

Better Cotton: An Introduction

ABRAPA Dec 2014

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Challenges in cotton production



Child Labor



Pesticides



Soil Depletion



**Smallholder
Poverty**



**Habitat
Loss**

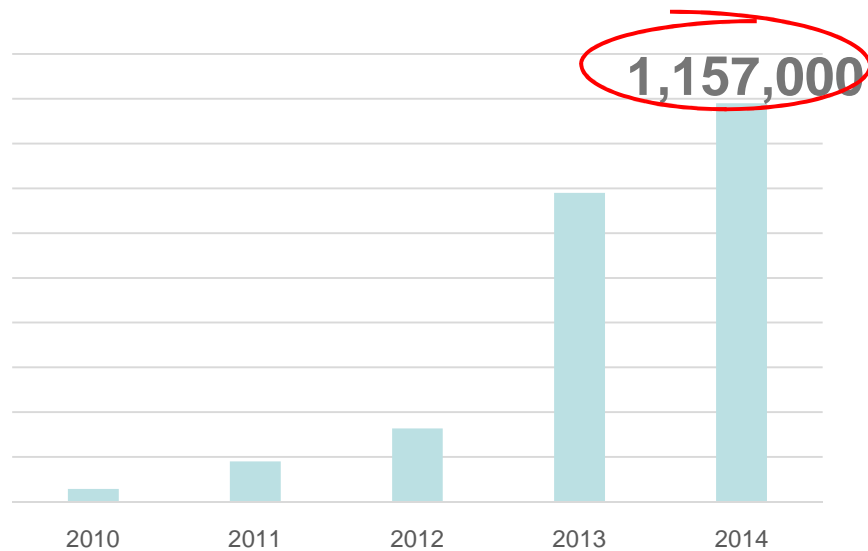


**Water
Management**

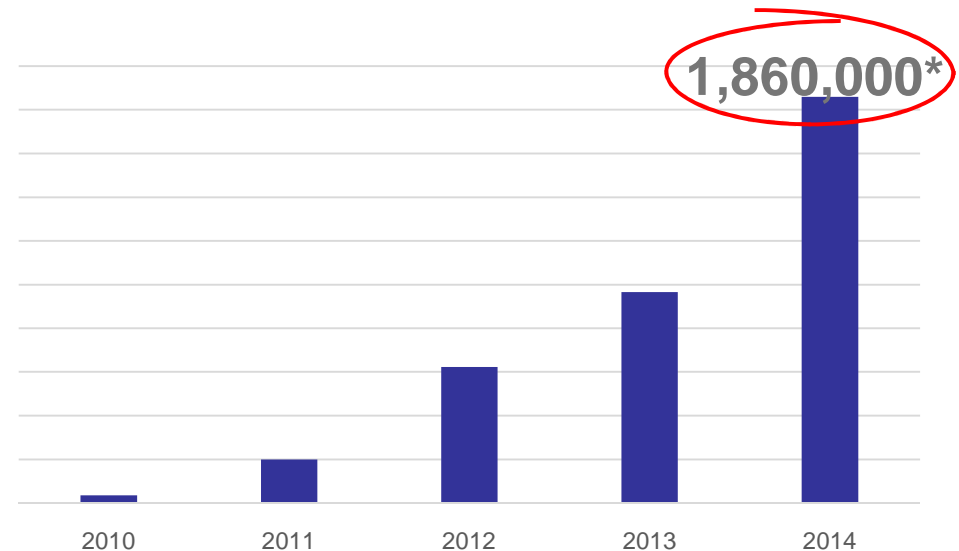


Can BCI Achieve Scale & Impact?

Number of Farmers Engaged



MT Better Cotton Produced



.1% .7% 2.3% 3.7% 7.3%

% Share of Global Production

*Most recent fcast is 2.2 million MT = 8.5% of global production

BCI: A Better Way



- **Mainstream** market model
- Large, Medium & Smallholder **inclusive**
- **Multi-stakeholder**
- Based on **productivity**, not **premiums**
- Welcomes **recognition** of other standards
- Views **'Perfect'** as the enemy of progress
- **Delivering measureable improvements**



BCI: I'd Like to Clarify

- **Not** a certification standard
 - ✓ **Minimums + Continuous Improvement**
- **Not** naming and shaming
 - ✓ **Relevant reporting metrics**
- **Not** a consumer eco-logo
 - ✓ **Pillar of a Responsible Sourcing Program**

The Litmus Test: Does It Work?

2013 Farmer Results vs Comparison Groups

	India	Pakistan	Mali	China	Turkey
Yield	↑ 18%	↑ 15%	↑ 8%	↑ 11%	→ -1%
Water	↓ 14%	↓ 14%	Rain-Fed	↓ 23%	----
Pesticides	↓ 23%	↓ 24%	↓ 55%	↓ 10%	↓ 9%
Synthetic Fertilizers	↓ 28%	↓ 17%	→ -2%	→ -1%	↓ 18%
Organic Fertilizers	↑ 22%	↑ 85%	↑ 46%	↑ 42%	----
Profits	↑ 44%	↑ 42%	↑ 14%	↑ 37%	→ +2%

The Business Case

	20% of jeans will be Better Cotton by 2015
	Targeting 100% Better Cotton by 2015
	50% of cotton will be sustainable by 2020
	100% Sustainable Cotton in Group by 2018
	100% Sustainably Sourced Cotton by 2020
	100% Sustainable Cotton by 2020

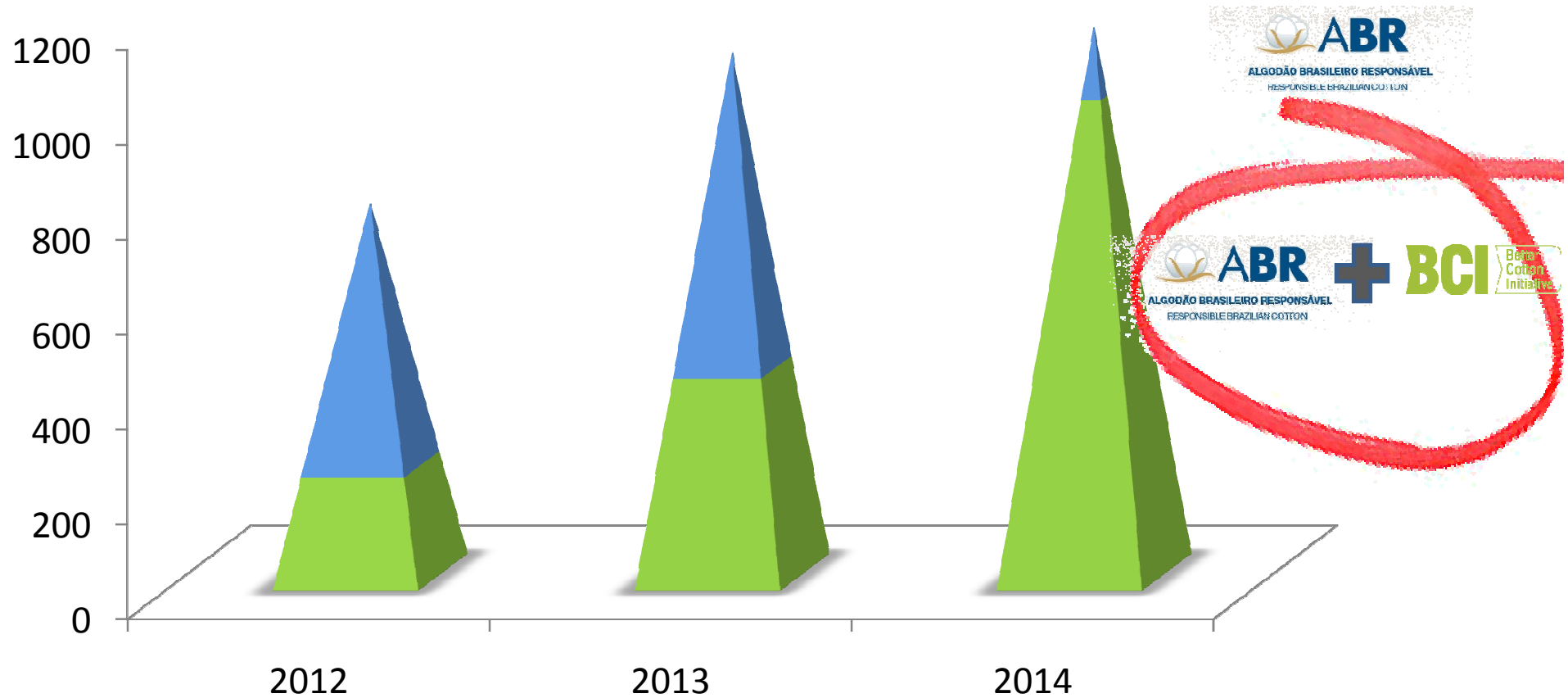
And many others:





ABR-BCI Growth in Brazil

MT Lint Produced





The Challenge

By 2020 Better Cotton Is:

- » 5 million farmers
- » > 30% of global production



Making global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.

