Better Cotton

Better Cotton exists to make global cotton production better for the people who produce it, for the environment it grows in, and better for the sector’s future.

An agricultural management system:

- Better Cotton System
  - 6 Principles
  - 44 Criteria
  - 8 Indicators
- Training farmers and verifying practices
- Physical segregation of Better Cotton (ginner level)
- Enabling supply chain uptake
- Brand demand as Driver
Better Cotton Standard System

A holistic approach to sustainable cotton production covering all three pillars of sustainability: environmental, social, and economic.

1. Production Principles and Criteria *
2. Capacity Building *
3. Assurance Program *
4. Chain of Custody
5. Claims
6. Results and Impact *
1. Production Principles & Criteria

» Providing a global definition of Better Cotton through 6 key principles and 44 criteria

- Crop protection
- Water usage
- Soil health
- Biodiversity
- Fibre quality
- Decent work

Farmers are organised into three categories:
- Smallholders < 20ha
- Medium Farms 20-200ha
- Large Farms >200ha

» 24 production criteria apply to all farm categories
» +20 additional criteria for Medium and Large Farms
Cotton Productivity

526 Kg/ha: India Ranks No. 33

36% of the global area with 25% of global cotton production
Fertilizers Kg/ha

Data: Agrl. Ministry GOI

Slide Shared by Dr. Kranthi CICR
Insecticides Kg/ha

Data: Agrl. Ministry GOI

Slide Shared by Dr. Kranthi CICR
By 2020 Better Cotton is:

- 5 million farmers
- >30% of global production
BCI Retailer Brand Members

C&A
TESCO
ASOS
BURBERRY
IKEA
Nike
Ann Inc.
Williams-Sonoma
Tommy Hilfiger
Pink
Inditex
American Eagle Outfitters
Next
Hema
Hemtex
H&M
John Lewis
AxStores
G-Star Raw
KappAhl
Waitrose
Levi Strauss & Co.
Sainsbury’s
Marimekko
Adler
Woolworths
Bestseller
VF
Stadium
MQ
RNB Retail and Brands
Polarn O. Pyret
Brothers
Magasins L’Estacade
Zara
Migros
Better Cotton is supported by Global Brands & Retailers

- **LEVI STRAUSS & CO.**
- **Nike**
- **IKEA**
- **MARKS & SPENCER**
- **adidas GEAR GROUP**
- **H&M**

**Sustainability Goals:**

- 100% of cotton will be more sustainable by **2020**
- 100% of cotton will be more sustainable by **2020**
- 100% of cotton will be more sustainable by **2015**
- 70% of cotton will be more sustainable by **2020**
- 100% of cotton will be more sustainable by **2018**
- 100% of cotton will be more sustainable by **2020**

And many others…

- **ASOS**
- **MQ**
- **Sainsbury’s**
- **John Lewis**
- **TOMMY HILFIGER**
- **HEMTEX**
- **LINDEX**
- **C&A**
- **BESTSELLER**
- **VF**
- **KappAhl**

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SDG’s & BCI Production Principles

Crop protection  Water usage
Soil health  Biodiversity
Fibre quality  Decent work

15 Life on Land
12 Responsible Consumption and Production
13 Climate Action
3 Good Health and Well-being
8 Decent Work and Economic Growth
5 Gender Equality
17 Partnerships for the Goals

Better Cotton Initiative
Way Forward for Sustainability Standards

From a BCI perspective the way forward would be:

✔ Policy Engagement.

✔ Engaging with the Research Stations and Research Institutes.

✔ Capacity building of personnel.
Thanks for your attention!