

PARTNER FACT SHEET

BURT'S BEES

Projected Impact



Boost the capacities and incomes of 1,200 smallholders, helping them collectively earn \$1,303,000 in additional sales over the life of the 3-year partnership.



Produce 563 metric tons (MT) of shea, beeswax, and honey.



Generate new shea and beeswax exports valued at \$1,166,000.



A Burt's Bees-affiliated shea producer in northern Ghana with receipt in hand after selling her shea kernels. Photo credit Burt's Bees

About Burt's Bees

[Burt's Bees](#)® is a dermatologist-recommended natural skincare brand, offering clean and consciously crafted lip balm, skincare, makeup, and more. The company has been a longtime supporter of responsibly sourced shea butter and beeswax in partnership with its ingredient suppliers, Global Shea Alliance, and USAID West Africa's Sustainable Shea Initiative. With natural ingredients impacting more than 99 percent of the company's supply chain, Burt's Bees not only values the ingredients themselves, but the people at the base of the supply chain who make it possible to produce products core to its business.

Co-Investment Partnership

Through a co-investment partnership project titled *SheKeeper*, the West Africa Trade & Investment Hub (Trade Hub), through the United States Agency for International Development's (USAID) mission in Ghana, awarded a \$456,100 co-investment grant to Burt's Bees to provide training in beekeeping to 1,200 Ghanaian women shea farmers and their selected partners, allowing them to diversify and substantially increase their incomes. This 3-year partnership will also upgrade a shea processing facility outside of Tamale, Ghana, that will increase its capacity to produce hand-crafted shea butter and reduce its need for firewood, improving health and safety conditions for workers and mitigating environmental impact.

Partnership Opportunities

There is ample opportunity for investors to support the *SheKeeper* project to improve the livelihoods of the more than 14 million women collectors and processors across 21 African countries. The core project objective is to introduce beekeeping activities in Burt's Bees' Ghanaian shea supply chain and export the beeswax for Burt's Bees U.S. product manufacturing, marketing, and distribution. Beekeeping is a profitable activity for African smallholder farmers, which has the potential to increase incomes 10 to 20-fold and offset income scarcity that accompanies dry seasons. However, there is a lack of training and equipment available for shea women's groups to undertake beekeeping activities. Private investment will illustrate that shea collectors can profitably produce and sell beeswax, shea, and honey to meet growing demand.



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