

PARTNER FACT SHEET



Projected Impact



Support 6,500 shea kernel collectors, 6,500 basket weavers, and 2,000 grass collectors to boost production and receive fair-trade and organic certification.



Expand the capacity of facilities and warehouses to process, store, and export shea butter and artisanal hand-woven baskets.



Generate \$2.1 million in producer sales and \$8.7 million in exports.



A weaver in Sherigou Akoondone, near Bolgatanga, Ghana, makes a basket as part of her work with the African Straw Enterprise, a Black Buffalo partner. Photo credit: Black Buffalo International

About Black Buffalo International

Black Buffalo International, Ltd aims to alleviate poverty and advance gender equality in West Africa by providing goods and services to ethically minded manufacturers across the world and producing sustainable, clean consumer products for African and global communities.

Co-Investment Partnership

The U.S. Government, through the USAID-funded West Africa Trade & Investment Hub (Trade Hub) and the Women's Global Development and Prosperity initiative, has awarded a \$724,358 co-investment grant to Black Buffalo International to increase access for Ghanaian and Togolese women and youth to the expanding global natural products market. To accomplish this, Black Buffalo will work closely with an international alliance, including Alaffia USA, an American manufacturer of personal care products; African Straw Enterprise, a company exporting artisanal baskets woven by women's groups in Ghana's Upper East Region; African Traditional Remedies, a Ghanaian producer of shea butter and coconut oil soaps for export to the United States; and Agbanga Karite Alaffia SARL, a Togolese producer of certified fair trade shea butter.

Alliance members will support 6,500 women shea collectors, 2,000 grass collectors, and 6,500 basket weavers living in Ghana's Upper East Region and the Togo's Savannah Region to produce nearly 3,000 metric tons of shea butter and artisanal baskets. The venture is expected to generate \$2.1 million in producer sales, with most products purchased by Alaffia USA. Another key aspect of the project is the expansion of regional facilities and warehouses to process, store, and export certified organic and fair-trade shea butter and artisanal hand-woven baskets. As part of the project, alliance members will hire 231 women and youth, including for non-traditional roles such as drivers, machinery operators, and mechanics.

Partnership Opportunities

In West Africa, women and youth continue to lack economic opportunities despite possessing valuable knowledge related to creating goods for the rapidly expanding global natural products industry. Black Buffalo International and its partners are building the abilities of women and youth to produce shea butter and other products that have proven profitable for U.S. and other international markets. The firm expects to export 1,634 metric tons of shea butter, with total shea butter and basket exports valued at \$8.7 million under its current partnership with the USAID-funded Trade Hub..

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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