

PARTNER FACT SHEET



Projected Impact



Construct a modern and certified shea butter processing plant capable of producing at least 4,320 metric tons of organic shea butter per year.



Purchase a minimum of 5,000 metric tons of unprocessed certified shea kernel from 5,800 women shea collectors by 2022.



Export a total of 1,742 metric tons of certified shea butter, generating \$4,233,247 in export revenues over the life of the project.



Label d'Or's vision is to be the Togolese leader in the production and marketing of certified organic fruits and oilseeds and play a leading role in the transition of consumers to a healthy and environmentally friendly diet. Photo credit: Label d' Or

About Label d'Or

[Label d'Or](#), a pioneer in the production and export of organic agricultural products, is the result of an ambitious project that combines social issues, respect for the environment, sustainable and responsible agriculture, and the pursuit of profit. Since its creation in 2012, the company collaborates with more than 10,000 Togolese producers for its flagship products: soybean, pineapple, papaya, mango, fonio, sesame, cashew, ginger, turmeric, and shea. Label d'Or helps many isolated peasant producers by establishing quality charters and practical training on profitable crops according to organic farming standards. Its average total sales over the last 3 years have been about \$3.4 million (USD), with a net profit of more than \$313,000.

Co-Investment Partnership

The West Africa Trade & Investment Hub awarded Label d'Or a co-investment grant of \$513,888 to promote local processing of organic and fair-trade shea butter. By leveraging an additional \$2.5 million, the company will construct a certified shea butter processing plant in Togo that will contribute significantly to exports to the United States and European Union and strengthen trade links in the shea value chain. The co-investment will create 90 jobs: 40 within the factory and 50 in construction. As part of its USAID Trade Hub partnership, shea kernel that will be used in the shea processing plant will come from 5,800 Label d'Or partner women collectors, mostly located in Dankpen Prefecture in northern Togo, one of the five poorest prefectures in the Kara region where 76 percent of the population lives on less than \$0.79 per day.

Partnership Opportunities

The volume of shea—nuts and butter—exported from West Africa has doubled since 2014 to reach more than 500,000 tons from 2019–20. One study forecasts a 63 percent increase by 2032 with the expected annual increase in exports to the world market of more than 8 percent. Togo is among eight countries that alone export 99 percent of the world's shea, but the quantity represents barely 10 percent of its potential. This is because the usual method of shea butter production remains rudimentary and traditional, often involves a risk of injury to processors, and not allowing shea kernels to be processed in large quantities. Label d'Or is addressing this challenge, including through building its certified shea butter processing plant. Through its Trade Hub partnership and further investment, Label d'Or will be even better positioned to supply shea butter for the global market and boost the livelihoods of Togolese shea farmers in the process.



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