



Regreening Africa

## Regreening Africa's approach to value chains:

## Trees value chains for restoration & livelihoods

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[www.regreeningafrica.org](http://www.regreeningafrica.org)



# Why tree-based value chains?

- **local businesses** with resources within reach of communities meaning **income for women** in rural areas & supports **food security**
- **growth opportunity** compared to commodity tree crops
- **incentives for** reinvesting in agriculture & agroforestry and **for land restoration**





# Approaches: Assessing and mapping actors e.g., Shea



## Shea Value Chain Element

Land, water, nutrient and biodiversity management

Small holder and Commercial Farm Production

Post-Collection Aggregation (Nut and Butter quality / quantity)

Shea Nut & Butter Processing

Local to National Shea nut & butter marketing

International Shea Nut & Butter Marketing: Export

## Indicative Value Chain Actors

Women groups (raw nuts pickers and processed butter)

Shea Nuts Collectors

Home product processors: creams soaps

Researchers

Support Services and Providers

Aggregators/ Cooperatives

Local Transporters

Local Retail Shopkeepers and Consumers

Rural bankers (payments, credits)

Warehouse Managers and Workers

Firewood collectors

Processors (exports)

Product manufacturers

NGO's & Govt (factories / processing centres)

Packaging Manufacturers

Shea Nuts / Butter Traders

Brokers

Big Transporters

LBAs & Major off-takers

State agents/ regulators/ disputes settlement

Consumers: Cosmetic, Food and Pharmaceuticals

Ministries Agriculture, Forestry, Commerce, Finance and others



Farm



Landscape/  
Subnational



National



International

# Addressing key bottlenecks and challenges

- Aging parkland & resource degradation
- Technical support: germplasm, varieties
- Processing, Qual. Stds, equipment & tools
- Infrastructure, energy, transport
- Finance access, local regulations





# Approaches: Organizational support/collective action



- Diagnostic & prioritization study  
Buss. groups support e.g Assoc, Co-ops, S&L
- Trading support: shop outlets, trade fairs
- Bussiness capacity dev; MA&D trainings





# Mobilizing support & learnings:

- National linkage forums: B2B; B2G
- Connect with national priorities
- Radio broadcast
- Local fairs, links with MFI, Saving4change
- Explore platform opportunities





# Marketing & diversification

- Business registration, licencing, certification
- Packaging, labelling & branding
- Diversification: Bee keeping, nurseries





# Challenges and opportunities observed

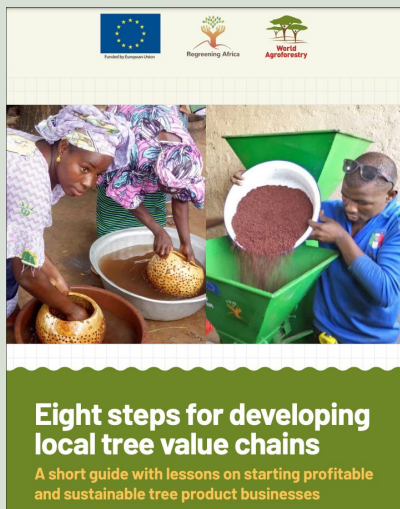
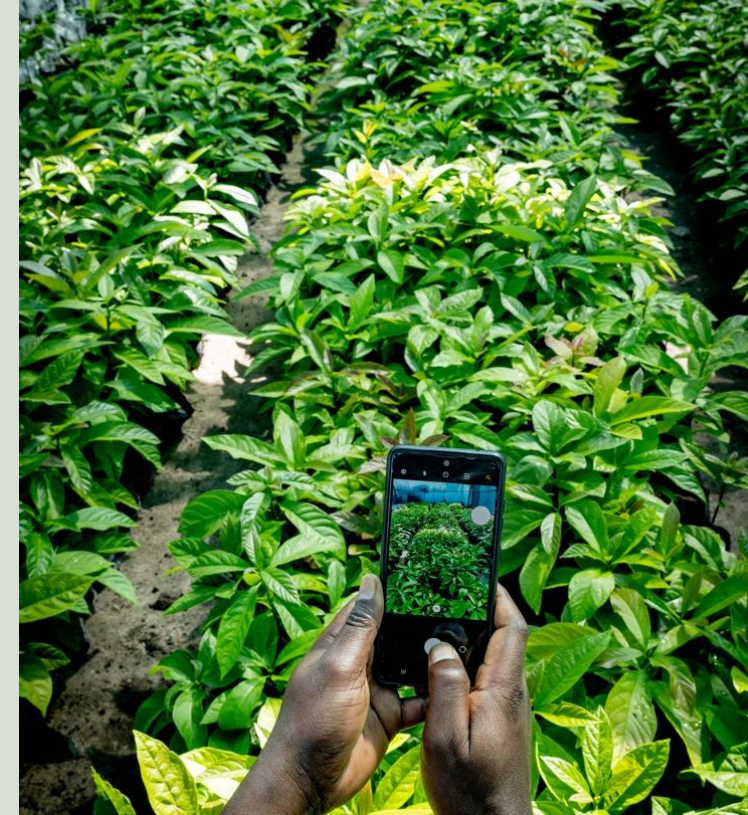
- Unsustainable harvesting
- Increased production *via* nurseries, in situ grafts
- Mixed quality produce (use local knowledge for tree selection)
- Value addition: little past initiatives, full product development
- Policy, governance, institutional frames





# Key lessons and messages

- **Restoration plans** for products harvested from trees needed
- **Product diversification is crucial** due to seasonality
- **Business sustainability plans** needed for products
  - government support
  - gender considerations
  - growth potential, market share
  - un intended consequences



<https://www.worldagroforestry.org/publication/eight-steps-developing-local-tree-value-chains>



# Recommendation from National VC forum

- Set-up professional boards (Shea-Soumbala)
- Set-up platforms for actors
- In-country value addition before export
- Quality improvement and consistent supply
- Tree-based recipes/food banks (moringa, baobab)
- Financial education for local businesses







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# Thank You! Merci! Asante!

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