

Yuri Enga

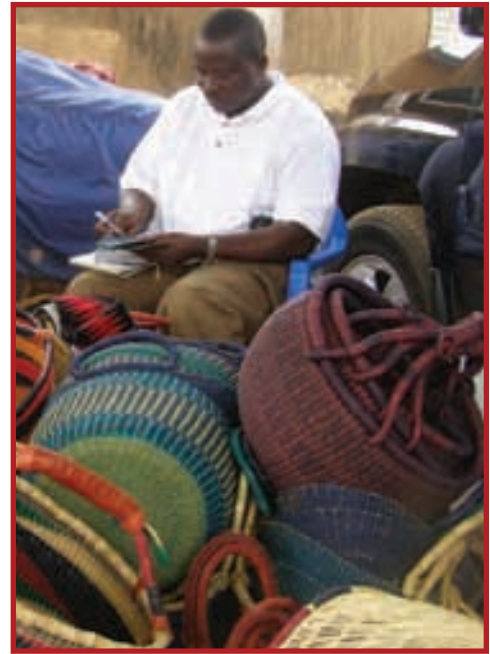
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Décor and accessories with a story

Yuri Enga means Good Will in the Gurene language of northern Ghana and the company, founded in 1998, is living up to its name.

The company began as a family-owned business, explained CEO John Agana. But its ownership today includes five of the 15 women's groups that supply the firm's shea butter. "We encourage the women to invest in the company," Agana said. "They know everything that is happening in the company and they earn dividends."

In 2007, the five groups earned dividends ranging from \$600 to \$1,000 each. The groups generally re-invest the money to increase and improve their production capacity. "Our company lives its name, that is very important to us," Agana said. "When we learned that this approach would be beneficial to the women, we encouraged them to buy shares." The natural cosmetics that are made with Yuri Enga's high quality shea butter similarly are good will for the body. The shea butter is certified fair trade and organic. Similarly, Yuri Enga's bolga baskets earn the women's groups their livelihoods. They use the money to pay school fees for their children and support their families.



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