries: 27%
- Asia: 21%
- USA: ?
## Senegal Synopsis

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Area:</strong></td>
<td>200,000km²</td>
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<tr>
<td><strong>Population:</strong></td>
<td>11 million habitants</td>
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<tr>
<td><strong>Density:</strong></td>
<td>50/km²</td>
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<tr>
<td><strong>Distribution:</strong></td>
<td>50% &lt; 15 years old</td>
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<tr>
<td><strong>Capital:</strong></td>
<td>Dakar (25% population)</td>
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### Frontiers

- **North:** Mauritania
- **South:** G. Bissau; Guinea; Gambia*
- **East:** Mali
- **West:** Atlantic (700 km of coastline)

*The Gambia is an enclave of 10,300km² inside Senegal*

### Ethnic Groups (about 20)

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Wolof</td>
<td>43%</td>
</tr>
<tr>
<td>Pular</td>
<td>24%</td>
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<tr>
<td>Serere</td>
<td>15%</td>
</tr>
<tr>
<td>Others</td>
<td>18%</td>
</tr>
</tbody>
</table>
Exemption
- Taxes
- Customs
- Fiduciary
- Salaries
- Reduction on company/business taxes (15%)

Other Advantages
* Small & Medium Enterprise –SME-
* Export (>80% production)
Time to Shine!

I am Powerful
Using Obstacle As Stepping Stone.

Trail Blazing is The Bold Endeavor of Vision and Leadership.
African Shea... in a Nutshell

FACTS

- 150,000 tons of kernels/year
- Current market value: US$30 million
- US$200/ton FOB West African port
- 18,000 t of Stearin (the solid ‘fat’ fraction)
- An estimated value of US$36 million.

Unknown volume used in the USA for edible products, since the USA does not permit non-cocoa vegetable in products labeled as chocolate.
African Shea... in a Nutshell

FACTS

- Shea is specific to Africa
- 16 countries are involved
- Governments not always supportive
- More control from buyers and “predators”
- Women @ the beginning and @ the end!
By H. Fields Grenée.  (Source: Madame Noire)

Shea Butter is ironically coined as “African Woman’s Gold” made by African women after laborious work:

collect,
sort,
crush,
roast,
grind,
separate oil/butter,
product.

Shea Butter According to:

**World**: Good business opportunities using false pretexts as Fair Trade tactics

**African woman**: Meager revenues, hard and less rewarding labor
Symposium on
The United States of Africa
Dakar, Senegal (2009)

Ambassador Dr. Lamine Ba, Senegal
Mrs. Sammia Nkruma, MP, Ghana
Dr. D. D. Faye, USA/Senegal
Use them, consume local, Promote! “Green” Sales Good!

Shea Butter fetches similar prices as neem
What Else do We Need?

Mrs. Ndieme Ndiaye, Senegal
Several Shea product Europe/Senegal Award Winner

Our Kenya project products
Marung’a Province, Kenya

A Sad Reality from a Flea: *Tunga Penetrans*

Shea and Neem as potential cure

Miss Kenya (2005) Cecilia Mwanga

Shea Butter-based Africa Bound Corporation
Products sent to Kenya for Jigger Management

Pleas Support Ahadi Jigger Eradication Project
The Shea Butter
Endless Value-Added Product Line
The Shea Butter
Endless Value-Added Product Line
“Across the shea zone, the primary task in market development is to resolve the contradiction between the high costs of productivity (including labor) as compared to low farm-gate prices.

- Burkina Faso, W.A., government historically attempted to fix a cost price for kernels
- Cameroon, C. A. State does not intervene in shea sector (still at embryonic stage)
- There, women sell kernels at about CFA 1,000 CFA per 20 kg basket; $0.10/kg!!!!!!!!!!!!
- West Africa, policy support provides/guarantees set minimum prices for the sale of kernels
- Rural markets for: 500 CFA per liter ($1.00). 40 bottles/year: 20,000 CFA

This is $40/year or $3.33/month of hard labor

- Currently there are many non-productive speculators and other intermediaries in the shea sector who do not contribute to an added product value particularly in West Africa, where market prices for shea are fundamentally linked to prices offered by exporters of the raw material”

THIS GOT TO STOP!!
Our Natural Resources, Our Green Gold, Our authority! Let’s Take Control!
We have allies, supporters/partners and Potential in Africa and the USA

- Akon, 2009
- Andre Young, 2010
- Julius Garvey, 2010
- USA Nigeria Ambassador, 2010
- Martin Luther King Jr. III
- Interview. Dallas Texas Radio, 2009
Thank You!

Until We Meet Again!