

Hi Ya'll!! From

- Africa Bound Corporation
  - Senegal Neem Foundation
- Cedar Creek, Texas. USA.

# Africa in Texas



2009

# SHEA BUTTER

*The African Woman's Gold*

**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](http://www.africabound.org) / [www.senegalneemfoundation.org](http://www.senegalneemfoundation.org)



**Empowerment**  
**Leadership**  
**Sustainability**

340 Jones Rd.  
Cedar Creek,  
Texas 78612. USA.



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** 200,000km<sup>2</sup>

**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

**Economy** Agriculture. Fishing. Mining. Tourism.



**DAKAR**



# 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



## Synopsis (cont.)

### A Free Market Economy

<b>Growth:</b>	<b>&gt; 5% (1997)</b>
<b>Inflation:</b>	<b>&lt; 2% (1997)</b>
<b>GDP:</b>	
- Primary Sector	<b>20%</b> (Not efficient for an Agric-based economy)
- Secondary Sector	<b>20%</b>
- Tertiary Sector	<b>60%</b>
<b>GDP/capita:</b>	<b>US\$550 (in 2000)</b>
<b>Export</b>	
- Europe:	<b>43%</b>
- African countries:	<b>27%</b>
- Asia:	<b>21%</b>
- <u>USA:</u>	<b>?</b>

# Senegal Synopsis



<b>Area:</b>	<b>200,000km<sup>2</sup></b>
<b>Population:</b>	<b>11 million habitants</b>
<b>Density:</b>	<b>50/km<sup>2</sup></b>
<b>Distribution:</b>	<b>50% &lt; 15 years old</b>
<b>Capital:</b>	<b>Dakar (25% population)</b>

## Frontiers

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

*\*The Gambia is an enclave of 10,300km<sup>2</sup> inside Senegal*

## Ethnic Groups (about 20)

<b>Wolof:</b>	<b>43%</b>
<b>Pular:</b>	<b>24%</b>
<b>Serere:</b>	<b>15%</b>
<b>Others:</b>	<b>18%</b>



# Ideal Code Of Foreign Investment



## Exemption

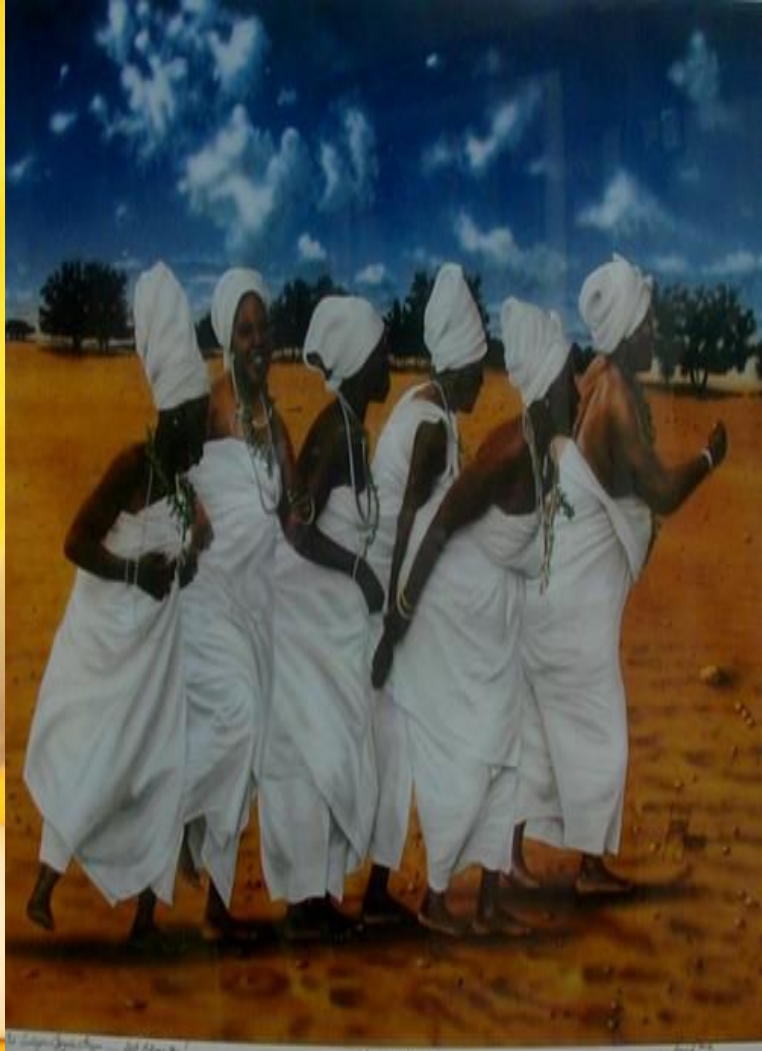
- Taxes
- Customs
- Fiduciary
- Salaries
- Reduction on company/business taxes (15%)

## Other Advantages

- \* Small & Medium Enterprise –SME-
- \* Export (>80% production)



I am POWERful



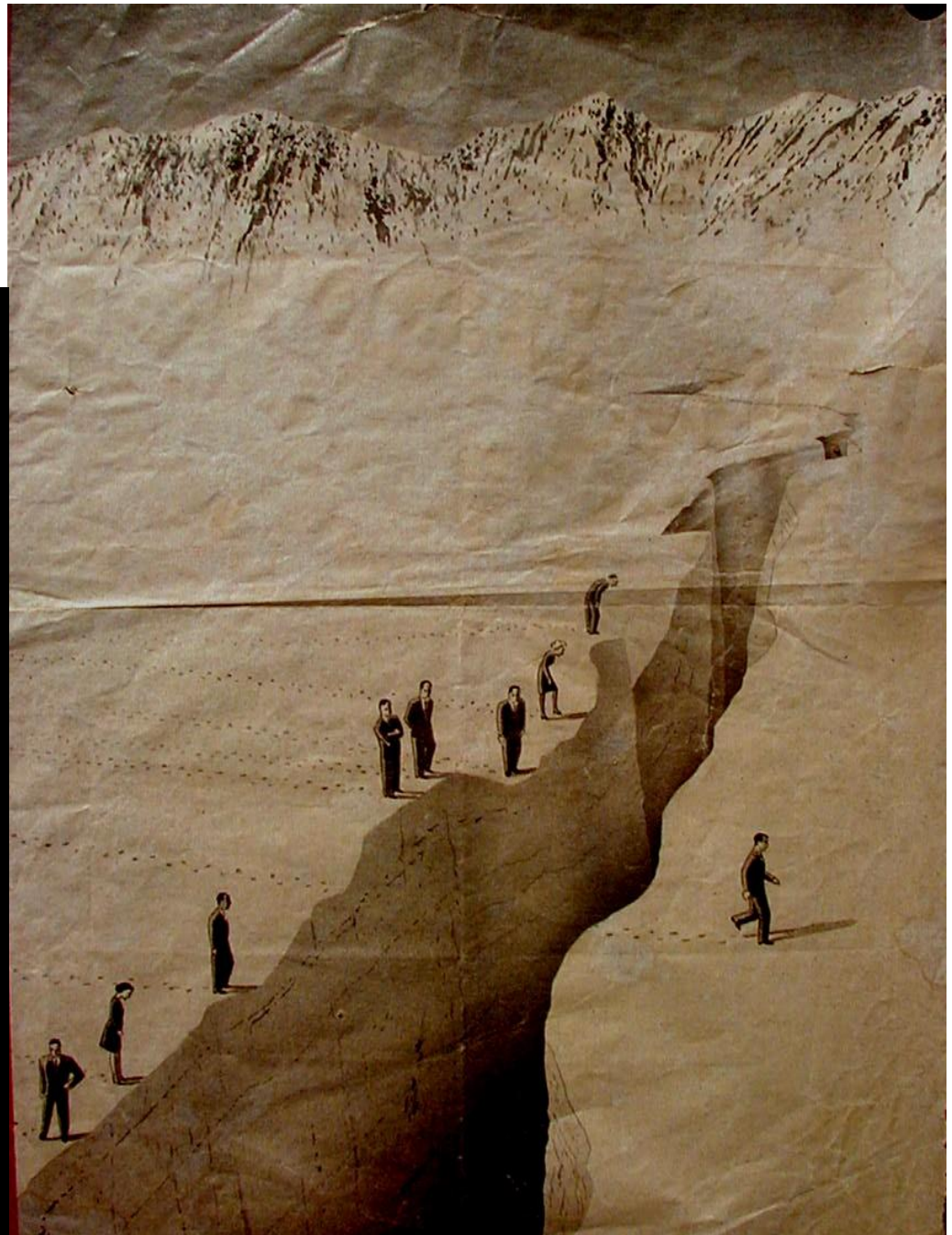
... and the power ... and the power ... and the power





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.



SHEA BUTTER PROCESSORS  
IN KANFIYILLI NORTHERN GHANA

# 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!



# The Shea Butter Economy: How Moisture Involves Big Money and Exploitation.

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.

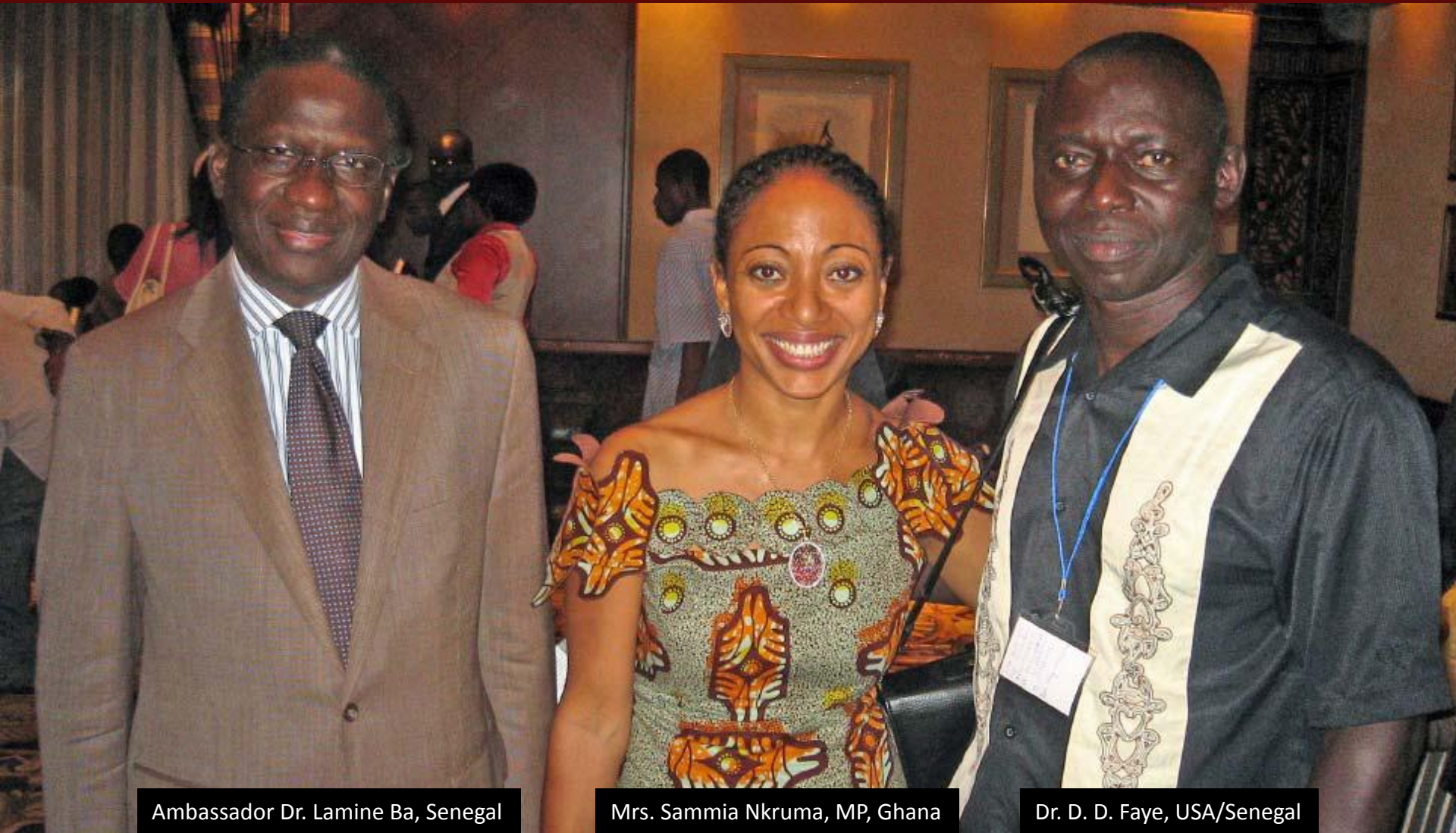


## Shea Butter According to:

**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

# A Sad Reality from a Flea: *Tunga Penetrans* Shea and Neem as potential cure



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

Miss Kenya (2005) Cecilia Mwanga



Please Support  
Ahadi Jigger  
Eradication Project



# The Shea Butter Endless Value-Added Product Line



**Neem Leaf Powder**  
 -Bitter Tea  
 -Cleanser  
 -Tonic  
 -Capsules  
 Anti-Oxidant Value: 357 ORAC  
 Compared to Cranberry: 95 ORAC

**Red Hibiscus Seeds**  
 -Tea  
 -Cleanser  
 -Tonic  
 -Capsules  
 Anti-Oxidant Value with Vitamin C  
 Leaves are great for salad or cooked

Africa Bound Corporation  
 3200 W. 10th Street  
 Red Hibiscus Seeds  
 (Hibiscus subtorifolius)  
 USDA Import Permit #  
 P-5747-00018  
 Collector: D. D. Iyare  
 Senegal, 3/12/2007

10/08/2010

**Neem Leaf Powder**  
 -Bitter Tea  
 -Cleanser  
 -Tonic  
 -Capsules

# The Shea Butter Endless Value-Added Product Line



# TIME TO TAKE CONTROL!!

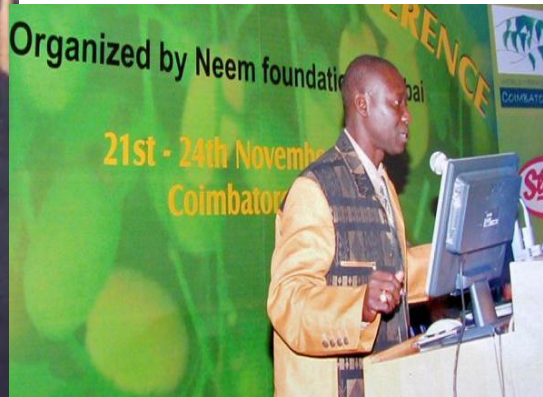
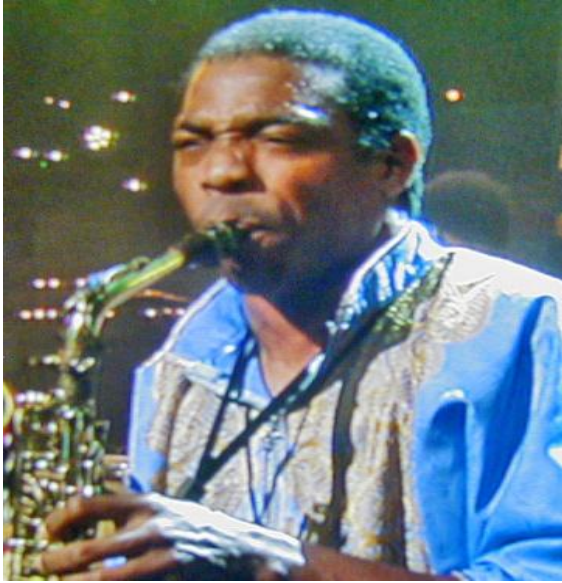
- *“Across the shea zone, the primary task in market development is to resolve the contradiction between the high costs of productivity (including labor) as compared to low farm-gate prices.*
- Burkina Faso, W.A., government historically attempted to fix a cost price for kernels
- Cameroon, C. A. State 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!**



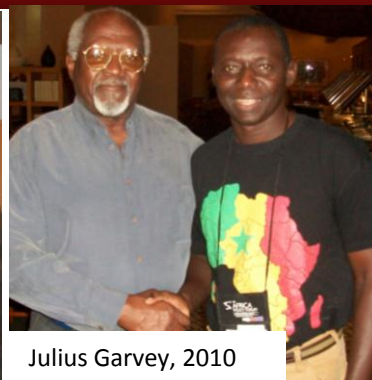
# We have allies, supporters/partners and Potential in Africa and the USA



Akon, 2009



Andre Young, 2010



Julius Garvey, 2010



USA Nigeria Ambassador, 2010



Dr. Martin Luther King Jr.



Interview. Dallas Texas Radio, 2009

# Thank You!

**Until  
We Meet  
Again!**

