

PARTNER FACTSHEET



Projected Impact



Generate \$2 million from shea butter product exports to the United States.



Preserve 303 existing jobs at Alaffia Togo, most of which are held by women and youth.



Create at least 20 new jobs, with increased focus on female staff.



Alaffia Togo employees processing shea butter. Photo credit: Alaffia Togo

About the Company

Agbanga Karite Alaffia SARL (Alaffia Togo) is a certified fair-trade shea butter cooperative that produces indigenous ingredients in West Africa used to make face, hair, and body products. The company has strong ties to the communities it partners with and has been operating in rural communities in the Sokode area of Togo for over 10 years, providing jobs and skills development in shea kernel processing to women and youth. Alaffia's products containing unrefined, natural ingredients sourced from Togo and other West African countries are manufactured by hand at Alaffia USA in Olympia, Washington.

Co-Investment Partnership

The Trade Hub awarded a \$299,000 co-investment grant, made possible by [Prosper Africa](#), to Alaffia Togo to secure the supply of shea kernels and other raw materials for the company's 2021 production of shea butter products sold in the United States and other markets. This co-investment is crucial to assisting the company to recover from the COVID-19 pandemic, which delayed the production and shipments of products for months due to transport restrictions and safety measures. The upfront purchase of shea kernels will curtail further disruptions caused by the pandemic, and in turn, support the organization's commitment to employing women and youth. As part of this co-investment partnership, Alaffia Togo will leverage nearly \$600,000 in capital and resources. Read more [here](#).

Partnership Opportunities

Alaffia Togo's shea butter market mainly depends on the United States, which makes up 24 percent of Togo's soap exports and 2 percent of Togo's plant oil exports. In the past 7 years, demand from the United States has tripled from \$347,000 to a forecasted \$1,000,800 in 2021. If Alaffia Togo meets and exceeds the demand from its major customer, [Alaffia USA](#), the organization will explore other markets, specifically in Europe, where demand for fair trade certified and sustainable goods are increasing. Alaffia Togo's long-term export experience reflects its capacity to cope with regulations and export procedures and expand to new markets. In addition, Alaffia Togo's current demand for shea kernels is only 3.2 percent of the Togo Ministry of Environment and Forestry's estimated 40,845 metric tons 2020 kernel production. Therefore, there is adequate supply available for expansion.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's Virtual DealRoom at asokoinsight.com/deals/watih/investor



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