



Regional Strategy Meeting: China October 12, 2017 in Washington D.C.

The [Organic Cotton Round Table](#) (OCRT) is an annual multi-stakeholder event, held as part of Textile Exchange (TE)'s Textile Sustainability Conference. It brings together the organic cotton community to act collectively and to incubate new ideas.

Since its inception four years ago, the OCRT has focused on addressing key challenges in the stability and sustainable growth of the organic cotton sector on a global level through its three Task Forces: Business Models, Seed and Soils, and Consumer Engagement. Under these Task Forces, the OCRT has already identified needs for a number of initiatives and has either catalyzed, or been an incubator for, their development. Such initiatives include the [Organic Cotton Accelerator](#), the [Chetna Coalition](#), [aboutorganiccotton.org](#) (a microsite dedicated to organic cotton), and an inventory of non-GMO seed availability. In 2016, to meet demand for organic cotton strategies specific to Turkey and the surrounding regions, Textile Exchange hosted a workshop in Izmir, Turkey, which was the precursor to what has since formed into the [Regional-OCRT](#). Its official inauguration was held in Izmir, Turkey, on April 28, 2017. In the same year, an Africa Sourcing Hubs working group was formed, with the aim of supporting and facilitating the sourcing of organic cotton from Africa.

With the growing need to tailor strategy and designate resources and networks of supporters at the regional level, the OCRT 2017 will dive deeper into customizing regional strategies. In the afternoon of the OCRT, participants will divide into breakouts that cover the key organic cotton producing regions, including a meeting specifically for China.

OCRT Regional Strategy Meeting – China

This meeting will cover the realities of organic cotton on the ground in China, revealing the opportunities and challenges from the following perspectives:

- **A farmer's perspective:** The business model for the cultivation of organic cotton in China; learnings from existing organic cotton farms; environmental benefits and improvements to the soil (where possible); examples of best-case practice cases on the ground; and how the situation compares with other organic cotton producing regions.
- **A supply chain perspective:** The movement of organic cotton across the supply chain and its corresponding trade models (China uses 60-70% of the world's organic cotton¹, the majority of which is sold to Europe and United States).
- **A market perspective:** The domestic market for organic cotton; the influence of the Chinese national standards; and the latest update on organic cotton certification in China.

To ensure that the OCRT Regional Strategy Meeting for China is on point, Textile Exchange will develop and host the session in collaboration with [RARE](#) – a global organization that aims to empower local communities to transition from resource users to environmental stewards. In China, [RARE](#) (working in partnership with the C&A Foundation) runs an organic agriculture program with a farm project in Hubei and another in Wuhan. In 2016, RARE also partnered with the China Chamber of Commerce for Textiles to host a roundtable on the benefits of organic cotton.

Objectives

- Leverage and maximize the unique opportunities that the Chinese organic cotton industry presents.
- Shift organic cotton from a transactional exchange to one based on long-term, integrated supply networks in China.
- Raise governmental awareness on the economic, social, and environmental benefits that organic cotton can potentially bring to China.
- Build supply to match forecasted demand for organic cotton, both domestically and abroad.
- Grow the Chinese domestic market for organic cotton.

¹ According to Mr. Hu Kaihua from the Corporate Social Responsibility Department of China National Textile and Apparel Council (CNTAC)

Invitation to Attend

Is China part of your manufacturing supply chain? Is it an existing or potential market for your organic cotton products? Perhaps you wish to start or expand your sourcing of organic cotton in China?

JOIN US TO ADDRESS BARRIERS OF GROWTH INCLUDING SUPPLY, CERTIFICATION AND REGULATORY CHALLENGES!

To find out more, please contact Veronica Yow at vyow@rare.org or Evonne Tan at evonne@textileexchange.org.

Preliminary Agenda

Timing	Activity
2:00-2:15 p.m.	Welcome and introduction.
2:15-2:45 p.m.	Q&A video from GOTS China Representative and China National Textile and Apparel Council's Deputy Director of the Office of Social Responsibility on the latest updates regarding organic certification in China, followed by a short discussion. <i>We are currently collecting questions for this session. Please email your suggestions to vyow@rare.org by 31 August 2017.</i>
2:45-3:45 p.m.	A facilitated consensus workshop that aims to build a shared understanding on how to grow the organic cotton industry in China responsibly, collaboratively and sustainably, from the perspectives of the farmers, the supply chain and the market. Session format: <ul style="list-style-type: none">• Thought starters (RARE/C&A Foundation, CottonConnect)• Share your stories and experiences• Mapping exercise to identify and prioritize key challenges and barriers to growth• Actions and next steps
3:45-4:00 p.m.	Summarize action points and wrap up. The summary and action points will then be reported back to the main room for all OCRT participants to hear.



Textile Exchange is a global non-profit that works closely with our members to drive industry transformation in preferred fibers, integrity and standards and responsible supply networks. We identify and share best practices regarding farming, materials, processing, traceability and product end-of-life in order to reduce the textile industry's impact on the world's water, soil and air, and the human population.

<http://textileexchange.org>